



ABOUT US

The Brain Injury Association of New York State' Concussion Initiative Advisory Committee will focus on bringing forth "best practices" regarding prevention and management of mTBI/concussion to promote safety, proper identification and individualized management. The committee will work to educate New York State constituents and provide a better understanding of the effects of mTBI/concussion at any age and stage of life.

About the Brain Injury Association of New York State

The Brain Injury Association of New York State (BIANYS) is a statewide non-profit membership organization that advocates on behalf of individuals with brain injuries and their families, and promotes prevention. Established in 1982, BIANYS provides education, advocacy and community support services that lead to the improved outcome for children and adults with brain injuries.



The Concussion Initiative Goals

What the Concussion Initiative will accomplish...

1. Create a network of experts to identify gaps and collaborate on recommendations in concussion diagnosis, treatment, and outcomes.
2. Identify and incorporate protocols to ensure a successful Return to Life for all New Yorkers.
3. Create an educational standard for professionals, including medical providers, school administrators, teachers, parents, students, and the community at large, to ensure a successful Return to Life.
4. Advocate for public policy that responds to the recommendations and supports a successful Return to Life for New Yorkers of all ages who sustain a concussion.
5. Foster collaboration, professional development, and research for professionals and organizations providing care and support for people who have sustained concussions.



The Chairs of The Concussion Initiative

Talent and Expertise with vision...



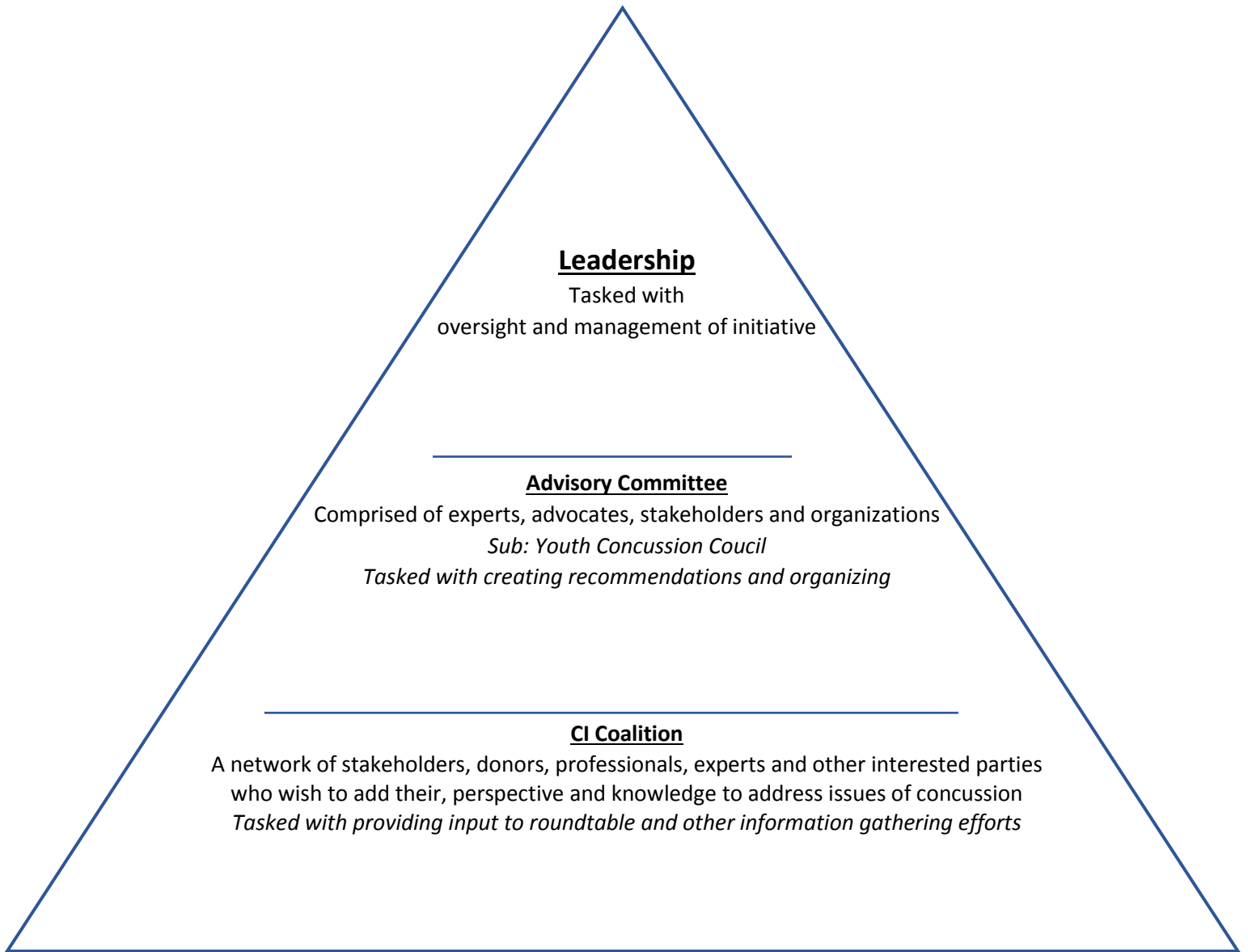
Andrew M. Hess, PhD retired in 2014 from his position as a pediatric psychologist at Sunnyview Rehabilitation Hospital in Schenectady, NY, where he also served as a Chairman of the Department of Psychology for 17 years. He is currently an adjunct Assistant Professor in the Department of Neurology at Albany Medical College and is also in private practice. He conducts neuropsychological evaluations and treats inpatient and outpatient children and adolescents with traumatic brain injuries and other brain disorders. Dr. Hess has over 30 years of experience in providing clinical and administrative services for traumatic brain injury programs and to the patients at Sunnyview Hospital. Dr. Hess is the recipient of the BIANYS 2014 Mark Ylvisaker Educational Advocacy Award in recognition of his longtime commitment to assisting students who have sustained brain injuries. He currently serves on the board of his local Epilepsy Foundation of NENY as a member of the Professional Advisory Board, and on the BIANYS Board of Directors. Dr. Hess has given numerous presentations related to brain injuries and disorders at various places in New York.



