

You only have one brain, *Mind Your Head* and protect it!

ABI Ireland issues call ahead of Brain Awareness Week 8th – 14th March 2010

1st March 2010: Acquired Brain Injury Ireland (ABI Ireland) is calling on the public to take extra precautions to protect against head injury. This important message marks Brain Awareness Week 2010 which will take place from 8th – 14th March 2010.

Barbara O'Connell, CEO of ABI Ireland said, "The brain is a very delicate organ and we must do everything we can to protect it; whether it is wearing a helmet while cycling or playing sports or taking extra precautions when on the roads. In addition, it is also important to highlight that brain injury can also occur as result of a stroke, simple fall, drug overdose or due to a viral infection."

Brain Awareness Week aims to increase public awareness of brain and mind disorders and highlight the challenges faced by people living with neurological conditions in Ireland.

Ms O'Connell continues, "In Ireland, over 10,000 people are affected each year by brain injury and a further 7,000 are affected by stroke. People with brain injury may often look fine but can have many problems that affect personality, memory, speech, mobility among other things. Brain Injury can happen so quickly and the effects can be hard for family and friends to deal with. We are urging all to please mind your head – don't put your head at risk - we only have one brain and we need to do all we can to protect it."

Founded in 2000, ABI Ireland is a leading provider of support and services for people with an acquired brain injury (ABI). Further information can be found at www.abiireland.ie

-Ends-

About Acquired Brain Injury Ireland

Established in 2000, Acquired Brain Injury Ireland (formerly the Peter Bradley Foundation) was set up to provide a range of pioneering, flexible and tailor-made services to people with Acquired Brain Injury (ABI). The services provided by the organisation place a critical emphasis on client-centeredness, quality, effectiveness and value for money. Rehabilitation and clinical support are key aspects to the service.

Approximately 10,000 people suffer from a head injury in Ireland each year and face a dramatically altered life thereafter. People with ABI progress at different rates, and may need to access services at different points in time as their needs change. Within each stage of rehabilitation a range of different service providers is involved, which must be coordinated. Once back in the community the emphasis is on more extended activities of daily living, integration, and return to work or education. Interventions focus on enhanced participation, improved quality of life, psychological adjustment and carer stress. Acquired Brain Injury Ireland is filling a vital service gap, in collaboration with statutory bodies.