

Brain Injury Association of Peel & Halton

**Strategic Plan,
2021-2024**





OUR MISSION

At BIAPH, we advocate for the needs of Acquired Brain Injury (ABI) Survivors and their families, by providing up to date resources, information and support programs. We facilitate measures to promote the prevention of brain injury, improve quality and care of life, provide community education, and conduct resource searches on behalf of our members. Our mission, is to enhance the quality of life for persons in the region(s) of Peel and Halton who are living with the effects of an acquired brain injury. We achieve this mission through:

Education, Awareness and Support

OUR VISION

We strive for BIAPH to be recognized as a gateway to:



Prevention

Resources

Leadership

Support

Inclusive
Programs



Innovative Ideas & Diverse Perspectives

The onset of the COVID-19 pandemic has left, and continues to leave a significant impact on the lives of many individuals across the globe. Similar to other organizations, BIAPH also had to quickly adjust and transfer all of our events and programs to virtual platforms for program delivery. While this quick transition to virtual programming was an adjustment, it led to greater opportunities for BIAPH to innovate and adapt to our new circumstances. With this transfer from in-person to virtual programs, we have seen an increase in attendance from individuals all across Peel, Halton, and some neighbouring municipalities, as opportunities for participation opened up.

With a push into this virtual space, the past year has revealed a greater need for support for ABI survivors and families across the Peel, Halton and neighbouring regions. As we move forward and transition into a post-COVID world, BIAPH hopes to build and expand our capacity for service, to include and welcome new members that have joined us during the pandemic. To accommodate our growing community, BIAPH's Executive Team has met to develop a three year strategic plan to redevelop and modernize the association to better serve our members. The development of our Strategic Plan involved consultation with BIAPH stakeholders, members, the Board of Directors, and staff. As a result, our strategy is a representation of these diverse perspectives and experiences, as it strives to meet the needs of our community.

*Board of Directors,
Brain Injury Association of Peel and Halton (BIAPH)*



When asked how BIAPH can better support our community, participants of our survey revealed:

“Take this opportunity for redefining the organization, to incorporate additional programs of support for survivors, caregivers and service providers. This includes tapping into new research on brain injury rehabilitation and translating this knowledge into the development of BIAPH programs.”

“Focus on expanding our services across Peel and Halton, to ensure accessibility of the services provided at BIAPH. The expansion will also serve as an opportunity for new members to join our organization, and take advantage of our support systems.”

“We should continue to support as many individuals and families as possible.”

“As a preventative measure, we need to build greater awareness of brain injuries across our community.”



“Moving forward, BIAPH should increase the distribution of educational materials and resources, by diversifying their modes of information delivery.”



Strategic Priorities

The surveying of these groups revealed similarities in priorities. As a result, we will be focusing on **enhancing our Support Systems** in the following strategy:

Deliver supplementary evidence based support programs

Expand our geographical range of in-person support groups

Strengthen our efforts of advocacy through education and increased awareness



Strategic Plan

In order to ensure our priorities are met throughout the next three years, we have set in place a list of action items to keep us on track.

Share up-to-date resources and accelerate the implementation of high quality, evidence-based programs to serve an array of needs.

- a. Advocate for and share evidence-based rehabilitation programs for survivor safety, care and development, as well as caregiver support.
- b. Seek partnerships within the research community to develop new programs and approaches to knowledge translation.
- c. Advance knowledge translation channels to encourage the implementation of evidence based initiatives in local and national brain injury associations.

Set systems in place to expand our geographical range of in-person support programs across the Peel and Halton regions.

- a. Hire program facilitators from the regions we wish to expand our program and services to.
- b. Explore new avenues of funding to sustain our program expansion.

Develop partnerships with community organizations who are working to achieve similar goals.

- a. Develop meaningful relationships with organizations and networks with similar interest, influence and a capacity to advance related priorities.

Strengthen our advocacy voice for brain injury survivors and caregivers, through education and increased initiatives to raise awareness.

- a. Publish our expertise to inform future research, program development and public policy that impacts brain injury survivors, caregivers and service providers.
- b. Develop positions on emerging issues related to brain injury rehabilitation, and actively advocate on behalf of our members.
- c. Develop social media campaigns to raise greater awareness of brain injury and its community.