



# INDIAN HEAD INJURY FOUNDATION



## Our 2015 Journey Thus Far



Our participation at the Walkathon



First Aid Training Workshop for the Delhi Traffic Police

### Greetings Dear Readers,

The year 2015 has been eventful and already proven to be fruitful, with so much more to look forward to in the latter part of the year.

An activity-laden month, January kicked off with the Global Health Summit to promote awareness on head injuries. Our Chairman, Maharaja Gaj Singh and Shri Amitabh Bachchan were the guests of honour. Then came the Walkathon planned by the Ministry of Road Transport in which we participated with much zeal, all to spread the message of road safety. As part of Road Safety Week, we conducted a series of Road Safety and Head Injury Prevention Workshops for over 500 senior school children. In May, we held an awareness drive for the principals, teachers and support staff of all Jaypee charitable and non-charitable institutions. To medically support the weaker sections of society, we have also donated wheelchairs and implants for patients.

A very successful workshop was organised at Ghaziabad in June, during which we had a Neuro Rehab Group Meeting for Neuro Therapists, doctors, social workers, private consultants and volunteers. The workshop included lectures and live demonstrations on current medical problems and solutions, as well as awareness toward rehabilitation. It was followed by a free Neuro Rehab Camp at Yashoda Hospital where patients were attended to, with comprehensive medical assessment and recommendations. On a musical note, renowned music therapist, Nigel Osborne, visited our Rehab Center in Jodhpur for a workshop with autistic children and those suffering from cerebral palsy. The Duchess of York also visited our Jodhpur Rehab Center and spent the day with the children there. In addition to this, we have organised first aid training for the Delhi Traffic Police, a trauma care course for ICU doctors from Apollo Hospital, courses for Neuro Therapists, rehab and support group meetings for ...

patients and caregivers, and much more. The highlight of the first half of 2015 was the Jodhpur One World Retreat, a fundraising event that stole the hearts of our stakeholders, influencers and all those present. We thank everyone who attended and participated in this 3 day gala which was organised with the sole purpose of spreading awareness on head injury & brain trauma and its prevention.

Another huge victory to rejoice over was the Good Samaritan Notification recently issued by the Government of India. The guidelines protect people who help road accident victims from any civil and criminal liability. The first and most urgent step is to push the Government to convert this notification into a law, after which tangible benefits should be apparent. IHIF along with other stakeholders are already in the process of doing this.

We enthusiastically look forward to our activities in the latter part of this year. We also request you to write to us and share your views and ideas on how we can do things better.

**Cmde Ranbir Talwar**  
Executive Director



## Jodhpur One World Retreat 2015



*"I am happy that you assembled to support a noble cause on my invitation. I am sure with all your support we will make a difference in the treatment of head injury and trauma care in India."*

**HH Maharaja Gaj Singh** of Jodhpur

On 20th March this year, the mind met the heart with the 2nd edition of JOWR 2015, the highlight of the year, hosted by our Chairman Bapji, against the opulent backdrop of the Umaid Bhawan Palace and Mehrangarh Fort. The 3 day fund-raising gala sought to highlight the Indian Head Injury Foundation's work, spread awareness on the prevention of head injury and brain trauma, all while being a testament to the underlying theme of 'Awakening the Mind'.

With efforts to fuse entertainment with knowledge and awareness, JOWR 2015 was a dramatic mélange of art, fashion, dance, thought sessions and music. An art auction by Nick Martineau of Christies was instrumental in raising substantial funds for IHIF. The funds shall be used toward developing and expanding our charitable trauma care centers, rehabilitation work, building scientific knowledge, training medical and police personnel, and spreading awareness and road safety knowledge amongst the common man.

An introspective thought session led by Sadhguru Jaggi Vasudev, renewed support for the cause, and ...





Discussions ensue at the Jodhpur One World Retreat 2015

a rewarding set of experiences for the participants saw JOWR 2015 conclude on a high. We can promise the third edition in March 2017 will only be bigger and better!



## The Good Samaritan Notification

In one of the big victories this year, the government has issued a notification for the protection of the Good Samaritan. It is a happy day for all of us who have advocated for this law, led by the 'Save Life Foundation', our partner and supporter. Dubbed the 'Head Injury Capital of the World', India sees a glimmer of hope with the Good Samaritan Notification. Considering our efforts work on two basic levels – one in preventing head injuries by practicing road safety and taking other preventive measures, and two in providing victims with immediate, optimal care on the unfortunate account of a mishap – we rejoice with this notification, which though hasn't been implemented yet, but for which a supportive legal framework is being worked on.

Over 1.5 million people suffer from head injuries and brain trauma every year. Sadly, 1 out of every 6 victims dies because of a lack of optimal care during the 'golden hour', the period immediately after the accident. The 201st Report of the Law Commission states, "According to doctors, at least 50% of the fatalities can be averted if victims are admitted to a hospital within the first hour post the accident." Around 88% people choose to forgo assisting injured victims owing to a fear of legal hassles and police harassment.

Considering these disturbing statistics, the Supreme Court realised the immediate need to protect those who assist accident victims from unnecessary harassment by the police and courts of law.

We urge you all to keep a copy of the Good Samaritan Notification in your vehicles. If the need to help someone ever arises, you'll have paperwork to back you. Keep helping, Good Samaritan, because together we can make the law!



## Godhead

Reaching out to the common man and arousing his interest isn't a simple task. We decided to turn to the television as a medium of mass communication. We took the support of the creative team at Ogilvy & Mather to initiate a concept that amplifies the need for precaution and safety on the Indian roads.

Our depiction of Hindu Gods and Goddesses on their distinctive vehicles - the elephant-headed Lord Ganesha's vehicle being a mouse, Ma Durga's being a lion and the venerable Vishnu rides an eagle – was the premise on which we built our message. What is common to them is they all wear headgear before they ride. The video ends with the message, "Even those who protect you protect their heads. Protect yours."

The video has been well-received by the public and has been viewed by over a million people through various social media channels. It is also a contender in the Commercial Category at Cannes 2015 and we're confident it'll be received well there too. We're committed to spreading awareness on the prevention of head injury and brain trauma through different mediums of communication so that it reaches the masses. After all, knowledge is power.



Our work is far from complete. With sustained efforts, we hope to bring about meaningful changes by helping India shed itself of the dubious distinction of being the Head Injury Capital of the World. We have also partnered with Save Life Foundation (SLF) and are confident that this alliance will help reduce the mortality rate caused by head injuries on the roads of India. We're already uniting with SLF and Facebook to conduct a Walkathon at India Gate, to spread awareness on road safety and prevention of traumatic injuries. With Facebook's help we hope to reach more people and encourage them to participate. Our initiatives of building more charitable trauma and rehab centers, most importantly a Rehab Center in North Delhi before the end of the year, educating the police force, spreading awareness amongst young adults and providing . . .



. . . basic first aid training to all, are just some of the activities we look forward to in the years to come.

Join us in making this happen by volunteering with us. Be instrumental in bringing about a change for the better. If you don't have the time to volunteer, you can support us by donating to our cause. Visit our website to donate online. With your support we can do so much more.



Mr. Amitabh Bachchan at the JOWR in 2015



HH Bapji in Conversation at the JOWR 2015



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