



April 2024
Programs and Services Report

Executive Highlights:

1. BIAIA Personnel changes
 - a. March 18, 2024, June Klein-Bacon was appointed Executive Director
2. BIAIA annual Spring Conference (2024) for March 7 and 8, 2024 in Coralville, IA had good feedback regarding event, content, environment from attendees, speakers and vendors. Approximately 160 of 180 registrants participated. Save the date for March 6th and 7th, 2025.
3. American Heart Association: Mission Lifeline grant work continues. BIAIA has continued to engage with pilot site work to fine tune referral process and assessment questions to support individuals post-acute care following stroke to return to their home/community with a focus on secondary stroke prevention. BIAIA continues to grow foundational relationships within stroke centers and the Iowa Stroke Taskforce and American Heart Association in addition to acquisition of stroke specific acumen for BIAIA staff.
4. BIAIA launched an online referral form to include the opportunity for professionals to make online referrals to BIAIA NRF services in testing phases with direct referral providers. Pending testing results, marketing this online referral pathway will spread to IBIRN/ISRN members and social media platforms.

Detailed Programs and Services Summary:

Neuro Resource Facilitation Services in Quarter 3

- In our system, we currently have open contacts for 13,159 individuals; of those, 3,061 are non-professional, 3,808 are individuals with brain injury, 5,806 are professionals, and 484 are unidentified/unknown. 202 individuals are engaged in active NRF, in which staff are providing Neuro Resource Facilitation services, with an additional 118 individuals receiving Information and Referral supports from Neuro Resource Facilitation in Quarter 3.
- 142 new intakes were completed in Quarter 2, no waiting list was used in Quarter 3
 - 49 individuals with brain injury
 - 55% male / 35% female / 10% other
 - 82% Caucasian
 - 39% TBI/ 39% non-TBI
 - 45 family members or chosen supports
 - 51 professionals
- 2773 total contacts/engagements using accommodation or strategy development approaches and providing resources. NRF staff specifically highlighted working with individuals to build strategies around following through with tasks, including paperwork, making phone calls, and connecting to supports and services.
- BIAIA continues to do outreach in Southeast, Eastern, Northwest Iowa including, in person intake opportunities in Eastern Iowa, while including some statewide outreach.

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Efforts have been made in Quarter 3 to expand online and social media engagement. In Quarter 3 During Q3, as of 3/31/24, compared to Q2, BIAIA's LinkedIn page had 193 post reactions (87.4% increase), 16 comments (433.3% increase), 12 reposts (500% increase), 384 page views (202.4% increase), 48 new followers (65.5% increase), and 144 unique visitors (118.2% increase). During Q3, as of 3/31/24, compared to Q2, BIAIA's Facebook page had 2.3K visits (127% increase), 1.9K content interactions (516.5% increase), 112 link clicks (103.6% increase), 72 new followers (166.7% increase), and a 10.9K reach (263.9% increase).

- BIAIA has added social media to our inbound referral metrics to determine if social media engagement impacts NRF referrals and participation.
- Concerns reported to NRF and found in NRF Assessment data include a raise in SSI has changed the client access to SNAP benefits, Medicaid, or other community action benefit options. Inflation appears to have impacted rent prices and grocery prices specifically noted. Staff report that the unwinding of Medicaid benefits post-pandemic has placed people off Medicaid; however, some report an inability to afford health insurance. Staffing shortages and clients being charged with finding their own providers has also been reported. Another trend that NRF staff have reported is that clients who have been on Waiver services or are newly awarded a waiver slot are struggling to access the full breath of services due to reported staff shortages.
- Self-Management component development:
 - During Quarter 3, BIAIA worked to refine the process document for the team to engage with self-management; this document is attached for review as the team continues to implement pilot activities with clients this document continues to be updated. NRF have engaged 9 individuals living with brain injury in the self-management pilot. Staff are completing updated NRF assessments, an abbreviated symptoms questionnaire, and an assessment of strategy/tool confidence. Summaries of this data have been attached for review. Clients report a desire to implement the use of a calendar to manage appointments, manage day to day activities, and condensing multiple calendars to use of a master calendar.
 - 55% male/ 45% female
 - 88% Caucasian
 - 55% TBI/ 45% non-TBI

Training hosted in Quarter 3

- Two webinars
 - Dating After Brain Injury, (22 attendees)
 - Post-TBI: An OT's Role in Addressing Grief. (14 attendees)
- BIAIA continues to market sessions, including weekly event emails, social media posts, and targeted communications based on the session. In addition to seeking input on training needs and topics.



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- Coming training:

Date	Topic	Audience
5/23/24	Self-Advocacy – telling your story	Individuals with brain injury Caregivers
5/28/24	Neuro Resource Facilitation	Professionals
5/2024	Brain Injury Fundamentals	Professionals
6/13/24	Brain Injury and PTSD	Individuals with brain injury Caregivers
6/2024	TBD	Professionals

Support Group Facilitator Engagement

- A virtual Resource Library of brain injury-related topics was created for all BIAIA’s support group facilitators to access. Facilitators were also offered an optional, printed, version in the form of a Support Group Facilitator Resource Binder.
- Forms for facilitators were also created and dispersed which include: a Monthly Debriefing Form, a Supplies and Funds Request, a Support Group Attendee Contact Form and a Support Group Attendee Feedback Form, in addition, a Support Group Cancellation process was created.
- A Quarterly Support Group Facilitators Meeting was held on 3/28/24.

Information Dissemination/ IBIRN and Totes

- 317 totes
- 9 resource guides
- 10 customized resource mailings were disseminated, 126 of which were unique resources, in addition to tote bags and resource guides. 72 outbound referrals were made in Quarter 3 in the categories of behavioral health support, Brain Injury Waiver, county services, DHHS, housing, legal competency, medical specialist, residential service options, SSI/SSDI, support groups, transportation, and vocational rehabilitation.
- 126 unique resources were shared. Electronic resources shared that differ from physical resources shared include senior housing guides, provider websites, county-specific resources, support group listings, epilepsy information, benefits planning information, mental health therapist listings, PTSD information, aphasia information, Brain Injury Waiver Emergency Need Assessment form, and BIAIA YouTube videos.

Child Welfare Collaborative Pilot Project (CWC)

BIAIA continues to engage with HHS in the Child Welfare Collaborative Pilot Project in Southeast Iowa to engage with families involved in the child welfare system by providing Neuro Resource Facilitation services and supports. Voluntary referrals engage in brain injury screening, a symptoms questionnaire and are offered Neuro Resource Facilitation services. BIAIA has



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provided resources and information to Child Welfare HHS staff to build their understanding of brain injury and the intersection of brain injury and their clients.

In the life of the program, brain injury screening has resulting in 100% likelihood of lifetime history of brain injury with intersections of mental health, with substance abuse, intimate partner violence and parent skill needs.

BIAIA continues to engage with HHS on opportunities to increase referrals; engage with frontline support staff and participate in the Leading Practices Academy.