

Signposting the journey back to life

DAY ONE

*Trauma
care starts
here.*

Industry sector Charity
Client company Day One
Design consultancy Elmwood
Submission date June 2017

For publication



elmwood

Jo was involved in a serious car accident in 2008 that left her fighting for her life. After five years of operations, physiotherapy and rehabilitation she was back on her feet and taking on new challenges. Day One were there from the start, and together we've helped Jo reach new heights.

*It's been one hell
of a journey*

Executive summary

For anyone involved in a serious accident, the effects often extend far beyond the event itself. Treatment at the critical moment is only the beginning. And for victims of trauma, the journey back to a quality of life can be long and difficult. This truth was brought uncomfortably close to home when our own Studio Manager, was involved in a serious car accident in France.

Returning to the UK, Jo was transferred to Leeds Major Trauma Centre to start the rehabilitation process. It was towards the end of that process that Professor Giannoudis, a leading orthopaedic consultant in trauma injuries, asked Jo and a few other patients to help create a charity to address important gaps in trauma support Elmwood was naturally keen to get involved.

We recognised the need for a strong brand that would help the group (with a working name of Yorkshire Trauma Services) to cut through the clamour of competing national and international charities, as well as smaller organisations. It would also be crucial to enable them to meet their funding targets and position them as leaders in trauma care and ongoing support for recovery.

Word count: 190

**Fundraising target
hit in year 1**

**National
roll-out initiated**

**The future of
trauma support
in the UK**

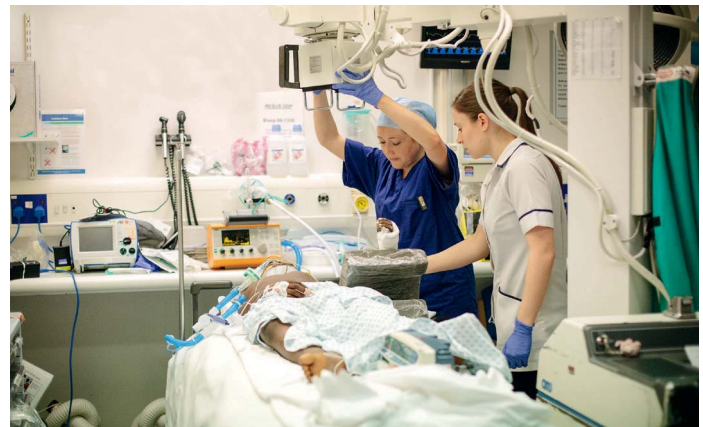
Project overview

Outline of the brief

Yorkshire Trauma Services was a not-for-profit organisation – that would become part of the Leeds Hospital Charitable Foundation. It was committed to making a positive impact on trauma care through support, research and education, but in order to stand out from other larger charities and win out against competing demands for donations, they needed a brand identity that would tell their story in an honest, impactful and engaging way.

While it was important for the brand to promote the group's overall aims of promoting best practice in trauma care, at its heart was a series of very human stories – how individual patients had made the journey back to life, supported by the dedicated team at Yorkshire Trauma Services led by Professor Giannoudis. By telling these stories, we hoped to create a brand that people would immediately understand and rally around in order to raise vital funds – for the extra training needed for trauma nurses, for specialist equipment that the NHS would not fund, for financial and emotional support, and for research into new treatments.

THE LEEDS
TEACHING HOSPITALS
**Charitable
Foundation**
REGISTERED CHARITY NUMBER 1075308



Key objectives

Specifically, Yorkshire Trauma Services had to:

- 1. Position themselves as a professional and credible organisation, taking the lead in trauma care**
- 2. Generate publicity and raise brand awareness**
To compete successfully against the noise of huge national and international charities, along with the plethora of other medical charities
- 3. Raise £100k in the first 12 months**



Description

Yorkshire Trauma Services was a not-for-profit organisation committed to making a positive impact on trauma care in England, through support, research and education. It exists to limit the impact of major trauma and to help patients regain the best quality of life.

It's currently classed as an initiative rather than a charity in its own right, and sits under the umbrella of Leeds Hospital Charitable Foundation. The foundation is run by an independently-appointed Board of Trustees. It is entirely separate from the Leeds Teaching Hospital NHS Trust, the Leeds University School of Medicine and the NHS in general, although it works very closely with all these organisations.



Project overview (continued)

Overview of market

In 2016 there were 167,000+ charities competing for income (Charity Register Statistics, 2016), which is an extremely tough ask in the highly competitive world of charity fundraising and the sophisticated marketing techniques and budgets of international charities. Against this background, it's perhaps easier to understand why so many fall by the wayside each year.

