Communication Toolkit for TBI Ambassadors
Model Systems Knowledge Translation Center

Introduction

This Communication Toolkit supports ambassadors in the sharing of free, research-based traumatic brain injury (TBI) resources from the Model Systems Knowledge Translation Center (MSKTC; https://msktc.org/). It includes sample social media posts, QR codes, an email message, badge, and a newsletter story that ambassadors can modify and share with people who may benefit from MSKTC resources. **MSKTC is funded** by the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR grant number 90DPKT0009), Administration for Community Living, U.S. Department of Health and Human Services.

Please contact the MSKTC at MSKTC@air.org if you have any questions or need resources to support your work as an ambassador.

Part 1: Sample Social media messages

We have provided example posts, but you likely know what resources people within your network are looking for. We encourage you to look through the MSKTC's resources and create other posts highlighting different topics. We have included a basic template that you can use as to get you going.

- Social Media Handles
    - Facebook: @MSKTCTBI
    - Twitter: @TBI_MS

- Sample Social Media Posts
    - The [Facebook: @MSKTCTBI / Twitter: @TBI_MS] has a wide range of #researchbased resources to help those #livingwithTBI. To learn more about the ways #TBI impacts alcohol use, memory loss, depression, etc., visit https://msktc.org/tbi
    - Looking for free, #researchbased tools about #TBI available in Spanish? [Facebook: @MSKTCTBI / Twitter: @TBI_MS] has many resources that explain

different aspects of living with #brainInjury and how to #stayhealthy here: https://msktc.org/tbi-resources-spanish
- o #memoryloss is very common in those with moderate to severe #TBI. Check out hot topic module 'Changes in Memory After TBI' to learn more https://msktc.org/tbi/Hot-Topics/Memory/TBI_and_Memory

- Social Media Message Templates
  - o Do you have questions about [insert topic from MSKTC website] after #TBI? The [Facebook: @MSKTCTBI / Twitter: @TBI_MS] has a wide range of #researchbased resources to help those with #braininjury. Check out [name of the resource]: [insert link to resource]
  - o [PERSONALIZE AS NEEDED] As many of you know, I am an advocate for people with #TBI. [Facebook: @MSKTCTBI / Twitter: @TBI_MS] has provided me with a wide range of #researchbased resources that have helped [my/family member's] recovery process. Learn more here https://msktc.org/tbi
  - o [ADJUST ACCORDING TO EVENT SENT TO YOU BY MSKTC] [Last week], [Facebook: @MSKTCTBI / Twitter: @TBI_MS] attended [handle for conference] hosted by [handle of organization]. The event explored [brief description of topics covered]. A recording of the event can be accessed here: [link]

- Useful hashtags
  - o #braininjuryawareness
  - o #braininjuryawarenessmonth
  - o #BIAmonth
  - o #TBImonth
  - o #morethanmybraininjury
  - o #braininjuryresearch
  - o #TBI

English TBI Resources

Spanish TBI Resources

MSKTC.org
SCI · TBI · BURN

FREE & RESEARCH-BASED TBI RESOURCES

No matter where you are on your TBI recovery journey, resources from the MSKTC can improve your quality of life.

Connect with MSKTC

https://msktc.org/tbi   @TBI_MS

MSKTC@air.org   @MSKTCTBI

Part 2: Sample email message

Dear [NAME],

[ADJUST WORDING BASED ON RECIPIENT] I recently became an ambassador for the federally funded Model Systems Knowledge Translation Center (MSKTC: http://msktc.org/), which offers free, research-based resources for people living with TBI and their families. MSKTC covers close to 30 rehabilitation topics (http://msktc.org/tbi). Tailored to the diverse learning styles of individuals with TBI and their families, these resources are in multiple formats (video, audio, and print) including factsheets, infocomics (information presented in a comic-styled storyboard format), videos, podcasts, narrated slideshows, and quick reviews. MSKTC factsheets and infocomics are available in both English and Spanish. **MSKTC is funded** by the National Institute on Disability, Independent Living, Administration for Community Living, U.S. Department of Health and Human Services. I am including links to these resources below. Please feel free to share with others who may benefit from them.

