**TBI Implementation Four Year Summary Report** 

**Grantee Name: Pennsylvania Athletic Trainers’ Society Inc.**

**Grant #: SAP# 4100067925 Federal ID# 23-2179800**

**Dates the Report Covers: July 2014- June 2018 (Four Year Summary)**

**Program Name: TBI State Implementation Grant Program**

**Date Report Submitted: July 24, 2018**

**Overview (Narrative) of Activities for the Quarter:** Include accomplishments, barriers, plan for overcoming barriers, delays, staffing changes, describe how you are collaborating with other Agencies/States and any existing TBI materials that you are utilizing but adapting to the PA Program. Also please include results for Pre & Post Tests, and Evaluation comments.

PATS in conjunction with the Pennsylvania Medical Society (PAMed), issued 354 codes to physicians from July 2014 to June 2018 to complete the ConcussionWiseDR educational program. Once physicians completed the program they received CME credits from the PAMed Society and these physicians’ names were added to a Recognition Registry housed on the ConcussionWise website. This registry can be used by patients who have sustained a concussion and their loved ones to locate a physician in their area that has completed the course.

In 2016 PATS launched a concussion education invitation campaign targeting Physician Assistants (PA’s) who were members of the Pennsylvania Society of Physician Assistants (PSPA) and providers in the following settings: Family Medicine, Pediatrics, Neurology, Psychiatry, Osteopathic Medicine and Sports Medicine. Approximately 1600 PA’s meeting this criteria were mailed personalized invitations to complete the ConcussionWiseDR program. The Executive Director of the PSPA agreed to support and advertise this concussion education initiative. Like the physicians, once the program is completed, the PA’s will receive CME credits from the PAMed Society. PATS in conjunction with the Pennsylvania Medical Society (PAMed), issued 113 codes to physician assistants and physician assistant students in their last semester of school from January 2016 to June 2018 to complete the ConcussionWiseDR educational program.

PATS in conjunction with the Pennsylvania Medical Society (PAMed), issued 143 codes to registered school nurses from the Pennsylvania Association of School Nurses and Practitioners (PASNAP) from July 2016 to June 2018 who completed the ConcussionWiseRN educational program. The advertising of this program was completed by the President of the PASNAP as they issued an eblast to all of approximately 800 school nurses in the Commonwealth about the ConcussionWise educational program. Once those nurses completed the program they received a certificate of completion for the 2 hours course. These hours could be claimed as continuing education toward their PA Nurse License renewal. PATS was extremely pleased with the amount of responses from school nurses who have completed our educational program as they are confronted with and treat concussed students from the general school population on a regular basis.

From July 2014 to June 2018 there were 91 “live” ConcussionWise presentations provided by athletic trainers who have been trained as ConcussionWise Instructors to a total audience of 2220 attendees from a diverse population including coaches, parents, and athletes participating in youth sports in the Commonwealth.

During the July 2014 to June 2018 timeframe PATS provided training for 136 ConcussionWise Instructors and renewed their certificates with the expectation that they would provide a presentation within the year.

**The marketing campaign promoting our concussion education programs launched and included the following:**

In 2015 PATS hired YGS Group, a design company, in conjunction with the PAMed, to develop a branded media mechanism to provide consistent messaging and delivery of the concussion education program throughout the entire grant process. We utilized the designs in a number of our marketing efforts.

One example was the informational invitation that was personally mailed to approximately 3,000 physicians and physician assistants practicing in the following specialties: Pediatrics, Neurology, Emergency Medicine, Family Physicians, Sports Medicine Physicians and Physicians of Osteopathic Medicine. This invitation went out in spring of 2015 and 2016. In the spring of 2017, this invitation was updated and sent to these same specialties electronically in order to decrease cost and allow us to use allocated funding in a more sustainable way.

In early spring 2017, PATS hired the Nan Barash Digital Marketing Group to update our advertising that was being used to promote the ConcussionWise program on all platforms. These were our concussion education programs focusing on physicians, physician assistants, and school nurse, as well as a generic advertisement for the general public to complete our concussion education programs during the final two years of our grant.  This new advertising was used for invitations, school banners and public billboards during the 2016 and 2017 years.

PCN Projects

PATS collaborated with Sports Safety International (SSI), Pennsylvania Medical Society (PAMed), Pennsylvania Cable Network (PCN) and the Slippery Rock University Communications Department as well as Senator Browne and Representative Briggs to create educational material and a 30 minute video titled “A Consumer’s Guide to the Management and Care of Concussions.” This video aired throughout the months of August and September 2015 for six consecutive Sunday mornings.

From June to August 2016, through the Department of Health grant, PATS again purchased 8 PCN Sunday Fusion time slots coinciding with the beginning of fall sports. This year the 30 minute educational programming was titled “Use Your Head: Properly Managing Sport Concussion”.

This video was then edited and updated in early 2017 and aired in August and September of 2017 under the new title “Concussion Management and Care for the Community.” While specific Sunday morning numbers are not available for all this programming, PNC promotes that ”Statewide television network is viewed in more than 98.8% of cable households in the state, serving 10 million Pennsylvania residents in more than 3.3 million homes.”

We also utilized PCN to run public service announcements (PSA) during Pennsylvania High School State Championship programming. A total of 36 thirty second PSA’s were aired during boys and girls basketball, wrestling, and swimming and diving during March 2017. Analytics show that individuals in 40 states, Puerto Rico, Canada, and Great Britain viewed this programming. PCN also allowed us to air these PSA’s on our Facebook and Twitter sites.

