

Brain Injury Services Communication Plan 2016-2017

Goal	Activity	Responsibility	Timeline	Indicators
Disseminate information and provide accountability and transparency to internal and external stakeholders	Get redesigned website online	Communications Manager (CM)	June. 2016	New website online
	Get improved translation of French language home page and related materials on new website.	CM	August 2016	New French-language section online
	Get new client and family button and related material active on newly designed website.	CM	June 2016	Button operative
Increase profile of Brain Injury Services / Step Up! ABI Recovery	Participate in industry events	CM & Supervisors	Ongoing	10 conferences/seminars attended
	Produce Heads Up! newsletter	CM	Ongoing	6 issues of Heads Up! published during the year
	Grow the BIS Conference 2016	CM & Supervisors	Feb. 2017	Attendance and exhibitor registrations increased by 5%
	Promote June as Brain Injury Awareness Month	CM	June 2016	Install Brain Injury Services banner over Main Street in Hamilton
	Increase Heads Up! mailing list, to 500 names	CM	March 2017	List at 500 names
	Create a new, vertical, retractable banner that can sit on a table top resulting in a lighter, more portable version of our trade show display that can fit into tighter spaces	CM	September 2016	Banner done
Work with partners to create networking or revenue-	Support Brain Injury Services Foundation's charity golf fundraiser	CM	Sept. 2015	Brochure & speaking notes completed for Foundation event

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generating opportunities	<p>At three month interval and on discharge check with our clients' case managers to discover their level of satisfaction.</p> <p>Check with local law firm to determine what they need to warrant referrals</p> <p>Meeting with WSIB officials about referrals and our services</p>	<p>CM</p> <p>CM</p> <p>CM</p>	<p>Ongoing</p> <p>July 2016</p> <p>August 2016</p>	<p>Verbal reports given to senior management team</p> <p>Verbal report given to senior management team</p> <p>Verbal report given to senior management team</p>
Participate in community initiatives to promote ABI and prevention	<p>Attend health-related community functions (e.g., health fairs, fundraisers)</p> <p>Work with local media for promotion purposes</p>	<p>CM & Supervisors</p> <p>CM & Supervisors</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>Two functions attended</p> <p>At least two media exposures obtained</p>