

## PREVENTION & OUTREACH SUBCOMMITTEE MINUTES

September 9, 2019 – 12:45 p.m. – 1:45 p.m.

Smyrna Rest Area, Conference Room, Smyrna, DE

### QUORUM MET -- 5 OF 7

**PRESENT:** Christine **Applegate**, **CHAIR**, RN Navigator, Bayhealth Hospital; Andrew **Burdan**, Brain Injury Advocate/Support Group; Tammy **Clifton**, Senior Vocational Rehabilitation Counselor, DVR; Carey **Swartzentruber**, Survivor; Tiffani **Taylor**, PAM Rehabilitation Center; and Dee **Rivard**, SCPD Support.

**ADDITIONAL PARTICIPANTS:** (Not able to vote or count toward quorum)

**TELECONFERENCE:** Nancy **Ranalli**, Easterseals;

**GUESTS** – Ron **Sarg**, DCVA

**ABSENT:** Dorothy **Prior**, Psychologist, DDDS;

### CALL TO ORDER

Christine called the meeting to order at 12:54 p.m.

- Carey Swartzentruber called to advise members that he is on his way from Dover.
- Christine called for review and approval of the July meeting minutes. Tammy Clifton made a motion to approve as prepared, Andrew seconded the motion and members in attendance unanimously approved the minutes of the previous meeting.

### OLD BUSINESS

- Christine reminded everyone that during the first subcommittee meeting, members discussed the need to develop uniform talking points for either mailing letters out or for whatever other method members decide to use to get the word out to primary care providers and neurologists. She asked members if anyone thought of anything since our last meeting.
  - Christine mentioned for members who were not in attendance at the July meeting that the Subcommittee members approved the brain injury information provided by Dee for placement on the SCPD website. This information is now available for viewing and printing at: <https://scpd.delaware.gov/brain-injury-information.shtml>. Christine would also like to include links for all available Delaware brain injury services online.
  - Also at the last meeting, Christine agreed to modify a previous outreach letter for this subcommittee to use for mailing and during initial contacts with providers, rehabilitation facilities, and critical care hospitals in each county.

- Christine passed out a copy of an initial contact letter for member review and discussion. The letter she passed out is a copy of a letter created by Nancy and John that Dee previously sent to Traumatic Brain Injury (TBI) providers for TBI the TBI Fund. While some members wanted to list all available educational services in the letter, Christine stated that she would like to keep the letter to one page. Christine requested member's input as to what information they would like removed from the letter.
  - Shorten the third paragraph and use in its place the information from the 5<sup>th</sup> paragraph adding a sentence encouraging providers to share this information with their patients or to use the available Info Sheets from the website for patient education as they see fit.
  - Ron Sarg suggested combining the second paragraph into the first paragraph.
  - Tiffani Taylor suggested placing an asterisk on the Traumatic Brain Injury Fund second paragraph and moving it to the bottom of the page as a footnote.
  - Move the 4<sup>th</sup> paragraph up and include examples of the types of equipment, services and therapy that survivors received through the TBI Fund. E.g. Due to the availability of the Traumatic Brain Injury Fund, survivors have received driving assessment and training, accessible driving equipment for their vehicles, accessible bathroom modifications, scooters, ramps, accessible lifts, and brain training therapy.
  - Include the website URL for the TBI Fund at the bottom of the list using a different color bolded ink to allow providers to refer patients to the SCPD TBI Fund website application page.
  - Move contact information to the last paragraph. Members agreed that the letter should list the SCPD Office number for contact information. This will allow SCPD staff to obtain the callers county of location in order to refer them to the appropriate subcommittee member if Dee is not able to answer their questions right away.
  - Send the letter out to all of the previous letter's recipients again in October to introduce them to the Prevention & Outreach subcommittee's services.
  - Ron suggested removing the first line of the first paragraph as it is unnecessary and will aid in shortening the letter.
  - Once finalized, subcommittee members agreed that this letter will take the place of uniform talking points.
  - Subcommittee members can answer questions as they arise.
- Christine asked subcommittee members to review the Info sheet literature for our next meeting in order to categorize it for inclusion in initial contact meetings with providers. Categorize information to target it specifically for the type of contact being made in order to avoid inundating providers with too many handouts and to provide information that is specific to the provider and their practice. E.g. which information

should members give to rehabilitation facilities, primary care physicians, critical care hospitals, neurologists, nurse practitioners, insurance case managers, social workers, etc?

