

**“Across the Province”**  
**An OBIA Advisory Council (OAC) Update**  
**February 1, 2011**  
**Tammy Dumas, Community Association Liaison, OBIA**

The OAC met on January 22, 2011 in Toronto at the Miles Nadel Jewish Community Centre.

Ruth Wilcock provided an OBIA Executive Director’s report. Her report was distributed to each association with the OAC Meeting Minutes. Tammy Dumas also provided an update on the Peer Support Mentoring Program and her ongoing work with local community associations. A written report was also attached to the minutes.

Following the OBIA updates, Jeff Chartier from the Head Injury Association of Durham presented on the Transitional Coordinator Support Initiative. This initiative is a collaborative effort among service providers aimed at assisting individuals with completing applications for ODSP or CPP Disability. The primary target groups for the initiative are those that are disconnected from any type of support. HIA Durham is the lead agency on this project, with Jeff in the role of Transitional Support Coordinator. Stats for the program indicate that there is a *significant* need for this type of service. This is a three year program funded by Trillium. For more information on the program, you can contact Jeff at HIA Durham at 905.723.2732.

Following lunch, there was a roundtable discussion regarding having an Annual Provincial ABI Event. The purpose of the discussion was to determine the level of support amongst the group for holding an event across the province on the same day in each community to collectively raise awareness of ABI. Ideas included: golf tournament; triathlon in each region with finalists competing in one final race; relay; transit advertising campaign; candle vigils/virtual candles on website. A survey link will be sent to all local associations for their input regarding an annual provincial event.

There was also some discussion about OBIA’s current re-branding exercise, which includes the development of one unified database at OBIA and a new logo, tagline and website for OBIA. One idea that was put forward, as suggested by the marketing firm that OBIA is currently working with, is developing a new ‘symbol’ to represent the Community Support Network. OBIA may or may not incorporate this new symbol as their logo but local associations could keep their own logo and brand identity. Another idea that generated support was the option for local associations to ‘grandfather’ in the new symbol /logo and overtime all associations could assume one consistent logo across the province. OBIA will be sending out a survey link for stakeholder feedback about OBIA’s current brand.

The Brain Injury Association of Waterloo Wellington and Four Counties Brain Injury Association received their OBIA affiliation certificates.

During Show and Tell we learned that Four Counties BIA has the LHIN’s new ABI Navigator working out of their office. This close working relationship has provided opportunities for FCBIA to educate the LHIN about ABI and the services the association provides. Cheryl also reported that FCBIA has been able to significantly increase the number of employment positions at the agency through job sharing. Additionally, the Brain Injury Society of Toronto is now running a

family support group; the Brain Injury Association of Waterloo Wellington will be hosting a fundraiser "Brilliance in Music", they now have an eight month Caregiver Support Group, they received a Trillium Grant for \$120,000 over two years to hire a fundraiser and their glass program has raised over \$ 15,000!

The next OAC meeting has been scheduled for March 26, 2011. Location TBD.