

**BRAIN INJURY FUNDING**  
**in B.C., PRINCE GEORGE & THE**  
**NORTH**

JULY 25, 2022

Presentation to the  
City of Prince George City Council

Who do brain injury societies serve? We serve people who have experienced any acquired brain injury including:

***Traumatic Brain Injury (TBI)***

the result of traumatic insults to the brain and head:

- vehicle crashes,
- falls,
- sports injuries,
- assaults including intimate partner violence,
- electrocution etc.

***Acquired Brain Injury (ABI)***

includes all TBI's plus non-traumatic causes:

- stroke & aneurysm,
- arterial venous malformation,
- tumours,
- anoxic events including drug overdose,
- surgical mishaps,
- infections

# How big an issue is brain injury?

- In BC, more than 160,000 people are living with the effects of ABI
- Rate of 5 per 100,000
- People with ABI are 7X more likely to develop a mental illness than the general population
- People with ABI develop Alzheimer's disease at more than 2X the rate of the general population
- Over 85% of people who are incarcerated have a brain injury

# RECENT RESEARCH FINDINGS:

- In a Vancouver survey 66% of homeless individuals reported having a brain injury, 77% of those sustained the injury before becoming homeless
- Research indicates that brain injury in the indigenous population is 4 to 5X that of the non-indigenous population
- Research into brain injury & intimate partner violence (IPV) is just beginning. Currently, research indicates the rate of TBI is between 20% & 75% of victims. One in 5 Canadian women experience IPV.

# A NORTHERN INITIATIVE

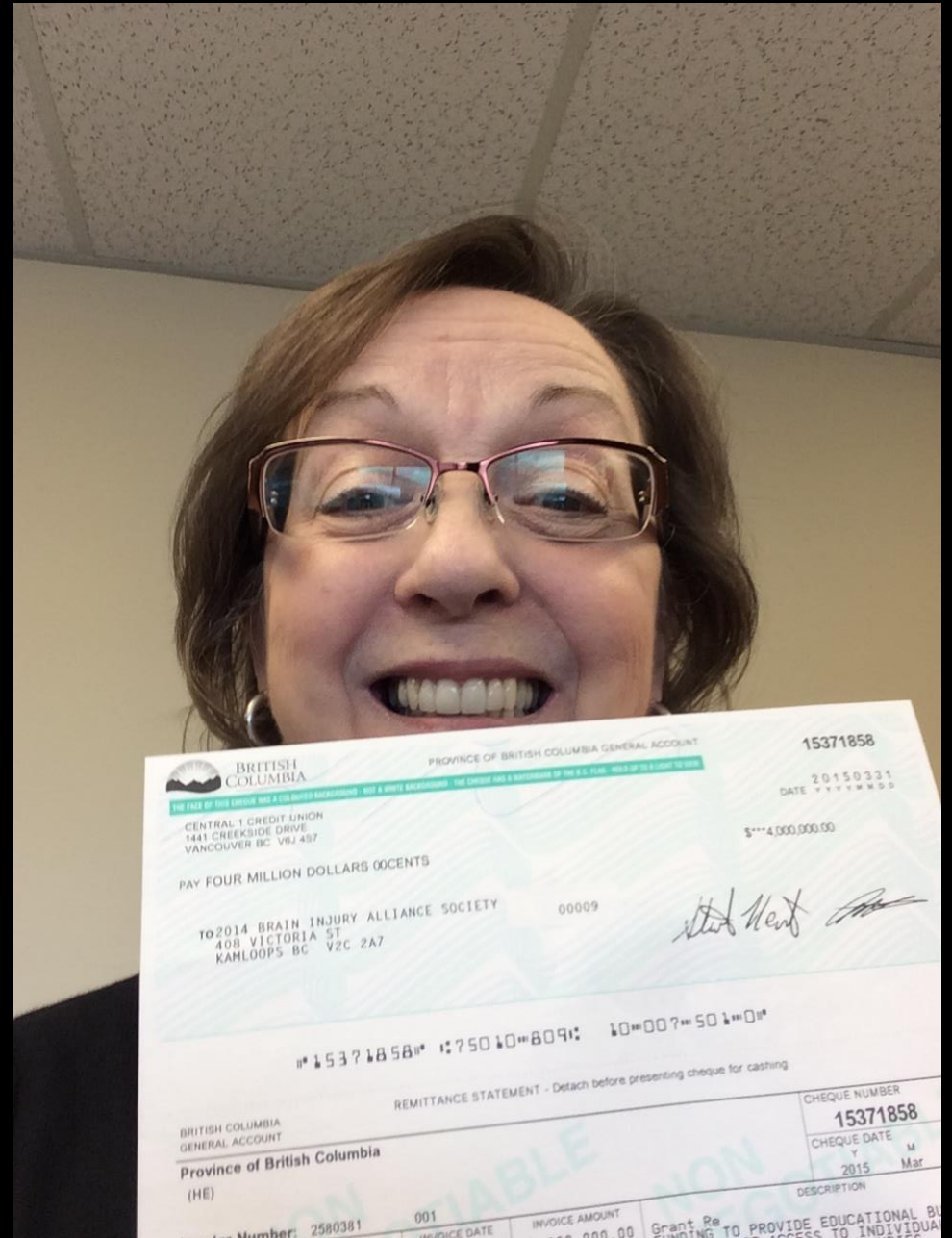
- Like so many good things, the Alliance was a northern initiative, driven by the fragile financial state of the Northern Brain Injury Association (NBIA)
- The NBIA was formed in 2002. Between 2002 and 2014 NBIA survived by the good graces of PGBIG and a small annual grant from Northern Health
- We went to see our MLA's annually with requests for support

