

# Call on your candidates to champion services to support brain injury survivors and their loved ones



the brain injury association

- In the lead-up to the General Election, canvassers from different political parties might knock on your door to talk about your voting intentions.
- This is a great chance to advocate for brain injury survivors and ask candidates to sign Headway's pledge card.
- A good way to prompt yourself if candidates visit is to print out this card and leave it by the front door.

## Key facts about brain injury

A brain injury can affect anyone, at any time and can **instantly alter the course of life**.

Every year, approximately 350,000 individuals are hospitalised in the UK due to an acquired brain injury - that's one person every 90 seconds.

That's almost 1,000 individuals daily – enough to fill 13 double-decker buses.

An acquired brain injury (ABI) is an injury sustained to the brain after birth that can profoundly impact vital functions like walking, talking, thinking, and feeling, often resulting in severe and permanent losses.

The effects of brain injury are extremely varied and can include psychological, cognitive, social and emotional changes. These **hidden effects often fluctuate and are widely misunderstood**.

**Over the course of the next parliament around 1.8 million people will be admitted to hospital with an acquired brain injury.**

Urgent government action is needed to improve the lives of those currently affected by brain injuries, as well as those who will be affected in the future.

## Headway's FIVE ASKS of government

ASK 1



### FAIR ACCESS

end the neurorehabilitation postcode lottery

ASK 2



### COMMUNITY SUPPORT

invest in local brain injury reablement services

ASK 3



### INCREASE UNDERSTANDING

raise awareness of brain injury

ASK 4



### FAMILY CARE

enhance support for brain injury survivors

ASK 5



### REFORM SOCIAL CARE

make social care equitable and sustainable

To support brain injury survivors, parliamentary candidates can sign Headway's pledge card to commit to working alongside us to increase understanding of brain injury and lobby for policy and legislative change to help brain injury survivors and their families lead better lives.

They can do so here: [headway.org.uk/ge24](https://headway.org.uk/ge24) or by scanning the QR code.

