

Key objectives from section 4 of Headway Glasgow's business plan

4 Key objectives

How we intend to achieve them *and how we will evaluate the outcomes.*

Headway Glasgow aims to meet the 7 key objectives set out below during the year 2013 – 2014. Also set out in this sections are the measures we will take to meet these objectives and how we will know if we have met them. We recognise that, as a small organisation trying to be as responsive as possible, there may be good reasons why we need to modify aspects of our plan during the year.

4.1 To help people who have acquired brain injury (ABI), their families and their carers to understand the nature and effects of the injury. To help them develop ways of adjusting to their new situation and coping with it in the longer term.

For the users of Glasgow Headway, a wide variety of activities including formal and informal discussions about ABI are a regular feature. An important aim is to reduce anxiety by helping those with ABI and their families to understand more about their ABI symptoms.

SWOT analysis and annual focussed questionnaires will be used to judge how Headway Glasgow has helped awareness of brain injury and attitudes to BI.

4.2 To enable mutual support by bringing together people with ABI, their carers and families.

Sharing experiences with peers is usually a good way of helping people to understand the issues which relate to ABI and helps them adjust and find practical solutions to some issues. The drop in facility, workshops and social outings arranged by Headway Glasgow facilitates this mutual support.

We will monitor the groups, their attendance trends and evaluate which activities were most helpful or enjoyable.

4.3 To assist those with ABI to return to meaningful activity.

Headway provides training in self-management for those who wish to develop life skills. Various modules are designed to enable individuals to take control of and deal with their own symptoms and situation.

This gives an opportunity for users to increase their feeling of self –worth, reduce social isolation and to live a more meaningful life. This includes activities such as art, music, writing and exercise.

We will evaluate the perceived benefit of these activities.

4.4 To make good use of the ability of those with ABI, their families and their carers in the design and development of services for people with ABI.

Headway users are actively involved with committee work, publishing educational material, attending and helping to run conferences and facilitating discussion groups etc.

The numbers involved in various activities will be monitored. (See Appendices on Publications and Annual Report).

4.5 To liaise with the statutory and voluntary agencies to ensure that an improved, coordinated approach is provided to people with brain injury, their families and carers.

Usually, hospital staff provide information and discharge planning tailored to the needs of ABI patients, their carers and families. Discussion with experienced and motivated staff at an early stage can be invaluable. This should be backed up by information leaflets prior to discharge which help the referral process to Glasgow Headway. On their part, Glasgow Headway should link with the ABI specialists from the NHS and other agencies to smooth the path for early appropriate referral to and from Headway Glasgow.

We will monitor referrals to Headway Glasgow, attendances and the services we refer people to.

4.6 To publicise the Headway Glasgow Service and the needs of those with ABI, their carers and families.

Staff, users and volunteers all help with publicity on behalf of Headway Glasgow. This takes the form of outreach talks to other organisations, radio presentations and publications. In addition the fund raising activity mentioned below helps to publicise our organisation and the needs of people with ABI.

We will monitor the distribution of Headway booklets and leaflets, any media coverage and take note of opinion on their usefulness.

4.7 To secure funding to sustain the Headway Glasgow Service and to generate support and funding for the improvement of the on-going care of people with ABI in Glasgow.

The Headway Glasgow staff seek major funding on a yearly basis to sustain the service and fund their own salaries. A fund raising sub-committee including users work hard to supplement this by a variety of activities such as bag packing, fire walking and raffles. Although the amounts of money raised is small by comparison to the budgetary needs these events help to raise awareness of ABI and involve users in enjoyable and rewarding activity. Individual Headway supporters have climbed great heights, walked and cycled many miles to raise funds by way of sponsorship.