- Ron suggested adding a link for Delaware Joining Forces to the TBI Information website page.
- Christine moved on to Agenda item 3d with a discussion ensuing amongst members as to whether or not this subcommittee needed a policy document.
  - Dee will double check with John as to the need for a policy document and advise members of his response.
  - Any caller requesting additional information can contact Dee at the SCPD Office and she will pass their request on to the appropriate subcommittee member for the requestor's county.
  - Christine thought about getting the word out on more than the Traumatic Brain Injury Fund by including information on different brain injury services. **ACTION ITEM:** Could we do different radio talk shows, Delmarva LIFE or something similar? This would offer another way to get the word out to masses of people at one time. She does not believe that they charge anything for participating in their broadcast to provide information. **ACTION ITEM:** We need a volunteer to contact radio talk shows and Delmarva LIFE to set-up a time to talk and share information on brain injury services in Delaware. Who will do the actual talking?
  - Tammy will check to see if the Brain Injury Committee members want the Prevention & Outreach Subcommittee members to have in-person contact with providers.
- Christine moved on to Agenda item 3e asking members if they had the contact information email addresses that they volunteered to obtain at the last meeting for Dee.
- Dee reminded members that another form of outreach that would greatly assist getting the word out is for members to volunteer to assist in staffing exhibitor tables at outreach events.
  - Create a flyer for outreach for the TBI Brain Injury Fund.
  - Members requested Dee to add a link at the bottom of the Brain Injury Fund Application Form for users to access the TBI Fund Information page and a link from the TBI Information page for visitors to view the TBI Fund application page.
  - Members also requested Dee to add links to other brain injury resources to the bottom of the TBI Information page.
- **ACTION ITEM:** Subcommittee members need to gather email addresses or contact information to submit to Dee. The more letters that we can send out electronically the better because sending the information electronically doesn't cost anything. If you are unable to obtain contact names and email addresses please provide complete mailing addresses.
  - **REMINDER:** Tammy volunteered to obtain contact information for family practices in Kent County. Andrew will obtain a list of adult day services programs in Delaware and a list of adult day care email addresses. Tiffani Taylor volunteered to obtain contact information for home health agencies to send to Dee. Dorothy Prior volunteered to obtain contacts information for day services programs that are

contracted with DDDS, contact information for case managers throughout the state and Community Navigators who are contracted with DDDS by country.

- Christine moved on to Agenda item 3f calling for member discussion as to their availability to hold our next subcommittee meeting.
  - Since the TBI Fund Committee is meeting prior to the next Brain Injury Committee (BIC) meeting; Christine inquired if members wanted to meet following the BIC meeting.
  - Subcommittee members unanimously agreed to hold the next Prevention & Outreach subcommittee meeting immediately following the October BIC meeting on October 7 from 4:00 p.m. to 5:00 p.m., at the Smyrna Rest Area Conference Room.
  - Christine felt that this subcommittee should meet monthly until we have everything in place and working efficiently.
  - Dee reminded everyone that we need to find another New Castle County representative due to Sharon Lyons stepping down from this subcommittee.
  - Christine stated that she is willing to represent both Kent and Sussex counties because she works in Kent County and lives in Sussex County.

## **NEW BUSINESS**

- Tammy announced that she found information in the Delaware State News about the Central Delaware Chamber of Commerce — Phoenix Rehabilitation and Health Services which caught her eye because we are looking for providers to reach out to provide education and information relating to brain injuries. She showed members a copy of the article cut-out of the newspaper relating to MAC Alliance for treatment of concussions and vestibular rehabilitation.
  - Tammy's announcement revived a previous discussion relating to subcommittee members providing education and outreach on local radio and media outlets including having someone volunteer to appear on Delmarva Life.
  - Andrew volunteered to try to arrange a guest opportunity with Dan Gaffney in the Morning show.
  - Christine volunteered to contact WBOC television station to see what we have to do to appear on a Delmarva LIFE episode.
  - Tammy will send Dee flyers for TBI Support Group meetings dates and locations in all 3 counties for addition to TBI Information website page.

## **ACTION & FOLLOW-UP ITEMS**

- Availability of SCPD Funding for the P & O Subcommittee mailings.

## **ANNOUNCEMENTS**

- Christine is a member of the Bayhealth Community Outreach Task Force and agreed to share TBI Fund Information with them at their next meeting.

- The Dementia Conference is scheduled for 11/20/19 with a cost of \$500 for exhibitors.

## **NEXT MEETING**

October 7, 2019 from 4:00 p.m. – 5:00 p.m.  
Smyrna Rest Area Conference Room.

## **ADJOURNMENT**

- Andrew Burdan made a motion to adjourn the meeting that Tammy Clifton seconded. Christine called for discussion and hearing none, voting subcommittee members present unanimously approved the motion to adjourn.
- With no further business to discuss the meeting adjourned at 1:45 p.m.

EMMA