

BEST Communications/Outreach Committee's April 2024 Brainstorming on How to Reach Our Audiences

Part 1 - How to Reach Survivors

State brain injury community groups

(like the regional Brain Injury Services in Virginia) that provide direct services to people with brain injury, including case management. We must research who the providers are for each state. Also states with resource facilitation services like Minnesota and Iowa

- Brain Injury Solutions in SW Virginia (Stacey Nichols – watch party)(KG)
- Brain Injury Services in Northern Virginia (Sarah Pickford re Compass; James Redmon re professional presentation for monthly group)(KG)
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State BIA chapters

- Minnesota - ED David Kin, also treasurer of US BIA (twf)
- Nebraska - ED Peggy Reisher, also chair of US Brain Injury Alliance (twf)
- North Dakota Brain Injury Network, Rebecca Quinn, Program Director and Carly Endres, Senior Project Coordinator (twf)
- Wisconsin - ED US BIA, Audrey Nelson (twf)
- Iowa - Geoffrey Layer, Chief Strategic officer, USBIA Iowa and past chair US BIA (twf)
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State brain injury councils

- Virginia Brain Injury Council (Kristen Galles)

State TBI directors

- Keri Bennett (NE) (mrw)

State vocational rehab counselors

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State assistive technology directors

- Davette Rucker - DC assistive tech specialist

Brain injury support groups

- Kristen runs a support group in Northern Virginia

Brain injury medical providers and rehab clinics

- John Corrigan (lpowell)
- Sheltering Arms in Virginia
- Flora Hammond at Indiana University - big name in TBI medicine - does anyone know her?

Brainline.org

- Christian Lundstum (mrw)

Pink Concussions

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BIAA/USBIA

- Rick Willis (mrw)
- See above for Peggy Reicher, David King, Geoff Lauer, (twi)
- Anne McDonnell - advocacy specialist - formerly ED of BIAV

Veterans Administration (VA)

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The TBI Model Systems programs

- Amol Karmarkar at Virginia Commonwealth University (KG)

NAMI programs: local, state, national

- NAMI-Fox Valley Maren Peterson (twi)

Domestic violence providers

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Substance abuse programs

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Linked In group

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Reach professionals to have them refer their clients to BEST

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Authors of relevant books, (survivors and fam as audience) (esp. with review?)

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People producing podcasts relevant to survivors and fam

- Erica Savage - The Reframed Brain (new BIS NoVa board member)

People running relevant YouTube channels (find source website)

-

People running relevant social media accounts (find source websites)

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Small businesses producing products our population uses (reviews?)

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Brain & Life magazine

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Other periodicals?

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American College of Rehab Medicine

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American Speech, Language, & Hearing Association (ASHA)

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American Occupational Therapy Association (AOTA)

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NASHIA

- Maria Crowley - NASHIA director of professional development
- Judy Dettmer - NASHIA director of technical assistance and special projects
- Rebecca Wolfkiel - NASHIA executive director
- Laurie Ehlhardt - NASHIA board

NABIS

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Educators

- Laura Hess, OT (Dominican University) (mwild)

Part 2 - How to Reach Professionals

State brain injury community groups (like the regional Brain Injury Services in Virginia) that provide direct services to people with brain injury. These groups have OTs and case managers on staff.

Centers for Independent Living

<https://www.ilru.org/projects/cil-net/cil-center-and-association-directory>

ACL Administration for Community Living

State BIA

Cbirt, Laurie Powell (Michelle, probably better, and twt)

State rehab counselors

Brain injury medical rehab clinics

NHCHC (National Health Care for the Homeless Council) Caitlin Synovec, Assistant Director (twt and Laurie Powell, who probably has had more recent contact with her)

Professional organizations like:

American College of Rehab Medicine

American Speech, Language, & Hearing Association (ASHA)

American Occupational Therapy Association (AOTA)

NASHIA

NABIS

Assorted Other:

Authors of relevant books, such as textbooks

Professors and instructors of relevant subjects

Sports team management and medical staff (leads to survivors)

The people producing podcasts relevant to BI professionals

Brain & Life magazine

Other periodicals

Organizations in related fields such as vision and hearing

Part 3: Information & Grant Resources

Administration for Community Living

<https://acl.gov/>

NIDLRR

<https://www.ruralhealthinfo.org/guides>

State, national and/or local conferences

School social workers

School psychologists

School nurses

School athletic trainers and coaches