



# ABI ALLIANCE MEMBER TOOLKIT REHABILITATION PRESCRIPTION CAMPAIGN LAUNCH

1 MAY 2018

## REHABILITATION PRESCRIPTION CAMPAIGN OVERVIEW

### Campaign objectives

- To highlight the role of the Rehabilitation Prescription (RP)
- To ensure that post-discharge the individual with an Acquired Brain Injury (ABI), their family/carers have:
  - A copy of the RP
  - An appointment with their General Practitioner (GP) to discuss its contents
  - A plan for accessing the neurorehabilitation services as detailed in the RP

### Target audiences

- Healthcare professionals and their organisations
- Clinical Reference Groups responsible for major trauma, rehabilitation and disability
- Patient organisations in the sector
- MPs including:
  - All Party Parliamentary Group on ABI
  - Other relevant APPGs
  - MPs with an interest in ABI
  - The Health Select Committee
- Public
- Media

### Key communication messages

**Message 1:** A Rehabilitation Prescription (RP) is a valuable tool that documents the rehabilitation needs of the person following an Acquired Brain Injury (ABI). On discharge from hospital, a person with an ABI and their General Practitioner should receive a copy of their RP so that access to rehabilitation services can be planned and implemented.

**Message 2:** The ABI Alliance was established in 2016, and is a collaborative venture between charities, professional groups and industry coalitions working in the field of ABI. The purpose of the Alliance is to use collective influence and work together to improve the lives of those affected by ABI.

### Professional organisation endorsement

- British Society of Rehabilitation Medicine
- Royal College of Physicians
- Primary Care Neurology Society
- British Association of Neuroscience Nurses
- United Kingdom Alliance for Neurorehabilitation Nurses
- Neurorehabilitation Nurses Society
- Royal College of Speech and Language Therapists
- Association of Personal Injury Lawyers
- British Association of Brain Injury Case Managers
- United Kingdom Acquired Brain Injury Forum
- Royal College of Occupational Therapists

### **Launch event**

‘The Rehabilitation Prescription – Past Present and Future’

10am – 3.15pm, Tuesday, 1 May 2018, at Fieldfisher, Riverbank House, 2 Swan Lane, London EC4R 3TT.

Chair: Professor Michael Barnes

Speakers:

- Hannah Farrell – Clinical Specialist Physiotherapist Neuro-Traumatology (Major Trauma Therapy Lead) University Hospitals Birmingham NHS Foundation Trust and member of the CRG for Major Trauma
- Dr Judith Allanson, Consultant in Neurorehabilitation, Cambridge University Hospitals NHS Foundation Trust
- Dr Karen Hoffman, AHP Rehabilitation Consultant Barts Health, Programme Manager NCASRI Audit
- Dr Alex Ball, Consultant in Rehabilitation Medicine, University Hospitals of North Midlands NHS Trust
- Jill Greenfield, Partner, Head of Serious Injury Sector, Fieldfisher

### **Launch media relations**

- Media pack:
  - News release
  - Background information
- Media:
  - Healthcare trade
  - Consumer
  - National
  - TV/radio
  - Digital media

### **NEWSLETTER/WEBSITE INFORMATION**

The Acquired Brain Injury (ABI) Alliance, a collaborative venture between charities, professional groups and industry coalitions working in the field of ABI, is launching its Rehabilitation Prescription (RP) Campaign on the 1st May 2018.

The RP is a valuable tool that documents the rehabilitation needs of the individual. But it has no value if the individual with an ABI and their General Practitioner (GP) do not receive a copy. If the individual and the GP do not know what rehabilitation is required, then no access to services can be planned or implemented.

The ABI Alliance believes that the RP should be given to every individual, both children, young people and adults with an ABI, on discharge from hospital, with a copy sent to their GP. This will

then provide a useful resource for the GP to work with the individual and facilitate access to rehabilitation services in the community, maximising the individual's health outcomes.

The launch seminar **'The Rehabilitation Prescription – Past Present and Future'** will take place from 10am – 3.15pm on Tuesday, 1st May 2018, at Fieldfisher, Riverbank House, 2 Swan Lane, London EC4R 3TT. For further details and to register for the event please visit [www.ukabif.org.uk/rehabilitationcampaign](http://www.ukabif.org.uk/rehabilitationcampaign).