# THE CREATION OF THE ALLIANCE

- NBIA & PGBIG partnered and in March 2014 we wrote to the 14 brain injury societies, providing them with the history of brain injury funding in BC and asking them to consider partnering with NBIA & PGBIG in our attempt to remedy the situation.
- At that time there were 14 brain injury societies in BC. Down from the 43 before brain injury was regionalized to health authorities.

# A year later & our hard work pays off!

- Northern MLA's Mike Morris & Shirley Bond were incredibly supportive from day one. This would not have happened without their support!
- In March 2015 we received our first \$3M grant for use at \$1M annually from 2015 & 2018



# April 2015 to March 2023

## **SINCE 2015**

- The Alliance has received \$8M (\$1M annually) from government and distributed these funds to brain injury societies across the province
- The number of clients served by brain injury societies has more than doubled between 2015 and 2021
- Funds from the Alliance are necessary to the continuation of services to more than 6000 British Columbians annually



# PRINCE GEORGE BRAIN INJURED GROUP

Alliance funding provides benefits across our entire community

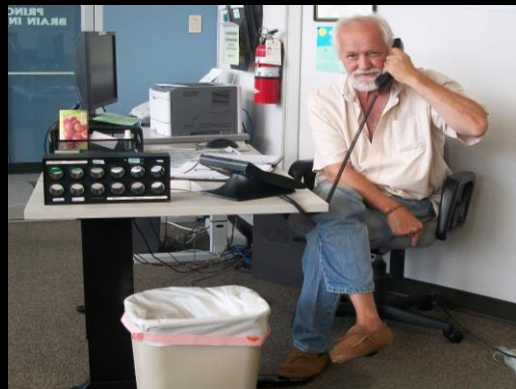
Since 2015 PG BIG has received more than \$700,000 from the Alliance & we have spent ALL of these funds here in Prince George

More than 90% of PG BIG's revenue is spent on wages and benefits to Prince George citizens – that's more than \$630,000 added to the Prince George economy, supporting Prince George families

- We are one of the largest brain injury societies in the province, serving well over 500 people who are living with a with brain injury each year
- Every year we receive more than 120 new referrals from the hospital, from doctors, community agencies etc. as well as self-referrals
- PG BIG has a great reputation as an innovative and altruistic society.

# In 2021 – 2022 our Innovative Employment Program found employment for 75 people who are living with an ABI

BIG provides employment services to more survivors than anywhere else in the province. It's our belief that – 'If you want to work, you're ready to work'.