Mark S. Herceg, PhD is the Commissioner, Westchester County Department of Mental Health. He is also Chair of the Westchester County Concussion Task Force that, in January 2016, developed 10 “Best Practices” for concussion management as part of a Safer Sports initiative. He has helped increase education and awareness in Westchester County and in June 2015 he was honored with the “Founders Award” by the Brain Injury Association of NY. Dr. Herceg is an Assistant Professor of Psychology in Weill Cornell Medical College’s Clinical Neurology department and a Lecturer in the Department of Epidemiology and Community Health at New York Medical College. Previously he was the Director of Neuropsychology at Burke Rehabilitation Hospital in White Plains. Dr. Herceg is on the Executive Board of the Sports Neuropsychology Society, is the Social Media Chair for the National Academy of Neuropsychology, and a member of the International Neuropsychology Society.

The Organization

Knowledge and perspective from many of the best in their field...



Advisory Committee

Co-Chairs

Mark Herceg, PhD

Commissioner, Westchester County Department of Mental Health and Chair, County Concussion Task Force

Andrew Hess, PhD

*Adjunct Professor, Department of Neurology, Albany Medical College
Private practitioner
Formerly pediatric psychologist at Sunnyview Rehabilitation Hospital*

Committee Members

Aimee Brunelle, MS, ATC, EMT

Past President, New York State Athletic Trainers Association

Carol Bumbolow, MS, BA, RN

Past President, NYS Association of School Nurses

Darryl Daily

Associate in Physical Education, New York State Education Department

Steven Flanagan, MD

Howard A. Rusk Professor of Rehabilitation Medicine and Chair of the Department of Rehabilitation Medicine