This is the competitive landscape in the Leeds/Yorkshire area alone. The Leeds Hospital Charitable Foundation gives its backing to a number of different initiatives and appeals, which compete against each other, not only for share of purse from potential donors, but also for publicity for their causes. Yorkshire Trauma Services would be one among many.

The group is based in Leeds Major Trauma Centre – one of 27 designated major trauma centres in the UK, and is the only one in Yorkshire. Among these 27 centres there are groups who offer some of the same services, but none as a full package.

While services were in place to deal with the immediate impact, there was little support available to help patients recover any of the quality of life they enjoyed before their accidents.

Yorkshire Trauma Services was established by Professor Peter Giannoudis, who recognised a shortfall in the support available for victims of major trauma. While services were in place to deal with the immediate impact, there was little provision available to help patients recover any of the quality of life they enjoyed before their accidents. Once they left hospital they would return home where they would face not only the challenges of physical recovery, but also the difficulties brought about by not being able to work, and having to pay for household bills as well as specialist care and equipment. And also not knowing what to expect next.

Professor Giannoudis knew that these additional pressures inhibited recovery and felt there was more to be done to support patients long-term, as well as addressing their practical concerns – such as providing information on benefits, access to specialist equipment and advice over compensation claims. He proposed a tailored approach while also providing peer support – invaluable for patients and their families seeking comfort and knowledge from others who have experienced trauma themselves

167,000+
charities were competing for income in 2016



Diagram above shows the charities working under the umbrella of Leeds Teaching Hospitals Charitable Foundation.

Project launch date

September 2014

Size of design budget & production costs

The work was done pro bono, but equated to £33k in studio fees.

Word count: 756



Outline of design solution

The new brand needed to have clear stand out to cut through the competition for funds – not only from huge international and national charities, but also from smaller well-meaning organisations.

It's the toughest journey of their lives. And it has to be taken one day at a time.

For those recovering from serious accidents, every day is a new challenge. A milestone. An opportunity. It's the toughest journey of their lives. And it has to be taken one day at a time. Rather than focusing on the initial trauma, we recognised more value in optimism, branding the organisation 'Day One', with the emphasis on personal development and the start of their journey ahead. This journey however, is paved with numerous 'Day Ones' – getting out of bed, getting in a wheelchair, going home, etc. These may seem like small steps, but to the patients and their families they're all milestones to be noted. Therefore the patient's diary became the symbol and brand identity to reflect that journey.

Black and yellow signal danger, but immediately attract attention and provide the stand-out required in this market. However, the carefully selected strong and bright tones along with the straightforward, reassuring tone of voice make the brand approachable, warm and conversational. A script font is used for words from patients, volunteers and staff to reinforce this, whilst a serif font is used for more corporate communications.

**DAY
ONE**

*Trauma
care starts
here.*

Outline of design solution (continued)



riding again

Robbie's journey began in 2006 when he hit a wall whilst racing his bike. Day One helped him through 3 months in intensive care and 2 years in and out of hospital. He's still in physiotherapy, but now Robbie is managing his own racing team, although he knows recovery is one thing that can't be rushed.

dayone.uk.com
Registered charity 1075208

DAY ONE
Trauma care starts here.

Patients, ex-patients, even trauma centre staff – everyone had their own stories to tell.



There for my family

Four years ago Gary's life was turned on its head in a motorcycle accident. Day One were there to support him and his family through 36 questions and months in hospital. There are still many miles to go on Gary's journey, but he knows Day One will always be there for him.

dayone.uk.com

DAY ONE
Trauma care starts here.



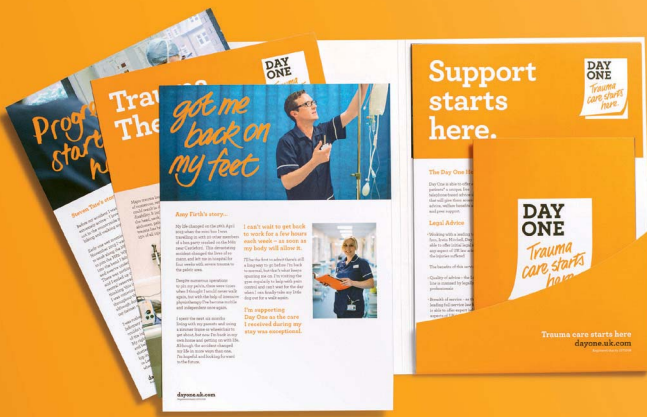
Recovery starts here!

Day One help hundreds of people recover from serious trauma every year. With support from the NHS, trauma surgeons and healthcare specialists, we're with our patients for every step of their journey.

dayone.uk.com

DAY ONE
Trauma care starts here.

