

Strategic Action Plan - Highlights

2017-2022



Our Mission: To improve the quality of life for all persons with brain injury and their families by creating a better future through brain injury awareness, prevention, research, education, support services and advocacy.

Who We Serve: The BIAF is Florida's only statewide, non-profit organization dedicated to individuals (and their families) who have survived a brain injury. Our members are the 214,000 Floridians living with devastating injuries after brain injury, 136,000 Floridians who experience brain injury each year, and the 3,000 family members who will be forced to give up their own dreams in order to care for their loved one.

Adopted by Board of Directors June 2017

PLANNING AREA 1: BRAIN INJURY PROGRAMS AND SERVICES

Goal 1: Develop plans to expand the services of the BIAF to address the unmet needs of persons with brain injury and their families.

1. Sustain and grow the BIAF's one million dollar state funded appropriation to fully implement the BIAF's Resource/Care Coordination Program (including statewide support groups).
2. Promote the BIAF's Resource/Care Coordination Program to local trauma hospitals and rehabilitation facilities to create lasting partnerships for ensured quality continuum of care (through data collection, patient contact/follow-up, long-term monitoring, etc.).
3. Develop and leverage the local community partnerships to establish meaningful models of service delivery through the BIAF's Camp TBI model. Establish the models as interactive learning communities.

PLANNING AREA 2: AWARENESS AND PREVENTION MESSAGES/CAMPAIGNS

Goal 1: Establish an effective prevention brand and message campaign for the BIAF.

1. Develop a strategic fundraising plan to support and promote the BIAF's prevention campaign(s).
2. Establish a plan and dedicated staff to support the promotion of prevention driven events throughout Florida.

Goal 2: Sustain and grow the BIAF's signature awareness events - WalkAbout Brain Injury and Camp TBI - statewide.

1. Establish a plan and dedicated staff to expand the promotion of the BIAF signature events (Walkabout and Camp TBI) throughout Florida.

PLANNING AREA 3: RESOURCE DEVELOPMENT AND DIVERSIFICATION OF FUNDING

Goal 1: Develop a broader array of funding sources.

1. Develop and implement a comprehensive development/fundraising plan which includes securing corporate participation and identifies distinct donor bases among other funding strategies.

PLANNING AREA 4: BOARD DEVELOPMENT, LEADERSHIP AND GROWTH*

Goal 1: Create a strong, dynamic governing Board that helps advance the mission of the organization.

1. Construct a Board that is geographically distributed and highly committed, energetic and passionate about the BIAF's mission.
2. Recruit Board talent(s) that are needed to guide and support the BIAF's vision and strategic initiatives.
3. Ensure the Board meets its fundraising responsibilities to raise sufficient revenues to support the programs, services and administration of the BIAF.

*Please contact the BIAF Executive Office for additional information on Planning Area 4.

PLANNING AREA 1: BRAIN INJURY PROGRAMS AND SERVICES

Goal 1: Develop plans to expand the services of the BIAF to address the unmet needs of persons with brain injury and their families.

STRATEGIES	Organization	Board of Directors
<p>1.1.1 Sustain and grow the BIAF’s one million dollar state funded appropriation to fully implement BIAF’s Resource/Care Coordination Program (including statewide support groups).</p>		
<p><u>Key Activities:</u></p> <ul style="list-style-type: none"> ✓ Assist and provide the statewide support groups with the technical assistance and resources necessary to build capacity to educate and inform their participants (both survivors and caregivers). ✓ Create a transition plan (including, but not limited to) expanding partnership with the Brain and Spinal Cord Injury Program (BSCIP) to include: <ul style="list-style-type: none"> • program determination screenings; • development of community reintegration markers (Mayo Portland); and, • follow-up and tracking of successful outcomes of those enrolled in the BSCIP’s community reintegration program and those that did not qualify for the BSCIP’s services. ✓ Create an implementation plan as it relates the above activities. 		

PLANNING AREA 1 (CONTINUED): BRAIN INJURY PROGRAMS AND SERVICES

Goal 1: Develop plans to expand the services of the BIAF to address the unmet needs of persons with brain injury and their families.

