

MEETING MINUTES
Brain and Spinal Cord Injury Advisory Council
Public Awareness Committee Meeting
May 19, 2022

MEETING OVERVIEW

Date: May 19, 2022

Time: 1:00 pm-2:00 pm

Topic of Discussion: BSCIP Advisory Council Public Awareness Committee Meeting

Location: Via Microsoft Teams Video Conference

IN ATTENDANCE

1. Kimberly Robinson (BSCIP Section Administrator)
2. Robert Casavant (BSCIP System Administrator)
3. Robert Pfister (BSCIP Unit Administrator)
4. Kimberly Schoffel (BSCIP Statewide Services Administrator)
5. Jose Dubrocq (BSCIP Regional Manager)
6. Gemma Best-Smith (BSCIP Regional Manager)
7. Rosaline Myles (BSCIP Regional Manager)
8. Valerie "Beth" Collins (BSCIP Regional Manager)
9. Justin Stark (BSCIP Resource Center Manager)
10. Robyn Tipton (BSCIP Resource Coordinator)
11. Richard Zeidman (Public Awareness Committee Chair)
12. Jill Olinick (BSCIP Advisory Council Member)
13. Marsha Martino (BSCIP Advisory Council Member)
14. Madonna Stotsenburg (BSCIP Advisory Council Member)

CALL TO ORDER AND APPROVAL

Meeting called to order at 1:04 PM EDT

PAC meeting minutes from February 24, 2022 were approved.

Motion made by Marsha Martino

Seconded by Ricke Zeidman

No objections.

Minutes are approved unanimously.

TOPICS DISCUSSED

I. PARTICIPATION

Ricke Zeidman voiced the importance of participation from the Council members, and the need for each Council member to join a Committee. Kimberly Robinson agreed that it is not a large commitment but important, and that she would send out the bylaws to reenforce what the commitment to the Advisory Council entails.

Madonna Stotsenburg confirmed she would like to join the PAC Committee.

II. **PRESCREENING**

Kimberly Robinson provided an update on the prescreening tool. It will go into effect most likely after the new fiscal year begins, only because the RIMS team has some priorities that must be met with development of the RIMS site. As soon as those are met it can go onto the Resource Center page. It is critical to have that in place prior to PSAs going live.

III. **PUBLIC SERVICE ANNOUNCEMENTS**

Kimberly Robinson reminded the Committee anything drafted for PSAs would need to go through FDOH Communications for approval.

Ricke Zeidman said it was time to put a radio blurb together. Kimberly Robinson suggested the Committee take their scheduled time during the meeting to draft verbiage PSA. Ms. Robinson asked how many seconds would the Committee like it to last? What audience do you want to target? What is the message? Mr. Zeidman answered that the message should direct people to the Resource Center, and be about 15-30 seconds long, and it should ask "Do you know anybody that has a brain or spinal cord injury, if so contact the Resource Center," and then give the web address. Ms. Robinson explained that you want to target people who are eligible for the program, and be more specific with wording, to include "traumatic brain or spinal cord injury."

Further discussion was had by the Committee and BSCIP staff with suggestions for a draft script.

Hi, I am _____ with _____, and I am speaking on behalf of the Florida Department of Health Brain and Spinal Cord Injury Program. If you or someone you know has experienced a moderate to severe traumatic brain injury or spinal cord injury, the Program has a Resource Center that provides valuable resources that could further assist you.

Please reach out to the BSCIP Resource Center at BSCIPResourceCenter.org or call 866-313-2940.

Mr. Zeidman suggested the Committee make a motion to approve the draft. Jill Olinick made the motion. Marsha Martino seconded the motion. All were in favor of this draft.

IV. **BSCIP RESOURCE CENTER**

Justin Stark provided an update on the Resource Center. He stated that updates were being made regularly. He requested assistance from the Council for any events or information that could be added. And that in the new fiscal year, there may be future plans for the aesthetics of the website.

Jill Olinick asked how information is found for the events calendar. Justin said that he and Robyn Tipton research and seek out information, they get information from the BSCIP staff, and some outside sources like newsletters, organizations, and memberships. Mr. Stark also said that sometimes he did not get notified of an

event until right before it was occurring, and he would rather put it on the calendar as early as possible.

Mr. Zeidman requested flyers. The flyers he has are old and had an old phone number. He requested 100 English and 20 Spanish flyers.

V. **NEXT MEETING**

Discussion for the next meeting. Due to fiscal year end closing in June, it was decided to wait until July 21st for the next meeting.

NEXT COUNCIL MEETING & ADJOURNMENT

The next BSCIP Advisory Council PAC Meeting will be held on July 21, 2022 via Microsoft Teams.

+The meeting ended at 2:05 pm EDT.

Move to adjourn made by Ricke Zeidman

Seconded by Mad

No objections

Meeting adjourned.