February 2020



Headway Hull + East Riding News

Improving life after brain injury

Debate on ABI in Parliament – Thursday 6th February, 1.30pm, Westminster Hall

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Chris Bryant MP who chairs the All-Party Parliamentary Group on ABI—

has secured a debate on ABI in Parliament next week. The debate will focus on progress since the launch of the report *Time for Change:* Acquired Brain Injury and Neurorehabilitation.

The 40-page Time for Change report:

outlines the critical role of neurorehabilitation in the ABI care pathway, and the need for Rehabilitation Prescriptions for all brain injury survivors following discharge from acute care;

reviews the implications for children and young people with ABI when most of their neurorehabilitation takes place in the education system;

discusses the high incidence of ABI amongst offenders and the impact of neurorehabilitation on behavioural change and reoffending; and

outlines the current issues in sport-related concussion as well as the need for an improved welfare system that is easily accessible.

Please contact your local MPs to let them know about the debate and ask them to attend/take part. Following the election, the spreadsheets on the Resource Centre are still being updated. In the meantime, you can find details of your local MP here <u>https://members.parliament.uk/</u>

You will be able to watch the debate live on parliamentlivety.

ABI Week 11 - 17 May - new logo launched

I know that many of you look ahead to the annual ABI week in May, so please find here the launch of this years logo and theme.

As previously announced the theme for this years ABI Week is memory loss.

One of the most common concerns from brain injury survivors contacting our helpline or posting on social media is the profound impact that memory problems can have on their lives and relationships post brain injury.

Memory loss: A campaign to remember aims to raise awareness of the ways in which memory problems can affect brain injury survivors and their families. It will explore the impact of memory on relationships, recovery and returning to work.

The logo for the campaign has now been finalised:



Later in the year we will be releasing more information around our local plans, so please keep an eye out for that.

Ward 29 Fun & Open Day 2020.

Another thing for your diary is the Ward 29 fun day which will be held in mid June.

The final weekend date has not yet been agreed with all parties, but is currently expected to be either the 7th or 14th of June, so please try to keep both Sundays open until we can confirm arrangements.

It is a wonderful opportunity to meet others with their families, have a great day out, and to be able to support a first class service in our midst.

Please do come along.

Annual Awards Media Coverage 2019

This year Headway secured 109 pieces of media coverage for the Annual Awards and managed to ensure each nominee was featured by their local press. This represents the third highest number of media pieces we have secured – down from 117 pieces from 2018 – however that total was the second highest ever.

This year overall, we achieved media coverage with an estimated reach of 4.88 million. Reach refers to the total number of different people or households exposed, at least once, to the piece of content.

The strongest pieces of coverage were the regional television reports we secured on BBC Points West and STV. There are no viewing figures for STV publicly available, but for the three BBC Points West pieces our software estimates it received a reach of 2.04 million.

The West Country BBC team really got behind nominee Tina and its sister station BBC Radio Bristol also covered the story extensively.

It included Tina's nomination in two pieces on the station's breakfast show and ran it in its hourly bulletin throughout the day of the awards.

Overall her story was mentioned in 17 separate pieces on the station - totalling an estimated reach of 935,000.

Other radio pieces featured Rachel Rees, whose story was picked up by BBC Radio Manchester (reach 71,000), Brooke Trotter who featured on BBC Radio York (reach 28,000) while Nicola Evans and Lesley McGuire were interviewed by BBC Radio Three Counties (44,000 reach).

We secured 35 pieces of print coverage; the strongest piece came from the Yorkshire

Post which ran a full-page story on Brooke – the piece had an estimated reach of 23,000. Another good article was a full-page lead in the Brighton Argus (reach 11,000) about Gillian Richards.

As it was the case last year, the highest number of articles came from the online news media. The pick of the 58 pieces was the article on the website of the Newcastle Evening Chronicle – it has a reach of more than 400,000.

If you feel that you may have the skills and presence to deliver a quality media portrayal of our group, please come forward and let us know.

Making headway









National recognition for a tireless volunteer

editor Otheorgus.co.uk	
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'In just two or three seconds my life had changed forever'

hance of survival fter being hit by a r is up for national ward. Catherine Scott reports		
64Y 2007, Brooke Trotter	the policewoman said T can't	especially in the remote areas of
walking home from a night	promise you that?"	Scarborough, so it was a huge deal
with friends from university	Against all the odds, and	when the charity was set up.
in he was the victim of a	thanks to the excellent treatment	"I went along to one of the
and-run with devastation	he received. Brooke unke from a	first aver meetings to tall, shout



the brain injury association hull + east riding

About us

Headway HERO is your local branch of Headway, a national charity that provides information and support for brain injured people, their families and carers. Headway—the brain injury association is a Registered Charity No 1025852 and a company limited by guarantee. Registered in England No. 2346893.

improving life after brain injury



Headway HERO Diary.

<u>Grimsby Evening Meeting</u> 04/02/2020 @ 5:30 pm - 7:30 pm Freshney Green Primary Care Centre, Grimsby North East Lincolnshire

Coffee Afternoon Hull & East Riding (First Friday in the Month)

Friday the 7th of February @ 1:00 pm - 2:30 pm @ The Danish Church, Hull East Yorkshire. HU1 2PN. (To be followed by the mew committee meeting)

<u>Wednesday the 12th of February (</u>12:00—3:00 pm) (Second Wednesday in the Month) Muttley's Headway meet up



Muttley's Bar, 50 Holderness Rd, Hull. HU9 1ED.

A chance to meet up, chat and to share things. Talk to friends and have a laugh.

<u>Wednesday 19th of February</u> @ The Danish Church, Hull. East Yorkshire. HU1 2PN

Evening Meeting (Third Wednesday of the Month) 6: 30pm till 8:30 pm Guest presenter.

** **

Look ahead to Other dates for your diary for February

Grimsby Evening Meeting and AGM: 03/03/2020 - 5:30 pm - 7:30 pm Freshney Green Primary Care Centre, Grimsby North East Lincolnshire

Hull Coffee Afternoon: 06/03/2020 -1:00 pm - 2:30 pm The Danish Church, Hull East Yorkshire (First Friday in the Month) (Now followed by Committee meeting)

Muttley's Lunch: 11/03/2020 12:00 pm - 3:00 pm Muttley's Bar, Hull (Second Wednesday in the Month)

<u>Wednesday 18th of</u> <u>February Evening Meeting</u> (<u>6:30pm - 8:30 pm</u> The Danish Church, Hull

East Yorkshire

* Please note that the AGM will be in April this year.



For news sheet issues please contact Martin at: hey@headwayhumber.org.uk If you have any pictures or notices that you feel would be suitable for use in this news sheet, then please send them to Martin.

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