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OCTOBER CLUB

2019



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Every year in the UK, 2,500 people sustain a spinal cord injury (SCI), yet just one in three get the specialist care essential to leading a fulfilled and independent life. The 1,700 newly injured people who do not receive specialist care are at risk of serious and life threatening health complications such as pressure sores, urinary tract infections, incontinence and respiratory issues. Consequently, they are denied the best opportunity to rebuild their lives and reach their full potential.

In response to this urgent crisis, Spinal Injuries Association (SIA) has piloted a Nurse Specialist programme to ensure that the basic healthcare needs of spinal cord injured patients are met, by enhancing the knowledge and skills of spinal cord injured people, their families and the healthcare professionals who care for them.

Over the past 12 months alone and with just two Nurse Specialists, over 300 spinal cord injured people have been supported directly and 300 healthcare staff have been educated and trained.

The results to date have been remarkable. For example, having attended a SIA course on neurogenic bowel management, 95% of 115 practitioners reported being confident to manage the needs of a patient with a neurogenic bowel (loss of bowel function), compared with 28% prior to the training. The consequences will be life-changing, even life-saving.

SIA approached The October Club with a transformational project to take this successful pilot to scale.

The charity will establish a national 'hub and spoke' model for Excellence in SCI Care. Four Nurse Specialists will be placed strategically across the country (the spokes) delivering knowledge and training directly to spinal cord injured people and healthcare professionals in hospitals, homes and in the community. At the Centre (the hub) a triage nurse will provide additional support, alongside an evaluation expert who will lead a robust research and evaluation programme. Together with the charity's public affairs and marketing teams, the hub will disseminate outcomes to policy-makers, service-providers and future investors.

Over the next three years, the project will directly support 3,000 spinal cord injured people, educate 3,000 healthcare professionals and build the evidence base that will drive lasting changes to policy and practice.

Spinal cord injured people will receive high quality care that meets their complex needs and reduces the risks of further medical complications. Healthcare professionals will benefit from improved ability to care for SCI patients. Perhaps most importantly, policy-makers, service-providers and other organisations will benefit from access to valuable data and a best-practice model of care for spinal cord injured people.

With the support of The October Club, many more spinal cord injured people will get the essential care and support they need to rebuild their lives and achieve their full potential

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ADVERTISEMENT INFORMATION

Wednesday 9th October 2019, The Savoy, London

If you would like to advertise in this years October Club Dinner Programme please email narinder@octoberclub.com specifying your preferred from the options below:

Back cover full colour @ £5,000 image area 277mm x 190mm

Inside front cover full colour @ £2,500 image area 277mm x 190mm

Inside back cover full colour @ £2,500 image area 277mm x 190mm

Full colour A4 portrait full page @ £1,500 image area 277mm x 190mm

Full colour A4 landscape half page @ £1,000 image area 136mm x 190mm

Full colour logo only – 1/8 A4 page @ £500 image area 65mm x 92mm

An invoice with payment instructions will then follow, please note the spec requirements and where to send your advert:

Supply artwork as follows and mark the file The October Club:

FTP: ftp.europe.dg3.com

Email: europe.production@dg3.com

Username: FTPGuest

cc: david.willison@dg3.com

Password: guest1

cc: narinder@octoberclub.com

Any files over 20mb should be sent via FTP. Any problems please call the printers direct on 020 7531 0500 and ask for David Willison.

ARTWORK TO BE RECEIVED BY NO LATER THAN FRIDAY 20th SEPTEMBER 2019