

Child Brain Injury Trust
Our 5 Year Plan 2017 – 2022

30 years..... Much achieved, yet more to do

We are proud to share our 5-year plan setting out our goals and priorities through to 2022, our 30th anniversary year, helping move us ever closer to our ultimate vision – where all children and young people with an acquired brain injury (ABI) have access to appropriate support and that they and their families reach their full potential and have the best quality of life possible.

Much has been achieved since we were formed in 1991. In 25 years, we have made a significant impact for the young people we exist for and their families. This has included:

- Supporting thousands of families understand how to best to help their child with an acquired brain injury
- Creating many social opportunities so that families feel part of their communities
- Enabling families to be more in control of their futures
- Providing schools with appropriate strategies and support to enable children and young people to achieve better educational and social outcomes
- Enabling hundreds of families to access rehabilitation services
- Raising awareness across the UK of the impact of acquired brain injury
- Changing the perception of childhood acquired brain injury – making the invisible – visible
- Ensuring the charity has the vision, resources, expertise and passion to meet the demands it has encountered

However, there is still much to be done and we continue to be as passionate as we were in 1991. Every year, at least 40,000 children are left with a brain injury and all those injured and affected in previous years continue to need support. There are many children and young people, and their families, trying to cope without the help we can provide. We can make a huge difference to their quality of life, but they do not know we are here for them. There are many children and young people who have not had their ABI recognised/diagnosed meaning they do not even know why they are struggling at school, socially and with life in general, which is why we believe that there is still so much more to be done.

Inspired by the people we exist for, and building on our achievements over the last 25 years, we are determined to be ever closer to our ultimate vision by 2022. As the only organisation focused entirely on children and their whole family affected by acquired brain injuries, we are committed to ensuring their voices are heard to improve their quality of life.

Our Vision

A future where all children and young people with an acquired brain injury are diagnosed promptly and receive the support they and their families need to reach their full potential and to have the best quality of life possible.

Our Mission (what we do to deliver our vision)

- To Reach a wider audience so that families know we are here for them
- To provide individualised support to enable children and their families to move forward following acquired brain injury
- To improve the quality of life of those affected by raising awareness of the impact of a brain injury on the whole family and empower those who can help through provision of education and information.
- To provide a powerful, united voice for individuals, families, communities, experts and professionals who know just how devastating childhood acquired brain injury can be
- To influence policy in health, social care, education and youth justice to improve access to support and the quality of support provided
- To raise the funds, we need to deliver our vision, inspired by the individuals and families at the heart of the organisation

Our Values

At the heart of the organisation are the people we exist for. Our values reflect the way we work to achieve our vision. We are:

- Brave and bold
- Influential and determined
- Professional with high level of integrity
- Caring and family-centred
- Innovative and responsive

The Continued Need

We know we make a difference to the children and families we work with, especially when join the families' journey from as soon as possible after the brain injury. But that is not enough for us. Sadly, there are at least 40,000 new cases a year and there are thousands of families who could benefit from our support but who either do not know we are there for them, or their child's ABI has not even been recognised. Reaching children early in their journey after an acquired brain injury is critical to enabling them and their families to get the help that will enable them to reach their full potential.

We know health, social care, and education professionals want what is best for the children in their care. Knowing about acquired brain injury means these professionals can be on the look-out for tell-tale signs. Knowing about the charities support means these professionals can then enable the children and their families to access the help that will make so much difference to their future.

A survey of our families showed clearly that the majority of people have been using our services for one to two years (43%).

33% of people have been using our services between two to five years

5% of people are still using our services after ten years

By capturing families' responses, we have been able to consolidate the most popular words they have used to describe the support they have had from the charity.

Our Goals and Priorities

We are committed to having the biggest impact we can for the people we exist for. Our strategy for 2017-2022 has 3 key goals

- Securing recognition of childhood acquired brain injury in its own right
- Improving the quality of life of more children and their families affected by ABI
- To ensure early intervention in order that the issues resulting from an ABI are addressed

We will achieve these goals by making communities aware of our offer and through our support model, information, education and by raising awareness that ABI can affect anyone at any time, which will focus on the areas which have the greatest impact when we have limited resources.

We recognise the challenges of the external environment within which we work. Constant pressure on government funding and the increasing reliance on patient groups means we must be innovative with our use of technology, creative with how we provide support and open to working collaboratively with other organisations if we are going to achieve our goals by 2021. We are clear on what we need to do to achieve our goals and we will relentlessly pursue them within the constraint of our resources, taking us ever closer to our vision by 2022.

Goal 1: Securing recognition of acquired brain injury in its own right

To achieve this, we will:

- Secure the support of key influencers, opinion leaders, policy makers and politicians
- Campaign to raise awareness of the issues of ABI irrespective of cause, working alongside policy groups such as UKABIF, CJABIIG, AVMA and like-minded organisations such as Stroke Association, Encephalitis Society Brain Tumour Charity and Meningitis Now
- Engage with a wider audience to effectively raise awareness of ABI through positive messaging
- Facilitate the ongoing development of community rehabilitation programmes and work with key health professionals to ensure that families support needs are met
- Create and deliver a programme of targeted awareness campaigns to raise awareness of ABI and its impact

Goal 2: Improving the quality of life of more children, young people and their families

To achieve this, we will:

- Provide effective support at local level across the UK
- Establish a partnership programme with organisations who can signpost families to CBIT for information and support
- Secure more effective continuity and ease of care for young people as they transition from child to adult services
- Become the support organisation people turn to, professionals and parents, where a child has an ABI, irrespective of the cause
- Enable access to legal support to all who can benefit from it

Goal 3: Early intervention in order that the issues resulting from an ABI are addressed

To achieve this, we will:

- Further develop, expand and resource the Child & family support model for families to access the service as early as possible following ABI
- Support and educate health, social care and education professionals including utilising digital channels for cost effective learning provision
- Develop and provide resources for families affected by ABI
- Establish child brain injury aware communities to create an environment of greater recognition for those coping with the impact

Supporting the achievement of our goals

We are clear about our goals and how we will achieve them, informed by the people we exist for and driven by our desire to achieve our vision. Our success will be built on:

Listening to our beneficiaries to ensure we are always doing what has the greatest impact for them, willing to modify activities and plans to achieve this

Co-ordinated and effective communications building meaningful relationships, providing clear messages and ensuring our supporters and those we support feel special

Strong brand and position to further our reach to families and professionals

Sustainable funding to enable us to plan and execute effectively, and be there for as long as people need us

Strong team and effective organisation focused and committed to delivering our goals and making a difference to children and families that are coping with brain injury

Willingness to always learn to enable us to constantly improve and achieve the most with our limited resources

Lisa Turan

Chief Executive Officer