Patients, ex-patients, even trauma centre staff – everyone had their own stories to tell. So we encouraged them to share their experiences, and made them integral to the brand. Demonstrating their innovative approach to trauma care, brand communications clearly illustrate the importance of the work being done and actively engages with audiences at an emotional level. Simple use of imagery and eye contact is used to connect with the reader, which also builds empathy and warmth. It was extremely important that the photography was of real people to give hope and something to aim for, rather than that of struggle, pain and boredom.



Support starts here.


I got me back on my feet

Trauma care starts here.

Working with local agencies Tall and True North, we created an online portal, for information and inspiration. The platform features a series of short films in which former patients talk about their individual journeys back from trauma. For most, recovery to anything like their former lives seemed like an unreachable goal, so we asked them, 'What was the one thing you thought you'd never do again?' as a starting point for each of their stories.

For patients at the start of their journeys, we created an information book to be given to them while still in hospital, offering constructive information about the range of support available through Day One. It uses the conversational tone of voice to keep it informative but digestible, and also builds on the diary idea as it gives them a place to record thoughts, goals and important information to refer back to.

We also brought the brand to life at its launch event, building awareness and showcasing how the organisation had already transformed former patients' lives.



Day One exists to limit the impact of major trauma and to help 'Victims' regain the best quality of life.

HOW WE HELP

PATIENT STORIES



It's the toughest journey of your life. We're with you from Day One.

Word count: 485

Summary of results

In the two and a half years since the rebrand, Day One has been empowered to grab the attention of the local community as well as the other trauma centres across the country. It is seen as not only a credible and worthy charity, but as a model for the future of trauma care in the UK.

1. Position themselves as a professional and credible organisation

First and foremost, Day One has had numerous glowing testimonials from patients for whom they've made a huge difference.

"Gave me back my life"

"Gave me hope"

"Got me back on my feet"

Other trauma centres have expressed interest.

Other trauma centres across the UK were so impressed following the launch of Day One that they all expressed an interest in working with the brand to expand the great work they're doing.

Day One has decided to concentrate on rolling out the initiative nationally, starting closest to home. It has created the North of England MTC Day One Group and is in discussion with Hull, Newcastle, Middlesbrough, Liverpool, Manchester and Preston about rolling out the services of Day One to these areas first, at no cost to the NHS Trusts within which they operate.

Hull and Aintree have shown the most interest in taking this forward in 2017/18, although the timeline for national expansion extends over the next 5 years. This is because Day One's priority is first and foremost to continue providing the best care to its patients.

£368,000

donated to increase fundraising capability

Additionally, after being inspired by the new brand and Professor Giannoudis at the American Academy of Orthopaedic Surgery in Orlando in March 2016, a US Grant Giving Trust was so impressed by the organisation, that they awarded Day One a grant of £368,000 to fund two additional posts to help with fundraising and the expansion of Day One across the country. They have also pledged their ongoing support to the initiative.



“

We realise that these patients require resources that go above and beyond what normal healthcare systems can provide and we are incredibly impressed by the work that Professor Giannoudis and others are doing to address these unique needs and problems.

We hope that you continue with your work and this cause and organisation's mission gets expanded throughout the UK – and possibly throughout Europe.

Steve Schwarz, Foundation Director,
Wyss Medical Foundation

Summary of results (continued)



NEW LIFE: Launch of the L1 Major Trauma Unit, at the Leeds General Infirmary. Sarah Johnson (left) and Amy Firth both survivors of the M62 Midland crash (PICTURE: SHOWN NAME)

Party crash survivors back trauma charity

KATIE BALDWIN

Leeds Reporter

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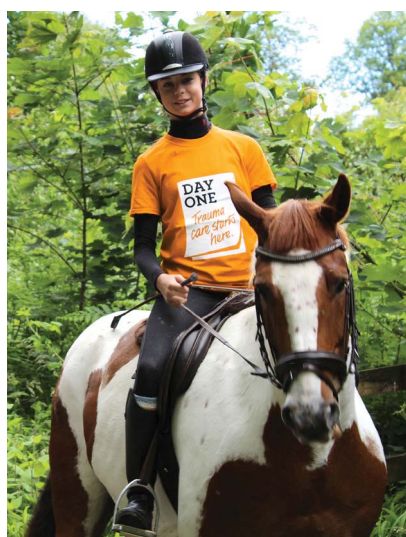
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2. Generate publicity and raise brand awareness

Day One has garnered widespread press coverage locally, including features on BBC Look North, ITV Calendar, and BBC Radio Leeds.