## Employment

Crucial programming to assist individuals into employment, training or educational opportunities post injury

- Volunteer opportunities
- Supportive employment initiatives
- Competitive employment support

## In 2019, another BIG initiative: A first in BC. A first in Canada?

A chance meeting on a staff member's vacation resulted in consultations and the eventual creation of this fully funded trades Exploration program.



## Trades Exploration Program / a partnership between BIG, CNC, M of Advanced Education & PGNAETA

Piloted in 2019, this program engages PGBIG members to explore training & employment opportunities within the trades market

- ❖ Sampler program offering basic training in carpentry, automotive & pro cook
- ❖ Supportive program with PG BIG employment facilitator
- ❖ Focus on rehabilitation after brain injury to work on skill development to ensure successful transition into the workforce

We love that the Alliance supports pilot projects & new ideas.

Sometimes we have an idea but no funder. Now we can go the Alliance with a proposal.

## Corrections Integrated Brain Injury Services (CIBIS)

- Piloted in 2015 as part of BIG's first Alliance grant
- A first of its kind in BC.
- Provides education, case management and training to incarcerated individuals & staff
- According to PGRCC data this program has had a huge impact on reducing the rate of recidivism in our community
- Won the provincial justice and public safety sector award in 2017 as well as a Northern Health Impact Award
- Now fully funded by the Provincial Health Authority



We love that the Alliance supports tried & true programs. No need to reinvent something that's working!

We've had case management services since 1997 (another first in BC!) but sometimes the funding doesn't meet the need. The Alliance understands the reality that services to people must flex.



## Case Management

- Specialized rehabilitation planning
- Evidence based practices
- Specific to members needs
- Brain injury education
- Personal support
- Crisis intervention/basic needs
- Housing
- Finances
- Food security
- Community referrals
- Health & wellness

We love that if the financial situation changes the Alliance allows us to move their funds to a different program.

In the first year with COVID we needed to redevelop some of our Education programs to an on-line format. We were approved to move some of our Injury Prevention funds to meet this need.



## Education

Diverse range of educational classes:

- Introduction to brain injury
- Toolbox
- Rebuilding After Brain Injury
- Emotional management
- Rebuilding Relationships
- Family group
- Women's group

We love that the Alliance doesn't support 'fee-for-service' programs that government or another funder is responsible for. If they did, we know that some funders would start reducing funds. Everyone is short of money!



## Residential Program

- Fully funded by Northern Health & BC Housing
- The only specialized home in northern BC
- 5 residents
- Licensed facility
- Rehabilitation focused
- Focus on quality of life & being a member of their community



Page 2 of: We love that the Alliance doesn't support 'fee-for-service' programs that government or another funder is responsible for.



## Community Support

PG BIG contracts with Northern Health, ICBC, the Public Guardian, lawyers, Worksafe BC and anyone else that is responsible to pay fees for their clients.

These services provide excellent client care, employment for PG workers and a small admin fee to help pay for fixed costs such as accounting, office costs and management staff.

Contracted services to assist individuals in their homes

- ❖ Specialized care
- ❖ Unique needs of the individual are primary focus
- ❖ Community integration & participation in a fulfilling life





# NORTHERN BRAIN INJURY ASSOCIATION

■ Education   ■ Prevention   ■ Support



ADDED 2019:  
Smithers  
Houston  
Hazelton  
Telkwa  
Topley  
Witset  
Burns lake

# The NBIA serves the northern 2/3 of BC

## The NBIA provides local staff in:

- 1.5 FTE's in Terrace (also provides face to face service in Kitimat & Kitimaat Village)
- 1.5 FTE's Smithers (also provides face to face service in Hazelton & Houston)
- 1 FTE in Quesnel
- 1 FTE in Dawson Creek (also provides face to face service in Chetwynd)
- .5 FTE in Ft. St. John
- .5 FTE provided to remote clients (by the E.D.)
- In 2021 we had face to face service in Vanderhoof, Fraser Lake & Ft St James but can't find a staff to fill that position.
- Remote Services: when possible nearby NBIA staff physically attend clients in more than 20 additional remote communities. Long before COVID and the emergence of electronic services as a standard across the country the NBIA was serving clients via Zoom, telephone and telehealth.

