



Brain Injury Association: The Voice of Brain Injury

Advocacy 101

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Overview of Presentation



- TBI Act Reauthorization
- Update from Mike Dabbs on the TBI Act work in Michigan
- Advocacy Tips

Federal Policy Priorities for 2012

- TBI Act
- Appropriations
- Returning Service Members & Veterans

Brain Injury Association of America

My husband was hit by a drunk driver.

I got a concussion playing football.

My ex-boyfriend beat me up.

I fell off a ladder cleaning the gutters.

These people did not have adequate health insurance for their brain injuries.

Do you?

The advertisement features a blue background with a white logo for the Brain Injury Association of America at the top left. Below the logo, there are four small portrait photographs of individuals, each with a caption describing their brain injury. The captions are: 'My husband was hit by a drunk driver.' (a woman), 'I got a concussion playing football.' (a man in a football helmet), 'My ex-boyfriend beat me up.' (a woman), and 'I fell off a ladder cleaning the gutters.' (an older man). Below these portraits, the text reads: 'These people did not have adequate health insurance for their brain injuries.' At the bottom right, the question 'Do you?' is written in a large, blue, italicized font.

TBI Act 2012 Reauthorization

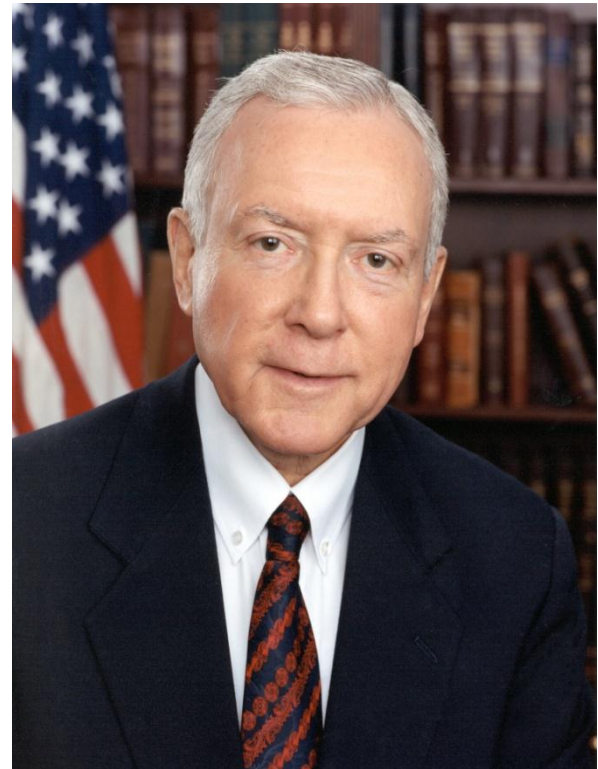
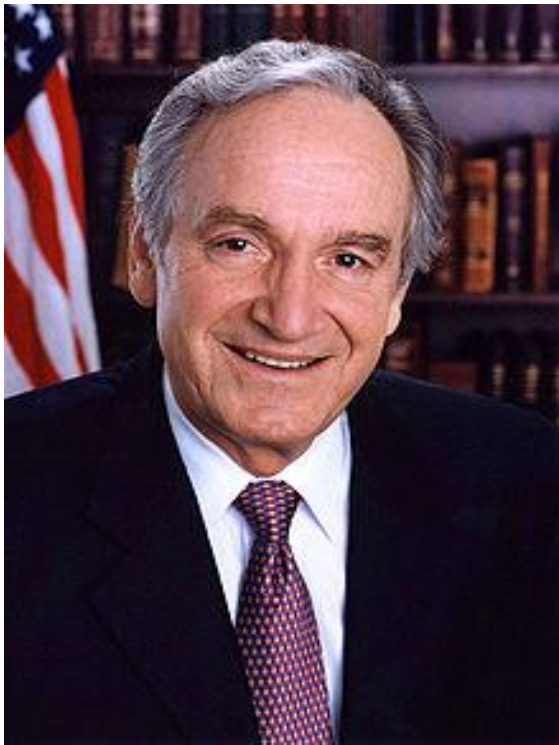
TBI Act Background

- Enacted in 1996
- Reauthorized and amended twice, in 2000 and 2008

BIAA's Champions in the House of Representatives



BIAA's Champions in the U.S. Senate



The TBI Act Currently Authorizes

- Health Resources and Services Administration (HRSA)
- Centers for Disease Control and Prevention (CDC)
- National Institutes of Health (NIH)
- Protection and Advocacy for Traumatic Brain Injury (PATBI)

HRSA Federal TBI Program



BIAA's Proposed Changes to the TBI ACT

- Provide funding to each state through a formula funding platform
- Clarify that the use of grant funds may support direct services
- Support HRSA in completing a long-rang plan for the Federal TBI Program that includes public input
- Provide directives to include pediatric TBI services as part of the larger goals of the law

The TBI Act's Impact on Michigan

- 1998 Michigan received the initial Planning Grant
- Created the Michigan Resource Guide for Persons with Traumatic Brain Injury and Their Families - a listing of state agencies, organizations and resources; as well as thorough descriptions of various federal and state programs and their eligibility criteria

