

# Product Development Committee

Discussion One  
March 27, 2003



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## Objectives

- ◆ To discuss the committee's purpose, and composition.
- ◆ To begin a discussion on the Federal TBI Program's role in the dissemination of products.
- ◆ To identify Product Review participants.

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Product—A tangible informational or educational resource or tool that is funded by the Federal TBI Program.

Popular formats include:

- fact sheets
- brochures
- palm cards
- booklets
- curricula
- videocassettes
- CD-ROMs
- PowerPoint presentations
- multi-media kits
- PSAs

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## TBI TAC Products

<p><u>SUBJECTS</u></p> <ul style="list-style-type: none"> <li>◆ Federal TBI Program</li> <li>◆ Guiding Principles</li> <li>◆ Four Core Components</li> <li>◆ Project Management</li> <li>◆ Funding Sources and Strategies</li> <li>◆ Sustainability</li> </ul>	<p><u>FORMATS</u></p> <ul style="list-style-type: none"> <li>◆ Fact Sheets</li> <li>◆ Guides</li> <li>◆ PowerPoint</li> <li>◆ Reprints</li> </ul>
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## Grantee Products

<p><u>SUBJECTS</u></p> <ul style="list-style-type: none"> <li>◆ Advocacy</li> <li>◆ Driving After Brain Injury</li> <li>◆ Education—Post TBI</li> <li>◆ Focus Groups/Public Forums</li> <li>◆ Needs and Resources</li> <li>◆ Peer Mentoring</li> <li>◆ <b>Resources</b></li> <li>◆ <b>Signs &amp; Symptoms</b></li> <li>◆ <b>TBI 101</b></li> </ul>	<p><u>FORMATS</u></p> <ul style="list-style-type: none"> <li>◆ Directories</li> <li>◆ Fact Sheets</li> <li>◆ Guides</li> <li>◆ Palm Cards</li> <li>◆ PowerPoint</li> <li>◆ PSAs</li> <li>◆ Speaker Bureaus</li> <li>◆ Videocassettes</li> </ul>
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# BIAA PIC Products

## SUBJECTS

- ◆ Advocacy
- ◆ Funding Sources and Strategies
- ◆ Media Relations
- ◆ Public Awareness
- ◆ Resource Facilitation

## FORMATS

- ◆ Booklets
- ◆ Guides
- ◆ PSAs



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# NASHIA PIC Products

## SUBJECTS

- ◆ Employment
- ◆ Medicaid
- ◆ Olmstead
- ◆ Signs & Symptoms
- ◆ TBI 101

## FORMATS

- ◆ Fact Sheets
- ◆ Speakers Bureaus



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## NAPAS



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## TBI TAC's Responsibilities

- ◆ Develop
- ◆ Review
- ◆ Collect
- ◆ Manage
- ◆ Distribute

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## Grantees' Responsibilities

- ◆ Develop products in line with the Federal TBI Program goals and their Statewide Action Plans
- ◆ Submit hard and digital copies to the TBI TAC

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## Federal TBI Program's Responsibilities



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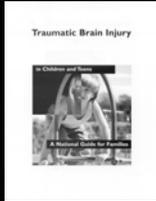
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## Federal TBI Program's Past National Distribution Activities



EMSC  
Clearinghouse



HRSA  
Information  
Clearinghouse

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This is where you  
come in...

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## Purpose

To advise the TBI Technical Assistance Center in its creation and dissemination of TBI-related products and to participate in the ad hoc grantee product review process on a rotating basis to help grantees leverage their limited resources in achieving systems improvement and avoid reinventing the wheel unnecessarily.

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## Composition

- ◆ Planning Grantee
- ◆ Implementation Grantee
- ◆ Post-demonstration Grantee
- ◆ Protection & Advocacy Grantee
- ◆ Individual with TBI or Family Member
- ◆ TBI TAC Steering Committee Member

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## Discussion

- ◆ How does the development, adaptation, and distribution of products contribute to systems improvement?
- ◆ How does the development, adaptation, and distribution of products relate to the TBI TAC's Systems Change Benchmarks?
- ◆ Are these activities sufficiently addressed?

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## Discussion

- ◆ How should the Federal TBI Program define or encourage (if at all) what products are created?
- ◆ How should the Federal TBI Program decide what products (if any) to distribute on a national scale?

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Contact me with questions or comments at:

Rebecca Zeltinger  
202-884-6813  
rzeltinger@tbitac.org

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