Angela Gagliardi, MD

Board Certified in Sports Medicine; Concussion Care Team Member at New York Sports Medicine Institute

Kitty Gelberg, PhD, MPH

Director, Bureau of Occupational Health & Injury Prevention, New York State Department of Health

Wayne Gordon, PhD

Professor and Vice Chair of the Department of Rehabilitation Medicine, Icahn School of Medicine at Mount Sinai

Mary Hibbard, PhD

Former Professor of Rehabilitation Medicine, NYU; currently in private practice

Karen Hollowood, RN, BSN, MEd

Associate in School Nursing, Office of Student Support Services, New York State Education Department

John Leddy, MD

Concussion Clinic Director, University at Buffalo UBMD Orthopedics & Sports Medicine

Emerald Lin, MD

Assistant Attending Physiatrist, Hospital for Special Surgery, President of the New York Society of PMR

James Noble, MD, MS

Assistant Professor of Clinical Neurology, Columbia University Medical Center Neurological Institute

Kenneth Perrine, PhD

Clinical Neuropsychologist, NYP/Weill-Cornell Medicine and Clinical Assistant Professor, Weill Cornell Medical College

Josephine Pucci

Co-founder and Chair, Headway Foundation

Brian Rieger, PhD

Director, Upstate Concussion Center

Tracy Sawyer, PT, DPT

Vice President, New York Physical Therapy Association

Philip Stieg

Chairman and founder Weill-Cornell Brain and Spine Center

Barry Willer, PhD

University at Buffalo UBMD Orthopedics & Sports Medicine

Ajaya Williams, Ed.D, ATC

Assistant Athletic Trainer, Columbia University

Robert Zayas

Executive Director, NYS Public High Schools Athletic Association

Subcommittees

Focus of BIANYS' Concussion Initiative's 5 Advisory Sub-Committees

1) Legislation & Policy: This Subcommittee will review current NYS legislation and policies regarding concussion awareness, diagnosis and management related to public health, education and insurance law. The Committee will initially review and make recommendations related to the NYS Concussion Management & Awareness Act of 2011 and its associated guidelines, and identify areas in need of updating or changes based on the most recent Consensus guidelines and concussion related research.

2) Public Awareness: This Subcommittee will focus on developing greater public awareness of the need for concussion prevention, up-to-date management following concussions occurring on the athletic field or recreational sports, motor vehicle collisions and accidents at home, assaults, or other causes. This Subcommittee will make specific recommendations for educational campaigns to improve prevention programs, diagnosis and management based on evidence based guidelines & NYS law in healthcare settings, as well as community based programs focused to the general public, parents & students, teachers and coaches.

3) Funding: This Subcommittee will focus on developing sustainable financial support through NYS and other public sources, grants, private foundations and donations to support the efforts of the Concussion Initiative. The Committee will develop specific written policies for Concussion Initiative Partners & members of the Concussion Initiative Coalition to comply with & avoid conflicts of interest.

4) Centers for Excellence: This Subcommittee is charged with developing innovative recommendations and guidelines for health care systems for expanding access to interdisciplinary concussion evaluation and treatment centers following the most up-to-date evidence based guidelines with statewide availability!

5) Return to Life: This Subcommittee will review both current and forthcoming Consensus guidelines, and make specific recommendations for integration of "Return to Life and Activity" protocols within medical, educational, vocational settings. The Subcommittee will initially focus on reviewing the current and forthcoming "Return-to-Play" and "Return-to-School/Learn" protocols, and make specific recommendations for changes and updating of the NYS Concussion Management and Awareness Act and NYS-SED's guidance to public school districts statewide.

All Subcommittees will issue reports to the Concussion Initiative Advisory Committee, which will provide reports and recommendations to the BIANYS Board of Directors. The Advisory Committee will also work in conjunction with the NYS Traumatic Brain Injury Services Coordinating Council (TBISCC) Committee on Concussion.

