

#### Wendy Williams' Professional Biography

Wendy is currently employed as the Director Community Development with BrainTrust Canada. Wendy's career in rehabilitation spans more than 18 years providing support and rehabilitation services persons with acquired brain injury.

Wendy's previous position with the Alberta Hospital Ponoka, allowed her to develop specific expertise in cognitive rehabilitation focusing on memory and compensatory strategies. Wendy's published work is regularly cited in leading texts relating to cognitive rehabilitation following brain injury.

In Wendy's 13 years with BrainTrust Canada she has developed an expertise in continuing education and community based training that has led to teaching sessions on acquired brain injury to several discipline streams at the College level.

Wendy has also developed several highly successful public education programs focused at bringing knowledge regarding brain injury to the public's attention.

#### Doug Rankmore

Doug Rankmore graduated with a Master in Arts (Psychology) in 1985 from Wilfrid Laurier University. Specializing in human service system design he has pursued a career in consultation, program development and management since graduate school.

Prior to his current position, Mr. Rankmore has acted Director of Research for the Ontario March of Dimes, Mental Health Consultant for the Ontario Division of the Canadian Mental Health Association, and Executive Director of a contract management and planning organization for the Mental Health Branch of the Ontario Ministry of Health.

For the past 17 years he has acted as the senior manager for BrainTrust Canada Association.

Over this period he has assisted the Association to grow to become one of the leading community rehabilitation and support agencies for people with acquired brain injury in Canada.

Over the last decade he has also served as a consultant to a variety of human service organizations in the Interior, Lower Mainland and Vancouver Island. His consultation practice has focused on program development, governance in non governmental organizations, strategic planning, and development of local, provincial, and national services for people with acquired brain injury.

#### **Don't just think outside the box - redesign it**

Doug Rankmore, MA and Wendy Williams D.Crim

The highest incidence group for traumatic brain injury is males 16 - 24. During those years the areas of the brain responsible for judgement, decision making and risk analysis are in rapid development.

This lagging cognitive development leads this age group to exhibit behaviour that is impulsive and risky at levels beyond their capacity. The addition of a YouTube culture creating greater incentive to risk results in a high incidence rate of serious injury and death.

Brain injury is one of the most costly and devastating injuries. Annual care costs are estimated at 6 billion dollars in Canada. Lifetime care easily exceeds 4 million dollars per serious injury.

Imbued with feelings of surety and invulnerability this group is highly resistant to traditional "educational" messaging.

In 2006 BrainTrust Canada launched a social marketing campaign for brain injury prevention targeted at this high incidence demographic. BrainTrust Canada, the Rick Hansen Foundation, and DDB Canada, in partnership created a campaign that involves the demographic and stimulates thought about injury prevention.

Despite a very limited budget the campaign has won seven creative awards including Cannes International Advertising Festival awards, the New York Festivals 2007 International Advertising Awards, and International Safety Media Awards. resulting in BrainTrust Canada being named #7 of the top 100 advertisers in Canada.

The presenters will discuss why traditional educational strategies rarely work with this demographic, how to maintain your demographic focus and how to impact the invulnerable teen brain.

We will share our strategies, successes and struggles involved in preparing and implementing the campaign and provide a perspective to injury prevention that will stimulate participants to “redesign the box” in their injury prevention strategies.

BrainTrust Canada Association is a progressive community brain injury rehabilitation agency and a national leader in injury prevention initiatives.