



## **UBIC Meeting Minutes**

June 8, 2017

1:00pm-2:30pm

Utah Department of Health (288 North 1460 West)

Room 125

Conference Number (877) 820-7831

Passcode 707568#

- I. **Welcome/Announcements—Glenn**
  - a. **No announcements**
  - b. **Special guests: Mike (BMX professional, TBI survivor, and advocate) and Eddie (owner of 5050BMX and advocate)**
  
- II. **New Member Introduction –Glenn**
  - a. **Rolf motioned to approve membership into the council. Glenn seconded. Membership approved.**
  
- III. **Approval of April 2017 UBIC Meeting Minutes—Glenn**
  - a. **Sharon motioned to approve the minutes. Glenn seconded. Minutes approved.**
  
- IV. **Discussion with Mike and Eddie —Sharon**
  - a. **Eddie recapped his experience with advocating, his background with BMX, and his business.**
    - i. **Currently, trying to find funding for the events and competitions that he hosts.**
      1. **Suggested that maybe Bell (or other helmet companies) would want to sponsor if he uses Bell helmets in his bike safety demonstrations at public schools across Utah.**
  - b. **Mike told his story about his experience after sustaining TBI from BMX incident. ACTION ITEM: Look for employment opportunities and ways for Mike to get his story and message out there to the public (especially kids). Possibility with VA (National Ability Center and/or Steve Young Fund)**
    - i. **There are two videos on youtube that tell his story**
      1. **“It Only Takes Once”**
      2. **“Perspective 002: Mike Aitken”**
  - c. **Big issue raised: Residential Physicians aren’t knowledgeable on brain injuries.**
    - i. **Forget that there are social problems after sustaining an injury even if physically the individual is recovering.**
    - ii. **Potential ACTION ITEM: Find out what the CME requirements are for these residential physicians and what we need to do in order to meet the requirements so our information could be implemented into their curriculum.**
  - d. **Second Big issue raised: More education needs to be put into place to raise**

awareness that TBI could happen to you, which is why helmet-use is so important (especially in the extreme sport and youth sport world). Mike shared that the culture with BMX is that there isn't any education or regulation about TBIs. One day they knock themselves out doing a stunt and then the next day they compete.

- i. Go in with the attitude that we aren't against the sport at all, we want them to continue it by protecting the participants.
    1. "Promote it (the sport) as safely as possible"
  - ii. Could there be a fear to associate in any way to brain injury when it comes to extreme sport associations?
    1. May be the reason why extreme sports won't partner with us.
  - iii. ACTION ITEM: Put together a program and approach a potential marketing partner like Bell. Pitch to them how the program will be put into place across Utah with their product. Bell could be potential sponsor for the awareness campaign.
    1. Ask Tammy in Media what media funds are available to the TBI fund for billboards and other methods of advertising for helmet safety.
- e. Glenn handed out Strategic Planning Workbook
- i. There will be a 2 hour meeting for those who would like to be a part of that planning council. Get into contact with Glenn by end of next week (6/16) if you would like to be in the council.
  - ii. Glenn would like executive members--Traci and Erin-- to participate in the Strategic Planning Workbook council in particular.
- f. For next meeting:
- i. Mike and Eddie are invited to attend.
  - ii. Next meeting will be August 10th.
- V. TBI 101 Presentation - Rolf
- a. Save until next meeting.
- VI. Brain Injury Alliance of Utah Spotlight - Glenn
- a. Save for next meeting.
- VII. Next Meeting Agenda Items - Glenn
- a. TBI 101 Presentation
  - b. Brain Injury Alliance of Utah spotlight

**Next UBIC Meeting**

Thursday, August 10, 2017  
1:00pm – 2:30pm  
Utah Department of Health (288 N. 1460 W.)