Engagement with the new brand has been remarkable. Hundreds have signed up to run races on behalf of Day One, while some, ironically, have volunteered to jump out of aeroplanes. With the level of fundraising activity increasing, it's clear that the public are actively getting behind Day One.

List of coverage

- Sept 2014** - Launch of Day One received good media coverage through BBC Look North, ITV Calendar, YEP and Made in Leeds and BBC Radio Leeds.
- Oct 2014** - The Drum News
- Feb 2015** - Leeds City Council website - Ice cube event
- Sept 2015** - BBC News - Sarah Johnson sharing her story
- Nov 2015** - Professor Giannoudis won the Unsung Hero Award - covered by Yorkshire Reporter
- June 2016** - Leeds 10K team coverage - Made in Leeds
- Aug 2016** - Pride of Britain website

- Aug 2016** - Vikki Lane shared her story on Minister FM, Look North and YEP
- Dec 2016** - Wyss Foundation Grant - YEP
- May 2017** - Farsley Celtic hosted Day One Charity football match
- Day One face book page** - updated daily with news and information.
- Day One twitter page** - updated daily with news and information.
- LTH NHS Trust social media pages** - pick up stories from Day One and share on their social media (61,000 likes)



Summary of results (continued)

3. Raise £100k in the first 12 months

The stretch goal was to raise £100,000 within 12 months from the launch of Day One, which they achieved through fundraising, donations, and gifts in kind.

Leading law firm Irwin Mitchell has also set up 24 hour support lines and provides free financial advice, as well as connecting and working with the Citizens Advice Bureau. They have also funded a coordinator for Day One to help with additional fundraising and the process of becoming an independent charity.

In total since the launch of Day One, they have raised a total of circa half a million pounds

In total since the launch of Day One, they have raised a total of circa half a million pounds.

Making a difference to people's lives

Obviously, Day One's purpose is to raise money to make a real difference to people's lives. Here are just some examples of how they've done this:

Patients

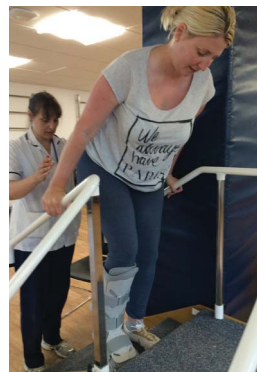
Beyond the initial treatment, patients' lives have been improved through the extended range of support services offered – including citizens' advice, legal advice and peer support. Thanks to the funds raised, the organization has also been able to invest in vital equipment – TENS machines, hire of continuous passive motion (CPM) machines, furniture for a relatives' room and Day One Hub, Kindles and televisions for all bays and rooms.

Families have benefitted from financial support from the Day One emergency fund to help deal with the aftermath of trauma. And most tellingly, many ex-patients are actively engaging with the brand, acting as brand ambassadors and providing all-important peer support themselves.

Education & staff training

As well as funding tickets to conferences and other such learning experiences, the fund has been able to provide 4 members of staff with training in Eye Movement Desensitisation Reprocessing (EMDR). EMDR is a form of psychotherapy based on the observation that certain eye movements appear to reduce negative emotions associated with traumatic memories. Applying these techniques helps Day One not only get people moving again physically after trauma, but also gives them the tools they need to put their traumatic experiences behind them.

Fundraising target hit in the first year.



“

Day One means a lot to me. Just for little things: where to claim benefits; who to ask about pain; how long did it take to walk again?

Sarah, Accident survivor



“

The work of Elmwood in bringing the brand Day One to life has been outstanding and sets a high standard for other agencies to follow.

Professor Giannoudis,
Founder of Day One



5 years ago Bob was in a car accident that left him with life-threatening injuries. After numerous operations, Bob reached his biggest milestone – returning home. There are many more to go, but he knows Day One will always be there for him.

Got me Home



Other influencing factors & Research resources

Other influencing factors

Sitting under the umbrella of the Leeds Hospital Charitable Foundation has helped to reassure potential donors that the money is going to a worthy cause and reinforce credibility, but this relationship is not made explicit in fundraising efforts. It is only visible on the Leeds Teaching Hospitals website and appears as a sign-off on the Day One website.

In 2017 the Leeds Hospital Charitable Foundation became independent from the Leeds Teaching Hospitals NHS Trust. So, while Day One still work closely with the Foundation and the NHS, the hope is that this will reduce some of the lengthy time periods for supporting patients, meaning people can get back on with their lives sooner. This will also give Day One a better chance at becoming a financially-independent charity and help it achieve its long-term goal of national roll-out.

Research resources

Charity Register Statistics, Dec 2016.
All other information provided by the client.