STRATEGIES	Organization	Board of Directors
<p>1.1.2 Promote the BIAF’s Resource/Care Coordination Program to local trauma hospitals and rehabilitation facilities to create lasting partnerships for ensured quality continuum of care (through data collection, patient contact/follow-up, long-term monitoring, etc.).</p>		
<p><u>Key Activities:</u></p> <ul style="list-style-type: none"> ✓ Market the BIAF’s Resource/Care Coordination program as a tool to help survivors (and families) navigate available resources for successful reintegration – regardless of their ability to pay for assistance. ✓ Develop a pilot project with a small, regional facility designed to track efficacy and efficiency of the program. ✓ Develop and promote the Online Resource Directory for use by survivors and their families. ✓ Address the unmet, unique and universal needs of the survivors and their families as identified in the 2011 Caregiver Needs Assessment. ✓ Position the BIAF to become the first-choice for organizations seeking accreditation for brain injury certification. 		

PLANNING AREA 1 (CONTINUED): BRAIN INJURY PROGRAMS AND SERVICES

Goal 1: Develop plans to expand the services of the BIAF to address the unmet needs of persons with brain injury and their families.

STRATEGIES	Organization	Board of Directors
<p>1.1.3 Develop and leverage the local community partnerships to establish meaningful models of service delivery through the BIAF’s Camp TBi model. Establish the models as interactive learning communities.</p>		
<p><u>Key Activities:</u></p> <ul style="list-style-type: none"> ✓ Establish official BIAF Camp TBi model standards that identify purpose, process and desired outcomes. ✓ Collaborate with community organizations to establish Camp TBi as the [gold] standard and/or additional method of rehabilitation as interactive learning communities. ✓ Track and analyze base and finish-line data to establish efficacy and impact of the program. 		

PLANNING AREA 2: AWARENESS AND PREVENTION MESSAGES/CAMPAIGNS

Goal 1: Establish an effective prevention brand and message campaign for the BIAF.

STRATEGIES	Organization	Board of Directors
<p>2.1.1 Develop a strategic fundraising plan to support and promote the BIAF’s prevention campaign(s).</p>		
<p><u>Key Activities:</u></p> <ul style="list-style-type: none"> ✓ Create a streamlined message - with all of our media, written materials and programs - of prevention (for future collaboration with various stakeholder groups: law enforcement officers, athletic centers, sporting leagues, schools, etc.). ✓ Collaborate with public and private entities (including fundraising and advertising) to increase the reach and visibility of the BIAF’s prevention campaign(s). ✓ Collaborate with the BIAF’s membership, support groups and other stakeholders to actively support the BIAF’s prevention messages to influence policy makers to make positive change for persons with brain injury and their families. 		

PLANNING AREA 2 (CONTINUED): AWARENESS AND PREVENTION MESSAGES/CAMPAIGNS

Goal 2: Sustain and grow the BIAF’s signature awareness events statewide (WalkAbout Brain Injury and Camp TBi).

STRATEGIES	Organization	Board of Directors
<p>2.2.1 Establish a plan and dedicated staff to expand the promotion of the BIAF’s signature awareness events (WalkAbout Brain Injury and Camp TBi) throughout Florida.</p>		
<p><u>Key Activities:</u></p> <ul style="list-style-type: none"> ✓ Establish a sponsorship recruitment and promotion plan to secure ongoing sponsorship and fundraising opportunities. ✓ Establish annual WalkAbout Brain Injury and Camp TBi events in regions with active and thriving brain injury communities. ✓ Develop WalkAbout Brain Injury and Camp TBi as a part of a larger licensing opportunity. 		

PLANNING AREA 3: RESOURCE DEVELOPMENT AND DIVERSIFICATION OF FUNDING

Goal 1: Develop a broader array of funding sources.

STRATEGIES	Organization	Board of Directors
<p>3.1.1 Develop and implement a comprehensive development/fundraising plan which includes securing corporate participation and identifies distinct donor bases among other funding strategies.</p>		
<p><u>Key Activities:</u></p> <ul style="list-style-type: none"> ✓ Review, refresh or revamp (3R's) the BIAF's membership - redefine membership with rich benefits, including, but not limited to: <ul style="list-style-type: none"> ○ E-newsletter; ○ Early registration for BIAF events/Discounts at BIAF events; ○ Legislative updates in BI community; ○ Expert advisement: <ul style="list-style-type: none"> ▪ health/wellness ▪ return to work skills (interview tips, resume building, etc.); and, ○ Quarterly and annual promotional opportunities (including the Online Resource Directory). ✓ Establish opportunities for program development within the Camp TBI model for corporate partners to align their interest with our resources (i.e. a financial literacy seminar, how to stay in school post-injury or back to work models) and leverage collaboration for financial buy-in/support. 		