The Timeline

Laying the groundwork

0 Year 0: September 2016-August 2018 Concussion Initiative planning phase

2016

- Form Concussion Initiative Advisory Committee – **COMPLETED**
- First meeting of Concussion Initiative Advisory Committee – **COMPLETED**
- Development of website resources

April 2017

- First meeting of Youth Concussion Council – **COMPLETED**
- Subcommittees form and hold first meetings – **IN PROGRESS**

June 2017

- Member of the Youth Concussion Council Provides a workshop at the BIANYS Annual Conference – **IN PROGRESS**

August 2017

- Scheduled Advisory committee meeting – **IN PROGRESS**
- “Back to School” media campaign focused on concussion

November 2017

- Concussion Initiative webinar

January 2018

- Youth Concussion Council first webinar on concussion in youth

March 2018

- Brain Injury Awareness Month
- Concussion Outreach effort from Youth Concussion Council
- Advocacy Day (March 20, 2018), Albany, NY

April 2018

- Youth Concussion Council Workshop on Concussion

June 2018

- BIANYS Professional Symposium (June), Saratoga Springs, NY – highlighting concussion treatment and rehabilitation
- BIANYS Annual Conference (June), Saratoga Springs, NY – including workshops on Concussion Initiative, Youth Concussion Council

July 2018

- Youth Concussion Council workshop on concussion

August 2018

- Youth Concussion Council webinar on concussion

Looking forward...

The next 5 years

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Year 1: September 2018-August 2019

Focus: Concussion in Youth

Best Practices for proper diagnosis and treatment, return-to-learn protocols, assessment of current state of concussion response

Goal: Public Policy Advocacy - Concussion management in schools

- September 2017 Press Conference announcing the kickoff of the Concussion Initiative
- Launch Website
- Roundtable on Concussion Management in New York State seven years after the Concussion Management & Awareness Act
- Education programs in community focused on education of students, parents, coaches, educators

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Year 2: September 2019-August 2020

Focus: Concussion in Youth

Continuation of Year One efforts focused on implementation of return-to-learn protocols, return-to-play implementation and monitoring

Special area of research: Prevention in toddlers and falls, youth violence; Emergency Department Pediatric Assessment

Goal: Public Policy Advocacy - Concussion management in non-school athletics

- Roundtable on Return-to-Learn and Return-to-Play protocols and implementation
- Education programs in community focused on education of medical professionals assessing and treating youth
- Distribution of protocols and outreach/education materials developed in Year One

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Year 3: September 2020-August 2021

Focus: Concussion in Youth

Addressing the needs of college students, young women, incarcerated youth

Goal: Public Policy Advocacy - Needs of those 25 and under

Special area of research: Effects of concussion on young women; prevention in women's sports

- Awareness and Education Conference
- Roundtable on Return-to-Learn implementation and Best Models in Practice and Monitoring

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Year 4: September 2021-August 2022

Focus: Concussion and the General Population (adults and the elderly)

Goal: Public Policy Advocacy - Needs of adults and the elderly in New York State

Special area of research: Emergency Department protocols for adults

- Roundtable on concussion and the general population
- Education programs in community focused on concussion prevention and management, particularly on falls, return-to-life (driving, effects of medication, issues related to work)

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Year 5: September 2022-August 2023

Focus: Concussion issues for Veterans and Athletes

Goal: Public Policy Advocacy - Unaddressed needs, special populations

Special area of research: Chronic Traumatic Encephalopathy (CTE), the state of the science

- Medical Conference on Concussion

Partnership Investment

What it Means to be a Partner...

- Position as Brain Injury Association of New York State's partner, presenting and building the initiative
- Prominent recognition on all event-related marketing and promotional collateral. (e.g., press releases, invitations, emails, event signage)
- Opportunity for company representative to address the media at all press events
- Showcase inclusion in proposed Medical Expert Referral Service
- Speaking/presenting opportunities at all Concussion Initiative Conferences and Events and prominent inclusion in all media and print related communications
- Welcome video on website
- Ambassador role at all Concussion Initiative related events

