



UNITED STATES

**Brain Injury
Alliance**

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2019

Annual Review

2019 Highlights

Galveston Traumatic Brain Injury Conference

Geoffrey Lauer, USBIA Chair-Elect and Brain Injury Alliance of Iowa CEO represented USBIA with his participation in the Galveston Brain Injury Conference. The Galveston Brain Injury Conference was a two-day workshop focused on pediatric TBI. Attendees, and their organizations focused on acceleration knowledge translation and uptake around three key areas: Recognition, Monitoring and Care of Pediatric TBI. USBIA plans to co-host a series of national webinars on these topics in the future.

Membership & Development

Committee members Glenn Lanham (Chair), Chas Haynes, David King, Geoffrey Lauer, Colleen LoGrande, and Margaret Roberts have been hard at work this year on a number of fronts, including promoting new state membership to USBIA, developing a corporate giving program, growing the Advocate Membership initiative, and organizing productive and useful leadership calls with Alliance leadership!

2019 Webinar Series

Love Your Brain/Not Invisible Project
Hosted by Amy Zellmer and Kim Baker

Social Media 101
Hosted by Phil Gonzales and Pat Marciniak

Best Practices for Support Groups
Hosted by Carrie Collins-Fadell

Sleep and Sleep Management
Hosted by Drs. Eric Dyken and Rachel Immen

Pain and Opioids
Hosted by Dr. Erika Lauer

Using Data for Efficient Advocacy
Hosted by Lance Trexler

Governance

The Governance Committee, led by Dr. Michelle Sugerman, had a very productive year. The Board of Trustees asked five new members to serve, including Glenn Lanham, Janice Megel, Peggy Reisher, Alina Fong, and Robert Sawicki. Additionally, two trustee members were nominated to serve in Executive Committee positions: Geoffrey Lauer, Chair-Elect, and Ann Glang, Secretary. The committee created a recruitment procedure that allowed all nominations to be vetted by the Board in a fair manner. A review of the Board Skills Matrix was also conducted. In addition, the committee also reviewed and revised the USBIA Board of Trustees Member Manual and is working on development of a New Trustee Member Orientation Packet to include a mentor system for new members.

2019 USBIA Highlights At A Glance

- ✓ Expanded successful webinar series
- ✓ Provided travel scholarships to attend NASHIA meeting
- ✓ Increased advocate category members
- ✓ Distributed "Public Policy" alerts to advocates
- ✓ Increased Facebook likes by over 30%
- ✓ Added new resources to the member library
- ✓ Updated by-laws by the Governance Committee
- ✓ Brain Injury Awareness Month materials distributed
- ✓ Advocated for a range of Senate and House legislation
- ✓ Provided states with administrative conference support
- ✓ Endorsed/exhibited at World Congress on Brain Injury

Brain Injury Awareness Month

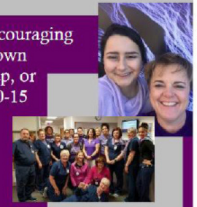
In recognition of Brain Injury Awareness Month in March, the United States Brain Injury Alliance took steps to increase awareness about brain injuries, including prevention, recognition, and response. USBIA developed and distributed comprehensive Brain Injury Awareness Month campaign materials, providing Alliance members with tools and resources to promote brain injury awareness in their community.

Available for complimentary download from the USBIA website, various web banners and graphics were created for use on the internet, social media pages and other communication platforms. Also provided were sample letters and customizable press materials for reaching out to local media outlets during the month of March. Talking points and fact sheets were developed and posted to the USBIA website as part of a comprehensive 2019 Awareness Month campaign.

March is Brain Injury Awareness Month
#BeTheAwareness

March is Brain Injury Awareness Month and we are encouraging everyone to share their brain injury experience in their own communities. Talk to your class, co-workers, book group, or anywhere you have an audience ready to listen. Take 10-15 minutes to share your story and mention your connection to the BIAIA!

Take a photo of your group, share it on social media, and tag Brain Injury Alliance of Iowa!



Communications Committee

The Communications Committee is responsible for the Alliance website and social media channels. The Communications Committee also oversees and adds content to the USBIA Resource Library throughout the year.



Executive Committee

The Executive Committee is responsible for the day-to-day management and operations of the Alliance. The Executive Committee works to ensure the strategic priorities of the Alliance are met.



Finance & Audit Committee

The Finance and Audit Committee has the responsibility of overseeing the USBIA's financial affairs, and commissioning audits as necessary. The Finance and Audit Committee shall also advise and make recommendations to the Board of Trustees based on findings of such audits.



Governance Committee

The Governance Committee maintains the Alliance's by-laws and conducts trustee recruitment. The Governance Committee is responsible for board knowledge, effectiveness and leadership, board orientation and generative governance of the board.



Membership and Development Committee

The Membership Committee makes recommendations to the Board of Trustees concerning efforts to promote membership in the Alliance and to grow advocate membership. The Committee also acts on efforts to establish and maintain relationships with sister organizations and corporate partners.



Public Policy Committee

The Public Policy Committee advises the USBIA Board of Trustees on legislative, regulatory and advocacy issues that may impact or be of interest to the brain injury community. The committee shall evaluate and recommend official position statements and act as a conduit for enquiries of a public policy nature from external constituencies.

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MINNESOTA

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COLORADO

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Geoffrey Lauer, MA
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TREASURER

Rita Steindlberger
NEW JERSEY

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