

Vision and Outreach Committee

Meeting date: 1-29-2016

Attendance: Sena, Judy, Liza, Danny, Bill, Helen

Notes:

Goals for today – broad focus for V/O

Education – to connect the whole community around TBI, general awareness, provider awareness

Outreach – the vision to understand TBI and concussion

Marketing – TBD with RFO, Branding? Committee's next big goal!

March Awareness Month – PSA, ribbons, events, press release?

Denver Town Hall Meeting – TBD

GIANT event? - Venue? Broncos? Agenda? Message? Survivor Speakers, thousands of people, Bill has contacts at TV stations,

Budget - Judy not too concerned, extra funds from ed. grants, need proposal

Grand Junction Town Hall overview:

200 people on a Sat. morning in Grand Junction Town Hall meeting. 4 speakers. Great success. Lots of need. Barriers – communication, access to care, care model for success, gathering, case management, etc. April 15/16... maybe one in Denver?

Lot of interest for an event similar here in the metro area – Bill has friends and supporters interested

Success in concussion management rooted in good communication

Bill's Invisible brain project experience – has made some contacts, Broncos, maybe keynote, pull people in

“They how and why of TBI and concussion management”

March Awareness Month – Press release? BIAC, CDHS – Robert (Alisha's replacement) or Lee to leverage awareness, traditional partners, PSA, Allen from channel 8 –

PSA vision - highlighting awareness of what brain injury is, not to scare people, anyone can have one, if you have one and need support here is who you contact

Adds? Pricing?

Advertise April town Hall

Denver Town Hall Meeting - April? Can we still do a smaller event this spring? 100-200 people, \$1200 cost maybe, use same/similar agenda as Grand Junction

GIANT event -

1. Time line- Summer? March / April? March 2017? Time to plan?
2. Agenda – What is TBI? How intimate do we want the event? What is the purpose? What trying to accomplish? Is it for providers? Is it for Survivors? What is the goal of the event? Communication – How and Why? Connecting the whole range of TBI community?
3. Venue location/costs- Convention center. BELLCO, Bronco stadium, PPA
4. Food-
5. Speakers-
6. Travel for speakers-
7. Pay for Speakers-
8. In Kind-
9. Advertisement- who is our target audience?
10. Other logistics-
11. Event planner?
12. Partners- BIAC

Action Items:

1. Take GIANT event idea to board
2. Take Town Hall meeting to board- to create the 3 committees (content, locations/food, invites)
3. Liza pricing event planner for event
4. Bill contacting his connections for speakers
5. Judy/Helen emailing convention center and/or BIAC for conventions center contact, and PPA
6. Connect with Allen for PSA quote for March Awareness
7. Judy extend invite to Britney to join committee
8. Connect on Feb 12 by phone at 7am.

Join the conference call.
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Participant Pass code: 495085#