

## Brochures to Order or Print from the Website

- ABIN-PA Services
- Brain Injury Basics
- Building New Lives
- Changes in Your Loved One
- Children Require Rehabilitation
- Criminal Justice
- Customer Service
- Definitions
- Discharge Planning
- Domestic Violence
- Everybody Knows Somebody
- Families
- Financial Planning
- Healing Strategies
- Law Officers: Info & Strategies
- Medication Record
- Partnering with Professionals
- Planning Your Recovery
- Professionals You May Meet
- Public Benefits
- Rehabilitation
- Seniors
- Sports
- Suicide Prevention
- Telephone Book
- Veterans

## Brain Injury Resources

- ABIN-PA InfoLine 800-516-8052  
[www.abin-pa.org](http://www.abin-pa.org)
- Area Agency on Aging (phone book)
- BIAA Help Line 800-444-6443  
[www.biausa.org](http://www.biausa.org)
- BIAPA Resource Line 866-635-7097
- Brain Injury Help Line 866-412-4755  
(PA DOH free literature, books)
- CHIP 484-477-2948  
(Children's Health Insurance Program)
- Disability RightsNetwork  
(SpEd, TBI, SS) 800-692-7443
- Elks Nurses (PA) 814-781-7860  
(care plan if disabled before 22)
- Head Injury Program 717-772-2762  
(1 year of rehab, \$100,000 max)
- Health Law Project 800-274-3258  
(help with public benefits)
- Legal Aid (PA) 800-322-7572
- Meals on Wheels [www.mealcall.org](http://www.mealcall.org)
- Medicaid Waivers 877-550-4227  
(Help at home, COMMCARE)
- Medical Assistance 866-542-3015  
(some adults, all disabled children)
- Medicare Coverage 800-633-4227  
(24/7 line, A & B in-home services)
- Medicare Denials 800-322-1914
- Social Security 800-772-1213  
(survivors, disability, low income)
- Special Ed Consult Line 800-879-2301
- Special Needs Help 800-521-6860  
(Medicaid rehab for children)
- Vocational Rehab [www.dli.state.pa.us](http://www.dli.state.pa.us)

# HELPING CUSTOMERS AFFECTED BY A STROKE OR OTHER BRAIN INJURY



ACQUIRED BRAIN INJURY  
NETWORK OF PENNSYLVANIA  
Office: 1-215-699-2139  
Messages: 1-800-516-8052  
Fax: 1-215-699-5139  
Email: [info@abin-pa.org](mailto:info@abin-pa.org)  
Website: [www.abin-pa.org](http://www.abin-pa.org)

## **Have you ever noticed signs of a brain injury in any of your Customers?**

1. Scars on the head, neck or face.
2. Eyes don't line up together.
3. Seems partially blind.
4. Extreme fatigue under stress.
5. Speech difficult or slurred.
6. Appears deaf or hard of hearing.
7. Walking difficult, stumbling.
8. Arm or leg rigid or weak.
9. Trembling or shaking.
10. Difficulty swallowing.
11. Reacts or thinks slowly.
12. Doesn't follow directions.
13. Problems remembering.
14. Easily upset, confused, impulsive.
15. Can't pay attention or decide.
16. May not recognize you again.
17. Ignores change of topic.
18. Forgets what just happened.
19. Doesn't answer or explain.
20. Unreasonable, anxious, fearful.

## **What is a brain injury?**

Something interfered with the flow of blood or oxygen to the brain long enough to damage brain cells. These cells stopped signaling properly, causing changes in thinking, behavior, and physical functions. This damage may follow an event such as an accident, fever, stroke, brain tumor, cardiac arrest, bypass surgery, drugs, poisoning, blood loss, infection, anesthesia, or nearly being electrocuted, suffocated or drowned.

## **Does your Customer have special needs as a result?**

Customers with brain injuries may have difficulty asking for information or explaining their needs. They may have trouble understanding your explanation or your directions. They may not be able to answer your questions or remember events. They might be startled by unexpected information or confused by rapid speech or conversations around them. They may easily feel upset and then behave in unexpected ways. These Customers will be grateful if you can remain calm as they may be learning how to shop all over again. Also, a serious brain injury may require five or ten years to re-learn social skills.

## **Simple strategies for helping your Customer.**

1. Face the person at all times.
2. Avoid talking in a noisy place.
3. Don't get close to the person.
4. Speak directly to the person.
5. Speak slowly & calmly.
6. Ask what help is needed.
7. Give information in small steps.
8. Ask short questions.
9. Repeat directions and questions.
10. Repeat brief explanations often.
11. Wait patiently for a response.
12. Use hand gestures.
13. Go with the person.
14. Show the person what to do.
15. Ask "Do you understand?"
16. Ask "Can you do this?"
17. Minimize standing.
18. Use advance assisted boarding for buses, planes and trains.
19. Check comfort frequently.
20. Call for assistance.