**Maryland Traumatic Brain Injury Advisory Board’s Strategic Plan**

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2015-2020

# Executive Summary

## The Approach

We are mothers, fathers, sons, daughters, brothers, sisters, wives, husbands, employers, and employees. We represent every race, religion, political affiliation, and socio economic background. Some of us are young, some old, and some middle aged. While we all have many differences, we all share on thing in common, brain injury! Individuals with brain injuries, family members and state agency and service provider representatives from around the state have come together to comprise the Maryland Traumatic Brain Injury Advisory Board. The focus of this strategic plan is that “collective sum” of all board members’ contributions.

This plan proposes the Maryland Traumatic Brain Injury Advisory Board’s Vision, Mission, Core Values, Strategic goals, and SMART goals that are aligned to the Strategic goals. The Strategic goals outline key areas of focus and the SMART goals provide direction on priorities and timeframes. The development of this plan was made possible by the willingness of Board members to provide their expertise, perspectives, and input.

**Vision Statement**

Prevent brain injury and maximize the quality of life for every Marylander affected by brain injury.

**Mission Statement**

Identify needs, gaps in services, and potential funding resources by building relationships and collaborating with elected officials and heads of state agencies that will influence policy, promote prevention, education, and effective interventions that impact outcomes in order to support recovery and quality of life for every Marylander affected by brain injury.

**Values**

**Advocacy** – Public support for individuals affected by brain injury.

**Collaborative** – Working together.

**Person-centered** – Keeping the focus on individuals affected by brain injury.

**Evidenced-based** – Best available data-driven research.

**Outcome- oriented** – Focused on results.

## Strategic Goals

**Strategic Goal 1: Increase collaboration among partners.** (Aligns to TBI mandate 13-2105 #3, #4)

**Suggested SMART goals that align to Strategic Goal 1:**

1. Identify, strengthen, and evaluate existing and potential new partnerships to increase collaboration that can support goals.
   1. Schedule partners to be guest speakers for at least two of the six TBI Advisory Board meetings.
   2. Identify a minimum of three new opportunities a year to support cross-disability work.
   3. Represent the TBI Advisory Board at a minimum of 12 other council meetings per year.
   4. Identify current fall prevention programs; report findings in the annual report and promote best practices on the resource page of the TBI Advisory Board’s website.
   5. Assess TBI Board member’s meeting attendance meets the minimum 50% level of attendance on an annual basis.
2. Promote collaboration between various state agencies, hospitals, organizations, school systems, etc. that serve individuals affected by brain injury.
   1. Identify and recruit individuals to participate on and contribute to the TBI Advisory Board meetings.
   2. Create a draft TBI Advisory Board manual that outlines key information for new board members by the end of the year.
   3. Create a template for TBI Advisory Board members to provide updates at internal and external meetings by the end of this year. Updates will include: who we are, what we do, how we relate to brain injury, and what are our current initiatives.
   4. TBI Board members will report/share information at the beginning of each TBI meeting (on a rotating basis.)

**Name of Person Accountable:** Anne Blackfield and Stefani O’Dea (staff to board)

**Names of Contributors:**  Joan Carney, Anne Blackfield, Dawn Roher, Bob Berlow, Stefani O’Dea

**Strategic Goal 2:** Increase public awareness and professional education/training regarding brain injury in Maryland. (Aligns to TBI mandate 13-2105 #5)

**Suggested SMART goals that align to Strategic Goal 2:**

1. Capitalize on Brain Injury Awareness month.
   1. Conduct the annual meeting in Annapolis and visiting legislators in March, on an annual basis.
   2. Host a legislative event each March.
   3. Promote the work of the TBI Advisory Board at the Brain Injury Association of MD annual conference.
   4. Provide/share resource materials to TBI members to use for Brain Injury Awareness month by January of each year. Each TBI Advisory Board member will commit to using at least one resource to promote Brain Injury Awareness month each March.
2. Social Media:
   1. Create a social media/internet presence for the Board by the end of the year.
   2. Provide a link to brain injury-related events on the TBI Advisory Board website by the end of the year.