Educational banners

During the Spring of 2016, 2017 and 2018, PATS issued a 4’x10’ concussion education banner provided by funding from our grant to a total of 130 Commonwealth School Districts. This banner advertised the free ConcussionWise programming for the public. Of the 130 recipients, ninety of the banners were sent to designated National Athletic Trainers’ Association (NATA) Safe Sports Schools. Safe Sports Schools have met a nationally established standard of care for athletes at their institutions. The banners were displayed in their high school gymnasiums and outside athletic facilities throughout the year. Because these banners are sturdy in nature, they can be continually displayed during the upcoming 2018 fall sport season.

Billboard Campaign

Advertising our concussion education initiative on major roadway billboards was an extensive campaign. Billboards were rented in the North Central, North West, and the South West regions of the Commonwealth. These regions were selected because of their limited access to other media outlets such as the iHeart Radio campaign. The billboards were primarily purchased for the months of March and April 2016, 2017, and 2018, however, there may have been some carry over to June if the boards were not purchased by another advertiser.

Webchat

The 30 minute webchat, “A Collaborative Approach to Concussion Care, Management, and Education” aired “live” on March 30, 2016 and was housed on the Channel 6 website for future viewing. Invited guests were PATS President John Moyer, Dr. Rob Franks of the Jefferson Comprehensive Concussion Center, and Joanne Ploch from Sports Safety International.

Newsletter Cover

PATS secured the Spring (February/March) back cover of the Pa Medical Society’s Physicians Magazine in Spring 2016, 2017 and 2018. This advertised the ConcussionWise educational programming to all physician and physician assistants within the Commonwealth in hopes of increasing the number of participants taking the course. It also explained that the cost of the program was being offset from funds from this grant.

Championship Programming

Advertisements for our concussion education initiative appeared in both the Winter and Spring 2016, 2017, and 2018 PIAA State and WPIAL (Western Pennsylvania Interscholastic Athletic League) Championship programs for boys and girls basketball, wrestling, swimming and diving, boys and girls track and field, baseball and softball. In the fall 2018, we added football, and boys and girls soccer championship programs. These programs are purchased by parents and guests attending these championship events.

iHeart Radio

PATS in conjunction with iHeart Radio launched a Public Service Announcement (PSA) campaign promoting our concussion education opportunities. This campaign targeted parents and citizens of the Commonwealth and ran from March to May 2016, 2017 and 2018. The radio campaign includes 3552 PSA’s that were aired across the Commonwealth in the following markets: Allentown, Bethlehem, Harrisburg, Lebanon, Carlisle Pittsburgh, Philadelphia, Williamsport, Lancaster, York, and Reading. The PSA’s generated approximately 1,120,000 impressions annually.

Barriers

During the four year grant process, the largest barrier we found was getting physicians, physician assistants, and registered school nurses to complete our educational programs. In addition it was somewhat difficult to have ConcussionWise Instructors provide live educational programs to youth sports, parents, and coaches.

**Trainings/Conferences/Meetings Conducted During the Quarter:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Location** | **Audience** | **Number of Attendees** | **Number of TBI Survivors/****Family Members in Attendance** | **Demographics of Audience**\*Hispanic/Latino can be of any race | **Number Screened for TBI (if applicable)** | **Referrals (if applicable)** | **Number of Pre/Post Tests Completed** | **Did Session Include an Individual with Brain Injury or Family Member as Trainer? (Y/N)** |
| Hispanic/Latino\* | White | Black/African American | Asian | Other/Unknown | Multi-Race |
| 6/2014- 6/2015 | 13 Live Presentations | Youth Sports Coaches, Parents and Athletes | 581 | N/A |  |  |  |  |  |  | N/A | N/A | 581 | N |
| 7/2015- 6/2016 | 24 Live Presentations | Youth Sports Coaches, Parents and Athletes | 810 | N/A |  |  |  |  |  |  | N/A | N/A | 810 | N |
| 7/2016-6/2017 | 37 Live Presentations | Youth Sports Coaches, Parents and Athletes | 566 | N/A |  |  |  |  |  |  | N/A | N/A | 566 | N |
| 7/2017- 6/2018 | 17 Live Presentations | Youth Sports Coaches, Parents and Athletes | 263 | N/A |  |  |  |  |  |  | N/A | N/A | 263 | N |
| Totals |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6/2014-6/2018 | 91 Live Presentations | Youth Sports Coaches, Parents and Athletes | 2220 | N/A |  |  |  |  |  |  | N/A | N/A | 2220 | N |
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**Cultural Competence and Full Inclusion:** Describe how materials/trainings/conferences, etc. are culturally competent and how individuals with TBI and family members are included in the development of materials, trainings and participation.

We utilized all DOH approved programs for the ConcussionWise Instructor educational program for athletic trainers to keep the information consistent.

In the development of the programming, we utilized medical experts from the following PA Medical Society categories to review and provide input into the material included in the ConcussionWiseDR educational program for physicians:

Family Medicine

Emergency Medicine

Pediatrics

Neurology

Psychiatry

Osteopathic Medicine

Sports Medicine

Cultural Competence was also addressed by providing ConcussionWise presentations to a diverse audience including coaches, parents, athletes and administrators of youth sports as well as presenting these presentations in a diversity of locations across the Commonwealth.

**Future Goals/Plans:** These are items that you plan on completing in the next quarter(s) of the Grant.

PATS would like to thank the PA Department of Health for the opportunity to partner on this grant. We look forward to future collaborations.

**\*\*PATS would be very interested in input from the DOH or anyone  who would be able to provide suggestions towards enticing allied health care professionals to complete the concussion education training programs we are offering.\*\*\***

**Attachments:** Attach any materials that were developed or used during trainings/conferences.