



UBIC Meeting Minutes

April 13, 2017

1:00pm-2:30pm

Utah Department of Health (288 North 1460 West)

Room 125

Conference Number (877) 820-7831

Passcode 707568#

Present: Trisha Keller, Sharon Cook, Carrie Bambrough, Glenn Lanham, Erin Hough, Traci Barney

Excused: Rolf Halbfel, Chuck Curtin, Lavinia Gripenstrog, Joyce Dolcourt, Glen Larsen

I. Welcome/Announcements—Glenn

- a. Sharon shared information about the Generations Conference that the Division of Substance Abuse and Mental Health is sponsoring. It will be held April 24-25 at the Salt Palace. More info can be found at <https://dsamh.utah.gov/education-training/conferences/>
- b. Sharon also said she'd been in touch with Eddie Buckley, the owner of 5050 BMX Bike and Skate, a bike shop in Davis County. He wants to hire people with disabilities to work in his shop. Eddie also does anti-bullying, anti-smoking, and bike safety presentations to schools, as well as promote other youth causes. He put Sharon in touch with Mike Aitken, a BMX professional and TBI survivor. Mike wants to get the word out about wearing helmets to prevent TBI. He may be a good presenter/speaker for the annual Family and Professionals Conference. ACTION ITEM: Sharon will invite Mike and Eddie to the next UBIC meeting to explore opportunities to work together.
- c. Trisha shared information about funding for the SCI Rehab Fund. The legislature approved for the 50 cent motorcycle registration fee to go to the Rehab Fund. This should provide about \$50,000 to the fund.

II. Approval of December 2016 UBIC Meeting Minutes—Glenn

- a. Sharon motioned to approve the minutes. Trisha seconded. Minutes approved.

III. Disability Law Center Spotlight—Erin

- a. Erin gave a 30 min. presentation on DLC services. More info can be found on the DLC's website, Facebook, Twitter, and YouTube pages.

IV. UBIC Website Update – Traci

- a. Traci made changes to the website that were suggested by UBIC members in the previous meeting. Members made a few additional suggestions.

V. Medicaid Financing Update—Rolf

- a. Traci read an email from Glen stating that there is no advertising budget for the

waivers and no plans to pursue funding to advertise them.

VI. Strategic Planning Update—Erin

- a. Erin provided an update on strategic planning. The Executive Committee and Sharon met with Ken Embley regarding his services. The options are to contract with him for \$1500 or with Chriss Sharer for \$750. Ken would be able to provide more ongoing support. ACTION ITEM: Sharon and Trisha will look into whether and how much the Dept. of Health and Division of Substance Abuse and Mental Health can contribute to this cost. ACTION ITEM: Erin will reply to Ken Embley letting him know that UBIC is the sponsor, Glenn is the contact person and that the group is working on securing funding to move forward with this.

VII. TBI Marketing/PR—Glenn

- a. Glenn reported that the Brain Injury Alliance received many more calls during the month of March. Carrie said that Phoenix's calls were way up in March as well. The Dept. of Health had done some advertising of the TBI Fund that appears to have worked very well. The group discussed ways to continue this trend. ACTION ITEM: Traci will invite Katie, who does marketing for the Dept. of Health, to provide training at a future UBIC meeting on how to utilize the media toolkit and run FB ads.

VIII. New Orleans Conference Report—Traci

- a. Traci reported on the conference she attended. The conference featured a lot of research and an abstract book was provided. She attended a half day session by PINK Concussions, a non-profit that addresses female brain injuries. She learned about a successful partnership in Arizona between a domestic violence shelter and a rehab center.

IX. TBI 101 Presentation—Erin

- a. Tabled for next meeting

X. Next Meeting Agenda Items

- a. Presentation/discussion with Mike Aitken and Eddie Buckley
- b. Brain Injury Alliance of Utah spotlight
- c. Review TBI 101 presentation
- d. Strategic planning update
- e. TBI Marketing/PR update

Next UBIC Meeting

Thursday, June 8, 2017

1:00pm – 2:30pm

Utah Department of Health (288 N. 1460 W.)