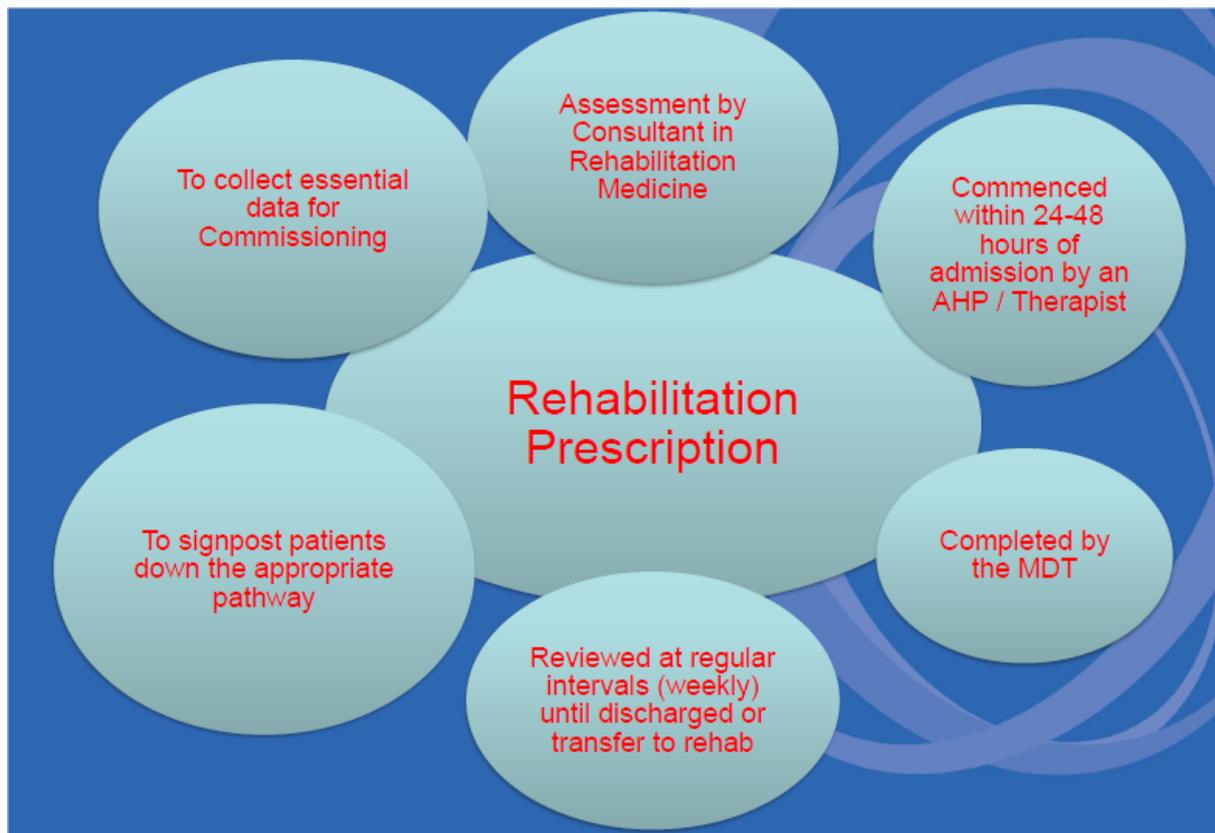
The RP Campaign has been briefed, and endorsed, by many professional organisations. It is targeted at healthcare professionals, the Clinical Reference Groups responsible for major trauma, rehabilitation and disability, other patient organisations in the sector, MPs including the All-Party Parliamentary Group on ABI, other relevant APPGs, MPs with an interest in ABI, the Health Select Committee, general public and the media.

The collective influence of the ABI Alliance, working together, can improve the lives of those affected by ABI.

For further information, please visit [www.abialliance.org](http://www.abialliance.org)

### FACEBOOK COPY

People leaving hospital with an Acquired Brain Injury should have a Rehabilitation Prescription, and a copy sent to their GP. Neurorehabilitation aids recovery. [www.abialliance.org](http://www.abialliance.org) putting brain injury on the map.



### TWEETS

## **#abialliance**

Children, young people and adults with an Acquired Brain Injury should have Rehabilitation Prescriptions.

Let's improve neurorehabilitation for children, young people and adults with Acquired Brain Injury in the UK. Use Rehabilitation Prescriptions.

Rehabilitation Prescriptions are valuable tools that document the rehabilitation needs of individuals with Acquired Brain Injury

Rehabilitation Prescriptions must be given to individuals with an Acquired Brain Injury and to their GPs.

Rehabilitation Prescriptions are useful for GPs – they then know the neurorehabilitation needs of their Acquired Brain Injury patients.

Rehabilitation Prescriptions for children, young people and adults with an Acquired Brain Injury.