Brain Injury Association: The Voice of Brain Injury

Advocacy 101

Presented by:
Amy Colberg, MA
Director of Government Affairs
Overview of Presentation

- TBI Act Reauthorization
- Update from Mike Dabbs on the TBI Act work in Michigan
- Advocacy Tips
Federal Policy Priorities for 2012

- TBI Act
- Appropriations
- Returning Service Members & Veterans
TBI Act 2012 Reauthorization
TBI Act Background

- Enacted in 1996
- Reauthorized and amended twice, in 2000 and 2008
BIAA’s Champions in the House of Representatives
BIAA’s Champions in the U.S. Senate
The TBI Act Currently Authorizes

- Health Resources and Services Administration (HRSA)
- Centers for Disease Control and Prevention (CDC)
- National Institutes of Health (NIH)
- Protection and Advocacy for Traumatic Brain Injury (PATBI)
HRSA Federal TBI Program
BIAA’s Proposed Changes to the TBI ACT

- Provide funding to each state through a formula funding platform
- Clarify that the use of grant funds may support direct services
- Support HRSA in completing a long-rang plan for the Federal TBI Program that includes public input
- Provide directives to include pediatric TBI services as part of the larger goals of the law
The TBI Act’s Impact on Michigan

- 1998 Michigan received the initial Planning Grant
- Created the Michigan Resource Guide for Persons with Traumatic Brain Injury and Their Families - a listing of state agencies, organizations and resources; as well as thorough descriptions of various federal and state programs and their eligibility criteria
The TBI Act’s Impact on Michigan

- Published and updated periodically three brochures in English, Spanish and Arabic: "Resources for Persons with Brain Injury and Their Families," "Important Information about Working with and Caring for Persons with Brain Injury," "Resources for Veterans with Brain Injury and Their Families"

- Created criteria for recording and annually updating TBI's, including demographic data, how they were sustained, and services required for all persons enrolled in the Michigan Medicaid program
The TBI Act’s Impact on Michigan

- Created a special TBI website on the MI Department of Community Health's website
- Created a specialized TBI Training with a testing component in order for those completing the training to receive CEU's for over a dozen specialties
The TBI Act’s Impact on Michigan

- Developed the only Veterans Program in the nation at the BIAMI in order to assist service members receive assistance; provided training, presentations and information to deploying and returning units; collaborated with the Veterans Integrated Service Network (VISN) serving Michigan and all four VA Medical Centers to assist in improving their knowledge of TBI and the state of Michigan resources.
The TBI Act’s Impact on Michigan

- Developed a State Ombudsperson position at the BIAMI to create linkages and training for state and county agencies; as well as assistance for individual's with a brain injury or their families in locating and obtaining necessary services.

- Created a MI TBI Medicaid Waiver, which is pending approval from the Center for Medicaid Services that will provide the broadest array of services ever provided by a TBI Medicaid Waiver based on the service array of the MI Auto No-Fault Insurance System.
BIAA Needs You!
Grassroots Action

- Call your Representative and Senators
- Write your Representative and Senators
- Schedule meetings with your Representative and Senators when they are “at home” in their district
- Send Action Alerts when contacted by BIAA
- Spread the word about TBI Act reauthorization to family, friends and neighbors and urge them to contact Congress
Michigan Delegation in the House of Representatives
www.house.gov

☐ Justin Amash
☐ Dan Benishek
☐ Dave Camp
☐ Hansen Clarke
☐ John Conyers, Jr.
☐ John Dingel
☐ Dale Kildee

☐ Sander Levin
☐ Thaddeus McCotter
☐ Candice Miller
☐ Gary Peters
☐ Mike Rogers
☐ Fred Upton
☐ Tim Walberg
Find your Representative
Tips to be a BETTER Advocate
Advocacy Tips

- Understand Historical and Policy Context
- Articulate Values, Principles, and Goals of Disability Policy
- Understand That Policy is Made In a Political Context, Public policy is proposed, debated, modified and adopted in a political environment.
- Understand the Needs of Policymakers
- Understand the Needs of Staff
Advocacy Tips Continued

- Understand the Need for an Organized Coalition in Exercising Power Over the Policymaking Process
- Understand the Need for a Strategic Plan
- Understand the Power of Personal Stories Tied to Policy Objectives
- Understand the Importance of Long-Term Relationships and That Who Delivers the Message Is Often More Important Than the Message
- Recognize Your Strengths and Limitations
BIAA’s Website www.biausa.org
Sign Up for BIAA’s Policy Corner
Questions
Contact Information

Amy Colberg, MA
Director of Government Affairs
703-761-0750x637
acolberg@biausa.org