

Strategic Action Plan

2010 – 2015



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.

Adopted January 2010

INTRODUCTION AND OVERVIEW

HISTORY: Originally chartered in 1985 as the National Head Injury Foundation, Florida Association, Inc., the Board changed the organization's name to Brain Injury Association of Florida in December of 1995. BIAF is a nonprofit organization. The founder was the mother of a young man who sustained a traumatic brain injury (TBI) as the result of an automobile accident. BIAF is comprised of individuals with brain injuries, their families and professionals working to help people cope with the long-term effects of brain injury.

Throughout its organizational history, the goals of the organization have focused on:

- a) support services to persons with brain injuries and their families
- b) public awareness about brain injury
- c) information to the public and specific information to all persons affected by brain injury
- d) prevention of brain injury
- e) education and training
- f) research
- g) advocacy on behalf of persons affected by brain injury.

BACKGROUND on THIS ACTION PLAN: In June 2007 Brain Injury Association of Florida (BIAF) Board of Directors, Executive Director and key staff participated in a strategic planning retreat led by WellFlorida Council. The report of that planning session includes a SWOT analysis, a review of the mission statement and identification of critical issues. This document is intended to build on that work, highlighting the actions that need to be accomplished between late 2009 and December 2011 to accomplish the goals they identified as critical in 2007.

The second major source document for this plan is the Florida Five-Year Strategic Plan (2009-2014), entitled *Enhancing the Traumatic Brain Injury System of Care*. BIAF Board members and Executive Staff participated with other leaders in Brain Injury participated actively in this Plan's development, which informs primarily two Planning Areas: Programs and Services and Advocacy, Public Awareness and Information.

Both documents have been reviewed over many months by the BIAF Board of Directors and discussed in their Board meetings. In addition, the Executive Committee held a day-long planning meeting to discuss future directions.

As BIAF approaches its 25th Anniversary in 2010, it is timely that the Board looks to the future. There are two complementary plans for Board consideration: one is the overall organizational plan and the other is the Board of Directors' Plan, which outlines the Board's roles in implementing the organizational plan. These two plans were reviewed extensively by the President and President-elect of the Board, then by the Executive Committee and finally by the entire Board of Directors at their November 2009 meeting. Both plans are included in this document for easy review and reference.

TRAUMATIC BRAIN INJURY (TBI) FACTS

(Source: Enhancing the Traumatic Brain Injury System of Care, Florida's Five-Year Strategic Plan)

In 2005, Florida had a higher rate for TBI than the nation (511.5 per 100,000 versus 504.8 per 100,000). In 2005, 93,000 TBIs occurred in Florida.

Over 210,000 people in Florida are living with a TBI-related disability. By 2020, this number is expected to increase to nearly 260,000.

Children 0-4, young adults 15-24 years, and adults 65 years of age and older were at greatest risk for TBI.

Falls are the leading cause of TBI in Florida. They were most common in the youngest and oldest age groups. Falls represent 39.6 percent of all TBI injuries; motor vehicles represent 20.8 percent; assaults, 11.1 percent and other, 28.5 percent.

From focus groups, interviews and surveys with members of the TBI community, the following priorities emerged:

Most Needed Services

- Financial Assistance
- Transportation Services
- Employment Services
- Accessible, Affordable Housing
- Recreation Activities
- Alcohol and Drug Addiction Services

Biggest Issues for TBI in Florida

- Public and professional brain injury awareness
- Access to qualified providers and specialized services
- Access to appropriate rehabilitation and therapies
- Access to long term services and organizations
- Coordination of services and organizations
- Program restrictions and eligibility requirements.

MISSION

The mission of Brain Injury Association of Florida is 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.

PLANNING AREA 1: BRAIN INJURY PROGRAMS AND SERVICES

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

PLANNING AREA 2: ADVOCACY, PUBLIC AWARENESS AND INFORMATION

Goal 1: Inform the public, with particular attention to policymakers, about brain injury and BIAF.

Goal 2: Position BIAF as the premier information source about brain injury and ensure that every person who suffers from brain injury knows about BIAF and its services.

Goal 3: Advocate aggressively for persons with brain injury and their families and for BIAF and its services.

PLANNING AREA 3: RESOURCE DEVELOPMENT AND DIVERSIFICATION OF FUNDING

Goal 1: Develop a broader array of funding sources.

Goal 2: Expand BIAF membership.

Goal 3: Organize and staff several formal mechanisms to secure expertise and assistance with fundraising.

PLANNING AREA 4: BOARD DEVELOPMENT, LEADERSHIP AND GROWTH

Goal 1: Create a strong, dynamic Board that leads BIAF into achieving the fullest potential of the BIAF mission.

Goal 2: Implement a strategic, effective Board nominating process to attract, retain and develop strong Board leadership.

Goal 3: Ensure the Board meets its fundraising responsibilities.