__MSKTC TBI Resources__

- ***The MSKTC TBI resources cover a wide range of topics***. Currently, the MSKTC provides resources on over 30 rehabilitation topics to support individuals with TBI and their families such as: understanding a TBI, alcohol use after TBI, memory, couples' relationship after TBI, acute inpatient rehabilitation, balance problems, behavior changes, caregiver's guide to disorders of consciousness, chronic pain, cognitive problems, concussion recovery, depression, disorders of consciousness, driving, emotional problems, fatigue, headaches, irritability, anger and aggression, loss of smell or taste, obstructive sleep apnea, parenting with TBI, returning to school, seizures, severe TBI, sexuality, sleep, social skills, spasticity, stress management for TBI caregivers, vegetative and minimally conscious states, vision problems, and voting tips.
- TBI resources in Spanish
    - https://msktc.org/tbi/recursos-en-espanol
- Factsheets on topics ranging from acute inpatient rehabilitation to returning to school in both English and Spanish
    - http://www.msktc.org/tbi/factsheets
- Videos
    - http://www.msktc.org/tbi/videos

- Infocomics
    - https://msktc.org/tbi/infocomics
- Slideshows
    - http://www.msktc.org/tbi/slideshows
- Hot Topic Modules

- o http://www.msktc.org/tbi/Hot-Topics
- Plain Language Summaries of Research
  - o http://www.msktc.org/tbi/Quick-Reviews
- Research Resources
  - o TBI Systematic Reviews: http://www.msktc.org/tbi/research/systematic-reviews
  - o TBI Model System Directory: http://www.msktc.org/tbi/model-system-centers
  - o TBI Model System Publications Database: http://www.msktc.org/publications?sys=T
- Model System and Model System Database
  - o https://msktc.org/about-model-systems/tbi
- Knowledge Translation Toolkit
  - o https://msktc.org/knowledge-translation
- Learn about the MSKTC TBI ambassador program
  - o https://msktc.org/tbi/ambassador-program
- Share and promote MSKTC.org resources using website's HTML codes
  - o https://msktc.org/share-and-promote
- Learn about MSKTC awards
  - o https://msktc.org/share-and-promote

*Please note that the MSKTC resources may be reproduced and distributed freely with appropriate attribution. Prior permission must be obtained for inclusion in fee-based materials.

Please take a quick survey and share thoughts to help the MSKTC better serve you: https://websurveyor2.airws.org/se/2511374533213674.

Sincerely,

[SIGNER'S NAME]

Part 3: Ambassador signature logo or badge

MSKTC ambassadors are welcome to use this signature logo when sharing MSKTC resources. This ambassador logo is linked to https://msktc.org/TBI.

MSKTC Ambassador

Part 4: MSKTC TBI Resource Poster

The MSKTC has developed a poster to promote the use of our free research-based resources for people living with TBI. The poster size is 11x17 inches and has both English and Spanish resource QC codes. You can print the poster using a regular printer at home or work and using a professional printer. To download the poster and view printing instructions, please visit: https://msktc.org/node/4698. Please see below for a screenshot of the poster.

Part 4: Sample newsletter story

Title: Free Research-based User-friendly Resources for People Living With Spinal Cord Injury, Traumatic Brain Injury, and Burn Injury

The Model Systems Knowledge Translation Center (MSKTC; https://msktc.org/) offers free research-based user-friendly information resources to support individuals living with spinal cord injury (SCI; https://msktc.org/sci), traumatic brain injury (TBI; https://msktc.org/tbi), and burn injury (https://msktc.org/burn). MSKTC collaborates with researchers from the SCI, TBI and Burn Model System Programs to develop resources that cover a wide range of topics and are available in various formats such as factsheets (in both English and Spanish), infocomics, videos, and podcasts. MSKTC resources may be reproduced and distributed freely with appropriate

attribution; prior permission must be obtained for inclusion in fee-based materials. Both the MSKTC and Model System Programs are funded by the National Institute on Disability, Independent Living, and Rehabilitation Research, Administration for Community Living, US Department of Health and Human Services. For questions about MSKTC resources, please contact msktc@air.org.