# WITHOUT ALLIANCE FUNDING THE NBIA MIGHT NOT EXIST

- Between 2015 & 2022 the NBIA will have received almost \$1,000,000 from the Alliance
- This in recognition of the huge area we serve
- More than 40% of our funding is courtesy of the Alliance
- We direct 60% of funding to client case management & the remaining 40% to Community Education & Injury Prevention services
- **What would we cut if the Alliance could no longer provide funding?**

# What could we cut?

- We could cut Injury Prevention & Community Education?
- The rate of brain injury in the north is double the rate in the rest of the province.

We educate several thousand northerners annually through our:

- BIKE RODEO'S
- IN-CLASS presentations
- Community events participation
- Education sessions for professionals
- PLUS +++

# BRAIN INJURY EDUCATION

Cutting our Brain injury Education for professionals (right now we're focusing on teaching staff that work in **domestic violence programs**. That would be gone too)

We provide brain injury education to professionals, family members & clients in all areas served by the NBIA. Education is provided both in person and virtually



# We'd have to cut our annual SAFETY COUNTS initiative

## SAFETY COUNTS

We Complete Road Safety Surveys in communities that we serve.

The reports created with this data are sent to local & regional governments across the north & have been used in various funding and community planning initiatives.



# A few of the results from our 2021 survey:

- In Kitimat, out of 4065 vehicles counted, 30 were transporting a child in an unsafe manner! Although that represents fewer than 1% of vehicles, the lives of 30 children were compromised!
- In Smithers 40% of vehicles failed to stop at a traffic light or stop sign!!
- In Vanderhoof 11% of pedestrians failed to look both ways before crossing the street! (a basic skill, typically taught to 4 and 5 year-olds!)
- Road users in Ft. St. John were the safest in the north! !





NORTHERN BRAIN INJURY ASSOCIATION PRESENTS:

## HAPPY HELMET CONTEST

SUMMER 2022 May to September

### HOW TO JOIN:

- Step 1: Decorate a Helmet or colour an NBIA Happy Helmet Colouring page with Family, Friends or your Workplace
- Step 2: Take a photo of you rocking your helmet, or with your colouring page, in your community
- Step 3: Post the photo to the NBIA Facebook Page for your chance to win one of five monthly prizes!  
Winners will be selected monthly!  
Adult and Youth Categories

[www.nbia.ca](http://www.nbia.ca) - [facebook.com/northernbraininjury](https://facebook.com/northernbraininjury)

Toll Free: 1 866 979 4673

Made with PosterMyWall.com

# No more HAPPY HELMET CONTESTS!

Our annual Happy Helmet Contest attracts entries from across the north, bringing education & awareness of the NBIA to residents

## BUT CUTTING EDUCATION WOULDN'T BE ENOUGH .....

- client services aren't consistent. Some days or weeks or months staff spend 90-100% of their time with clients, then there's a lull. That's when they increase Community Education & Injury Prevention programs. It's through these services that doctors and other professionals as well as community members know we exist. This is how we 'market' our services.
- **Most importantly, we wouldn't be able to retain staff if we reduced their hours of work!! It's already almost impossible to find good staff and we have some great ones!!**

**We would have to cut service in some communities & regions.**

# HOW CAN YOU HELP?

The Alliance is looking for your support as we work toward our goal of achieving an annualized agreement with the province, instead of the annual struggle to achieve an end-of-year grant.

This stability would have positive impacts to all levels of our sector:

- Staff in communities would not receive lay-off notices in March, just in case funding isn't forthcoming
- Societies could plan for the future
- Staff turnover would decline when there is increased funding stability
- The Alliance would be able to turn our attention to building services in parts of the province not currently benefiting from a brain injury society

THANK YOU FOR YOUR TIME & YOUR SUPPORT

Alison Haggren / Brain Injury Alliance

Sarah McCrea / PG Brain Injured Group

Ryan Challen / Northern Brain Injury Association