

# State Plan on Brain Injury Discussion: Session 2

**Ellen Maahs**, Strategic  
Development Coordinator

**Gabby Tufts**, Strategic  
Development and Deployment  
Specialist

November 6, 2025



# Goals for Today

---



Review each goal within Focus Area 1.



Review all tactics within Focus Area 1.



Finalize Focus Area 1.

# Review of Meeting 1

---



Data showed that people are reporting an age of 'first severe brain injury' at key developmental ages (age 7-18)



"How do we do this work in a way that makes people feel heard, but not stigmatized?"



Substance use stood out – for the individual and for the caretaker.



We can better leverage partners like schools, teachers, athletic departments, child welfare system, or other places in the community.



Education should be basic for the public and walked back to a younger level. How can we give youth resources to advocate for themselves?

# Four Focus Areas

1. Individual & Family Access
2. Service Systems Enhancements
3. Prevention
4. Education and Awareness



# Current Goals

## Individual & Family Access

1. Increase brain injury screening, assessment, and services coordination across systems of care that address multi-occurring conditions often experienced by individuals with brain injury.
2. Improve timely access to the appropriate medical and community-based services for people with brain injury.
3. Increase Utilization of Neuro-Resource Facilitation (NRF) services in Iowa among underserved populations.

## Service Systems

4. Develop service recommendations to meet the needs of Iowans with brain injury.
5. Develop a well-trained and culturally competent workforce of providers that serve and support individuals with brain injury.

## Prevention

6. Reduce preventable brain injury through implementation of sustainable, structural changes in Iowa.
7. Increase utilization of best practices for concussion prevention and management.

## Education & Awareness

8. Increase awareness of brain injury within state systems and processes.
9. Expand information on non-traumatic brain injury and prevention, including emerging issues (e.g. COVID-19).
10. Raise awareness about the incidence of traumatic brain injury related to motor vehicle injuries.
11. Raise awareness about the incidence of traumatic brain injury related to sports/recreational injuries.



# Focus Area 1: Individual & Family Access

## Individual & Family Access

1. Increase brain injury screening, assessment, and services coordination across systems of care that address multi-occurring conditions often experienced by individuals with brain injury.
2. Improve timely access to the appropriate medical and community-based services for people with brain injury.
3. Increase Utilization of Neuro-Resource Facilitation (NRF) services in Iowa among underserved populations.

# Break!

We will start again in 5 minutes.

# Goal 2

2. Improve timely access to the appropriate medical and community-based services for people with brain injury.

## Current Tactics:

- Increase Utilization of Neuro-Resource Facilitation (NRF) services in Iowa among underserved populations.
  - Identify available data for determining underserved populations for focused outreach and NRF engagement.
  - Increase NRF utilization by identified underserved populations.
  - Evaluate effectiveness, efficiency and accessibility of Iowa's current NRF program and report to the Council.
- Review and prioritize strategies resulting from an evaluation of the current Iowa service system to improve service access for Home and Community-Based Services (HCBS), NRF, technology solutions including assistive technology, vocational rehabilitation and other long-term services and supports (LTSS).

# Reflections



As we discussed Focus Area 1,  
what felt encouraging or positive to  
you?



Were there any areas that felt  
frustrating, concerning, or  
unfinished?



# Questions

---

Maggie Ferguson  
Disability & Injury Prevention Project Director  
[Maggie.Ferguson@hhs.iowa.gov](mailto:Maggie.Ferguson@hhs.iowa.gov)



Health and  
Human Services