

SIA Strategy 2023 overview animation - voiceover script

Every day in the UK, seven people will be paralysed for the rest of their lives because of damage to their spinal cord. That is more than 2,500 spinal cord injury cases every year.

Spinal cord injuries can be caused by an accident, an illness, or a health condition. They affect not just your mobility and sensation, but also the functioning of your bladder, bowel, skin, and sexual function. While paralysis is permanent, and the challenges daunting and complex, it is what happens next that is so devastating.

People with a spinal cord injury and their families too often face:

- stretched or inappropriate health and support services when they need them.
- barriers to accessing carers, transport, livelihoods, and housing.
- and a lack of public awareness on this life-long condition.

This is where we come in

We are the Spinal Injuries Association - the expert, guiding voice for life after spinal cord injury. For fifty years we've been the UK's national association for people with spinal cord injury, their families, and for professionals and organisations in our sector.

We are made up of passionate individuals directly and indirectly affected by spinal cord injury. We have a range of healthcare experts, volunteers, specialist mental health teams and patient advocates who fight for the rights and needs of spinal cord injured people nationwide. And we have built a "STRATEGY 2030" to transform the situation of people living with spinal cord injury across the United Kingdom.

At its heart are three ambitious goals:

1. **A health and care system that works for people living with spinal cord injury.** We want every person with a spinal cord injury anywhere in the country to be able to access general health and care services without fear.
2. **By 2030 we will double our membership.** We will ensure every newly diagnosed person can automatically access our health and mental health experts, and a network of life-changing support services.
3. **A UK government, and public, championing the cause.** We will raise the voice of people with spinal cord injury, and engage the government, media and public.

We will achieve these goals through four approaches:

1. **Provide critical health and care support for anyone with a spinal cord injury.** We will offer specialist guidance and advocacy for their urgent physical and mental health needs.

2. **Coordinate a network of support services nationwide.** We will bring together trusted partners across the UK to support the diverse needs of our members.
3. **Build expertise across the health and care sector.** We will train a critical mass of healthcare professionals and equip people with spinal cord injuries with the knowledge and skills to manage their condition, and advocate for appropriate treatment and care.
4. **Campaign for change.** We will lead national and local campaigns to challenge the biggest barriers faced by people living with by spinal cord injured people.

This strategy, founded on four core values, aims to reach everyone with a spinal cord injury, to tackle whatever barriers they face, and to connect them to all the help and support they need to flourish in their lives, in the way they want and choose.

Built on decades of lived experience and specialist expertise, at Spinal Injuries Association we believe everyone affected by spinal cord injury can, must and will achieve a fulfilled life.

Help us make this vision a reality. Join us today.

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