

**Agency: Commerce, Community and Economic Development****Grants to Named Recipients (AS 37.05.316)****Grant Recipient: Alaska Brain Injury Network, Inc.****Federal Tax ID: 770621661****Project Title:****Project Type: Other**

# Alaska Brain Injury Network, Inc. - Statewide Brain Injury Awareness Campaign

**State Funding Requested: \$200,000****House District: Statewide (1-40)**

One-Time Need

**Brief Project Description:**

Capital costs associated with a five-year statewide campaign for brain injury awareness, resources, and prevention
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**Funding Plan:**

Total Project Cost:	\$325,000
Funding Already Secured:	(\$125,000)
FY2013 State Funding Request:	<u>(\$200,000)</u>
Project Deficit:	\$0

*Funding Details:*

*Alaska Mental Health Trust Authority provides \$25,000/year in in-kind to the Alaska Brain Injury Network to support an anti-stigma campaign and treatment works campaign. This request would focus on prevention, identification and available resources.*

**Detailed Project Description and Justification:****Project Description**

This request is for capital costs associated with a five year statewide campaign for brain injury awareness, resources, and prevention. The operations costs will be covered by the Alaska Brain Injury Network. The purpose of the traumatic brain injury awareness campaign is to increase the public's awareness of the prevalence of traumatic brain injury, causes, prevention strategies and safety equipment, and information about resources. The awareness campaign will use public media (radio, television, newspaper, etc) as a mechanism for disseminating information. The Alaska Brain Injury Network will also work with tribal partners to disseminate information in the formats that work best for rural Alaska (posters, flyers, etc). ABIN would also like to work with youth and other organizations to support events that promote traumatic brain injury awareness activities.

**Project Justification**

The Alaska Trauma Registry shows nearly 700 Alaskans are hospitalized each year for traumatic brain injury. In addition, it is estimated that more than 3000 Alaskans visit the emergency department for a concussion or mild TBI each year. Traumatic brain injury is very expensive financially and socially. The Alaska Trauma Registry reports an average of \$16.7 million per year in hospitalization costs alone. One case reported a \$1,010,000 hospital bill. The annual average costs of \$16.7 million does not include transport costs to or from hospital, post-hospital care or therapy, transport costs to post-hospitalization care, loss of wages for patient, loss of wages for non-professional caregiver.

Research shows Alaskans who sustain traumatic brain injuries are at risk of unemployment, divorce, homelessness, suicide, substance abuse, mental health conditions, and unlawful behavior. With proper identification, diagnosis, treatment and supports, these risks can be minimized. Most importantly, many traumatic brain injuries and concussions can be prevented.

Historically there has not been a statewide awareness campaign for traumatic brain injury focusing on prevention strategies and resources. The only cure for traumatic brain injury is prevention, and once someone receives a TBI it is imperative that they are aware of the resources that will improve their recovery and life after brain injury. This awareness campaign will be instrumental in educating Alaskans statewide to the seriousness of TBI, so they understand the importance of preventing it, thus reducing the financial costs associated with this public health "silent epidemic."

Over the past 10 years, the TBI Advisory Board has heard overwhelming testimony for the need for more brain injury awareness. These communities include Barrow, Kotzebue, Nome, Bethel, Atmoutluak, Fairbanks, Nome, Copper Center, Valdez, Palmer, Wasilla, Talkeetna, Trapper Creek, Healy, Anchorage, Girdwood, Seward, Kenai, Kasilof, Soldotna, Homer, Cordova, Juneau, Ketchikan, Prince of Whales, Sitka, and more). This project is supported by the Alaska Native Tribal Health Consortium Injury Prevention program, as well as the six active head injury support groups across the state (Ketchikan, Juneau, Anchorage, Mat-Su, Homer, and Fairbanks).

### Project Timeline:

Project timeline is 5 years- an estimated \$40.0 will be utilized each year to support this initiative

### Entity Responsible for the Ongoing Operation and Maintenance of this Project:

Alaska Brain Injury Network, Inc.

### Grant Recipient Contact Information:

Name: Jill Hodges  
 Title: Executive Director  
 Address: 3745 Community Park Loop #140  
 Anchorage, Alaska 99508  
 Phone Number: (907)274-2824  
 Email: jill@alaskabraininjury.net

Has this project been through a public review process at the local level and is it a community priority?  Yes  No



Alaska Native  
Tribal Health Consortium

Injury Prevention • 4000 Ambassador Drive D-CHS • Anchorage, Alaska 99508 • Phone (907) 729-3799 • Fax 729-2924 • [www.anthc.org/cs/chs/injprev/](http://www.anthc.org/cs/chs/injprev/)

6 February 2012

Alaska Brain Injury Network, Inc.  
3745 Community Park Loop, Suite 140  
Anchorage, Alaska 99508

RE: Letter of Support – Capital Request  
Traumatic Brain Injury (TBI) Prevention & Awareness Campaign

To Whom It May Concern:

I am writing this letter of support on behalf of the Alaska Native Tribal Health Consortium's (ANTHC) Injury Prevention Program. The Alaska Brain Injury Network is a partner of ANTHC and we support their effort to secure capital funding for a statewide awareness campaign.

Currently, ANTHC's Tribal Injury Prevention Coalition involves six, regional tribal health partners. Among other activities, we help connect these partners with prevention information and resources. These sites include:

- Maniilaq Association
- Norton Sound Health Corporation
- Bristol Bay Area Health Corporation
- Yukon Kuskokwim Health Corporation
- Tanana Chiefs Conference
- Southeast Alaska Regional Health Consortium

Community education, training for providers and access to affordable safety gear are critical to preventing TBI in rural Alaska. In addition to the six regions mentioned above, it is our hope that TBI awareness efforts will also reach all other ANTHC tribal health partners.

Thank you in advance for your time and consideration. Should you have any questions about this letter of support, please feel free to either call (907-729-3799) or e-mail ([jzwheeler@anthc.org](mailto:jzwheeler@anthc.org)) me.

Sincerely,

A handwritten signature in cursive script that reads "Jaylene Z. Wheeler".

Jaylene Z. Wheeler, Injury Prevention Coordinator  
Alaska Native Tribal Health Consortium