The TBI Act's Impact on Michigan

- Published and updated periodically three brochures in English, Spanish and Arabic: "Resources for Persons with Brain Injury and Their Families," "Important Information about Working with and Caring for Persons with Brain Injury," "Resources for Veterans with Brain Injury and Their Families"
- Created criteria for recording and annually updating TBI's, including demographic data, how they were sustained, and services required for all persons enrolled in the Michigan Medicaid program

The TBI Act's Impact on Michigan

- Created a special TBI website on the MI Department of Community Health's website
- Created a specialized TBI Training with a testing component in order for those completing the training to receive CEU's for over a dozen specialties

The TBI Act's Impact on Michigan

- Developed the only Veterans Program in the nation at the BIAMI in order to assist service members receive assistance; provided training, presentations and information to deploying and returning units; collaborated with the Veterans Integrated Service Network (VISN) serving Michigan and all four VA Medical Centers to assist in improving their knowledge of TBI and the state of Michigan resources

The TBI Act's Impact on Michigan

- Developed a State Ombudsperson position at the BIAMI to create linkages and training for state and county agencies; as well as assistance for individual's with a brain injury or their families in locating and obtaining necessary services
- Created a MI TBI Medicaid Waiver, which is pending approval from the Center for Medicaid Services that will provide the broadest array of services ever provided by a TBI Medicaid Waiver based on the service array of the MI Auto No-Fault Insurance System

BIAA Needs You!



Grassroots Action

- Call your Representative and Senators
- Write your Representative and Senators
- Schedule meetings with your Representative and Senators when they are “at home” in their district
- Send Action Alerts when contacted by BIAA
- Spread the word about TBI Act reauthorization to family, friends and neighbors and urge them to contact Congress

Michigan Delegation

Senator Debbie Stabenow & Senator Carl Levin

www.senate.gov



Michigan Delegation in the House of Representatives

www.house.gov

- Justin Amash
- Dan Benishek
- Dave Camp
- Hansen Clarke
- John Conyers, Jr.
- John Dingel
- Dale Kildee
- Sander Levin
- Thaddeus McCotter
- Candice Miller
- Gary Peters
- Mike Rogers
- Fred Upton
- Tim Walberg

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112th Congress, 2nd Session - The House is not in session

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Time (EST)	Session
2/13 10:00 am	Field Hearing: Exploring All Energy Options and Solutions: South Texas As A Leader Committee on Oversight and Government Reform Full Committee
2/14 5:00 pm	Hearing: H.R. 7 - American Energy and Infrastructure Jobs Act of 2012 Committee on Rules Full Committee
2/15 9:30 am	Hearing: Why Restructuring Government Agencies Won't Solve the Federal Government's Obesity Problem



A horizontal bar at the top of the slide, divided into a red section on the left and a blue section on the right. The text is centered in the blue section.

Tips to be a BETTER Advocate

Advocacy Tips

- Understand Historical and Policy Context
- Articulate Values, Principles, and Goals of Disability Policy
- Understand That Policy is Made In a Political Context, Public policy is proposed, debated, modified and adopted in a political environment.
- Understand the Needs of Policymakers
- Understand the Needs of Staff

Advocacy Tips Continued

- Understand the Need for an Organized Coalition in Exercising Power Over the Policymaking Process
- Understand the Need for A Strategic Plan
- Understand the Power of Personal Stories Tied to Policy Objectives
- Understand the Importance of Long-Term Relationships and That Who Delivers the Message Is Often More Important Than the Message
- Recognize Your Strengths and Limitations

BIAA's Website www.biausa.org

The screenshot shows the homepage of the Brain Injury Association of America (BIAA). At the top left is the BIAA logo, which consists of three stylized, overlapping circles in blue and green, followed by the text "BRAIN INJURY ASSOCIATION OF AMERICA". To the right of the logo is a search bar with a "Go" button. Below the logo is a navigation menu with links: "About Us", "Find BIA in Your State", "Marketplace", "Media Center", "Get Involved", "Living with Brain Injury", "Advocacy & Government Affairs", and "Working in Brain Injury".

The main content area features a large image of the United States Capitol building. Below the image is the text "THE VOICE OF AWARENESS AND ADVOCACY". Underneath this is a heading: "Welcome to the Brain Injury Association of America". The text below the heading describes brain injury as a misdiagnosed, misunderstood, and under-funded neurological disease, and states that BIAA is the voice of brain injury, dedicated to increasing access to quality health care and raising awareness.

On the right side of the page, there is a section titled "WE'D LIKE TO THANK OUR SPONSORS...". It features logos for "CNS CENTRE FOR NEURO SKILLS" and "special tree". Below the logos are social media icons for Facebook and Twitter, and a "DONATE & SUPPORT" button. There is also a "disaboom" logo.

At the bottom right, there is a red-bordered box titled "BRAIN INJURY WARNING SIGNS". It contains a list of symptoms: Numbness, Excessive drowsiness, Severe Headache, Weakness in your arms or legs, Dizziness or loss of vision, Slurred speech, Loss of consciousness or confusion, and Vomiting or nausea. Below the list is a link: "Click for more information about the signs and symptoms of brain injury".

At the bottom left, there are sections for "News & Announcements". The first announcement is "2011 Brain Injury Business Practice College" dated 22-Feb-2011, with a link to "Read More...". The second announcement is "Upcoming Webinars" dated 28-Oct-2010, with a link to "Read More...".

Sign Up for BIAA's Policy Corner



Questions



Contact Information

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