**Name of Person Accountable:** Bryan Pugh

**Names of Contributors:** Martin Kerrigan, Marsye Kaplan or designee, Joyce Dantzler, Mary Lou Coppinger, Carol Hayes (if agrees), Terry Kirtz (if agrees)

**Strategic Goal 3: Promote systems change to improve services and support for people with brain injury (Aligns to TBI Mandate 13-2105 #1, #2, #6-I, 6-iii)**

**Suggested SMART goals that align to Strategic Goal 3:**

1. Promote services for children and youth with brain injury.
   1. Request a collaborative meeting with the Maryland Health Department and MSDE representatives to present data, issues, and concerns in an effort to identify needs and desired outcomes by the end of the school year.
2. Promote implementation of brain injury screening protocols.
   1. Submit recommendations to Behavioral Health Services to include a mandatory brain injury screening question into the authorization workflow for services by the end of this calendar year.
   2. Submit recommendations to Veteran’s initiatives to include a mandatory brain injury screening question on their intake forms by the end of this year.
   3. Submit recommendations for home and community based services to include a mandatory brain injury screening question as part of their assessment process by the end of this year.
   4. Request meetings with agency partners to follow up on adoption of mandatory brain injury screening question recommendations by the end of next year.
   5. Request a meeting with the Maryland Department of Disabilities and the Secretary of the Department of Health and Mental Hygiene to discuss data, problems, and recommendations by the end of the fiscal year.
3. Investigate funding sources and determine the purpose of the Trust Fund.
   1. Identify services that will be covered by the trust fund within the next year.
   2. Identify a sustainable source of funding for the trust fund within two years.
4. Expand the capacity of the Maryland licensed Chronic Hospitals, Nursing Facilities, and Home and Community Based Services providers to address the neurobehavioral needs of Marylanders with brain injury.
   1. TBI Advisory Board member(s) will participate on COMAR behavioral workgroup to make recommendations for nursing home needs by the end of the year.
   2. Recommend at least two ways to expand outpatient capacity for neurobehavioral needs of Marylanders with brain injury by the end of the year.
   3. Research and explore existing forums for cross-functional professionals that provide services for populations with similar neurobehavioral needs by the end of the year.
   4. If there are no existing forums, secure funding and develop forum; invite appropriate agencies with similar populations within two years.
5. Review data from needs assessments of Marylanders affected by brain injury at a TBI Advisory Board meeting, not later than March, 2016, to ensure priority needs are being addressed.

**Name of Person Accountable:** Martin Kerrigan, Stefani O’Dea, Anne Blackfield (staff to board) via annual report

**Names of Contributors:** All members via subcommittee participation

**Education subcommittee:** Martin Kerrigan (lead), Anne Blackfield (staff support), Terry Kirtz, Joan Carney, Angela Baldwin, bob Below, Joyce Dantzler, Linda Hutchison-Troyer, Christen Deely-wood, Jody Boone, Marsye Kaplan or designee, additional non-board members

**Brain injury waiver and long term care reform subcommittee:** Stefani O’Dea (lead), Bryan Pugh, Mary Lou Coppinger, Cari Watrous, Denise Farmer, Terry Kirtz, Janet Furman, Jamie McElwee, Paul Hartman, additional non board members

**Trust Fund subcommittee:** Stefani O’Dea (lead), Linda Hutchison-Troyer, Bryan Pugh, Laurie Elinoff, Martin Kerrigan, Terry Kirtz, Cari Watrous, Sen, Nancy King (Patty Horton), Del. Jeff Waldstreicher (Ellen Townsend), additional non board members

**Neurobehavioral subcommittee:** Bryan Pugh (lead), Stefani O’Dea, Margo Lauterbach, Pam Harmon, Jan Caughlan, Norma Eisenberg, Martin Kerrigan, Angela Baldwin, additional non board members

***\*Board members not assigned to subcommittee should sign up***