The phone rings.

You are told there’s been an accident and your child, critically injured has been rushed to the Children’s Hospital at Westmead.

What will you do?

A critical accident can happen to anyone’s child. It is unexpected and in an instant your life is irreversibly and dramatically changed. Your beloved child is suddenly in an unfamiliar hospital, connected to a dizzying array of mysterious equipment, surrounded by confident doctors and assertive nurses. Who are you? What is your role? Will your child survive? What about your job, your other children? How will you cope? Why did this happen to you? These questions and the vital support of these children and their families are our inspiration, motivation and absolute reason for being.

The work of the Day of Difference Foundation is solely to care for these extraordinarily vulnerable families.

We invite you to join us on our journey.

*Note to designer: divide below text into three columns like a newspaper, break up the copy using filled text boxes as suggested. Use only one font colour (black) and one fill colour (orange)*

The purpose of the Day of Difference Foundation is to permanently reduce the incidence and impact of children’s critical injury in Australia.

Did you know.....?

* Injury is the leading cause of death for children aged between 1 and 14 in Australia.
* Approximately 1000 children are hospitalised each week; more than twice the number of children hospitalised with cancer, diabetes and asthma combined.
* More than 40% of parents of critically injured children suffer depression
* Severely injured children are three to six times more likely to survive their injuries if they receive definitive care at a paediatric trauma centre.
* Child injury is of such public health importance that the Australian government recently identified children aged 0-14 as a priority issue, but has not yet implemented any nationally coordinated injury prevention strategies to address it.

The Day of Difference Foundation was founded in 2004 by Ron Delezio and his wife, Carolyn Martin following the tragic and highly publicised accidents of their daughter Sophie. It is a non-profit registered national charity based in Sydney and governed by an independent Board of Directors. The Foundation’s revenue is generated by donations, philanthropic grants and sponsorships.

In 2012, a commissioned study by Dr Claire Wakefield of the University of NSW revealed a lack of centralised national data relating to children’s critical injury despite alarming statistics.

Dr Wakefield’s study discovered that parents of injured children experience myriad emotional, mental and physical stressors which result in anxiety, depression, addictions, job-loss and collapse of the family unit. 60% of these parents are likely to meet the criteria for Acute Stress Disorder and 70% of parents report fatigue 6 months after their child’s discharge. A parent’s ability to cope with the stress associated with the injury will affect the quality of life of all members of the family, as parents have total responsibility for practical considerations such as accommodation, jobs, other children, transport, bill payment as well as and holistic implications, however little is known from an Australian perspective with a paucity of evidence-based recommendations or solutions.

Over several years, the Foundation delivered specialised medical equipment, technologically innovative machines, therapies and individual services to hospitals and families across the country.

However, to permanently reduce the incidence and impact of children’s critical injuries, we must better understand the breadth and depths of the challenges faced by these children and their families throughout the trauma journey, and assess the health-care system’s efficacy in addressing these challenges.

Our process of change

1. Gather evidence to understand the extent of incidence and impact of children’s critical injuries in Australia.
2. Gather evidence to understand the unmet needs of families of these children within the hospital system and after they return home.
3. Respond to this evidence with prioritised and measurable interventions focusing on supporting the whole family on their journey
4. Advocate for permanent change to the health-care system (in hospital and in the community) on the basis of this evidence for change.

**Where your money goes.**

**The Paediatric Critical Injury Research Program**

Developed and led by Associate Professor Kate Curtis of the University of Sydney, Sydney Nursing School, the 6-year program:

* Quantifies exactly how and why many children are hospitalised in Australia as a result of severe injury.
* Investigates whether ambulance protocols should be mandated to ensure that children are transported directly to a paediatric trauma centre.
* Gathers evidence about unmet needs in an Australia-wide, Australian first survey of parents of severely injured children.

Day of Difference has pledged a gift of $574,000 towards this program.

**Informed Pilot Interventions**

Evidence gathered during the research program will inform interventions to be piloted by the Day of Difference Foundation. Prioritised interventions will focus on family support and may include:

* Appointment of in-hospital Family Support Coordinator service to assess and support at-risk families
* Development of a resilience tool-kit for parents
* A 24-hour help-line for parents and families of critically injured children

**Measuring effectiveness**

The effectiveness of pilot interventions will be measured against the data gathered during the Paediatric Critical Injury Research Program.

**Advocacy**

Advocating improved care for thousands of Australian families, the most effective interventions and services identified will be included in recommendations for health policy change to Federal and State Health Departments. The Day of Difference Foundation’s ultimate objective is reducing the incidence and impact of children’s critical injury in Australia.

**Interventions/New Services**

Urgent interventions or new services that are unable to immediately be incorporated into the health-care system, will be delivered by the Day of Difference Foundation as quickly as possible.