

BRAIN INJURY SIG MEETING

27 NOVEMBER 2020

APIL ACTIVITY UPDATE

1. REBUILDING SHATTERED LIVES CAMPAIGN

This is the major new campaign we all need to be aware of since we last met at the end of October.

If you attended the PI World conference or the quarterly review webinar earlier this week you will have seen and heard previews about this ground-breaking new APIL campaign which was actually launched yesterday in Weekly News.

If you haven't seen it yet, please have a look. APIL has always pursued a zero-tolerance policy towards misleading commentary and bad legislation which attacks the rights of injured people - but this campaign takes things to a whole new level.

The aim of the campaign is to turn around all that negative press and political commentary about claimants and the work we do as personal injury lawyers, and create a fairer and more empathetic environment in which people are NOT criticised for claiming compensation and lawyers are NOT condemned for what they do.

It is a massive undertaking. It won't be achieved overnight. But our chief executive, Mike Benner, and the executive committee, are convinced that if we pull together as APIL members - and more broadly as a sector - we can do it.

The centrepiece of the campaign is a really powerful video which you can see on this dedicated campaign website: rebuilding-shattered-lives.org.uk

This is essentially a social media campaign and it's really easy to support it – just email getintouch@rebuilding-shattered-lives.org.uk and ask for a special 'toolkit'.

But the key to the campaign's success will be telling real stories about real people, and that's where you can make a big contribution by taking up the 200 word challenge.

Our work is all about helping people rebuild their lives, and the APIL team is asking us to help spread the message by sending them those stories in no more than 200 words. It's fine if you anonymise your story – obviously, if it isn't anonymised, please ask your client's permission before passing it on.

The stories need to include the following:

- what happened to your client;
- how that injury affected your client's life;
- how your client's life was changed as a result of your help.

The best stories will be used to support the campaign on social media and on the dedicated website. All the stories received will be entered into a draw to receive £200 to be spent at legal book shop [Wildy & Sons](#). The draw will close at Christmas and the winner announced in January.

So let's not let the impact we all make on people's lives be a best-kept secret. Please send your stories, marked '200 word challenge' by email to getintouch@rebuilding-shattered-lives.org.uk.

And please – support the campaign in any way you can!

2. RESEARCH ON PERIODICAL PAYMENT ORDERS – CAN YOU HELP?

I mentioned a month ago that the Faculty of Actuaries is compiling a report for publication in January which will investigate the low take-up of PPOs. APIL is gathering information to feed into that report, and there is still time to do that if you can.

If you run claims affected by the discount rate, or where a PPO may be awarded, please complete this short survey, which you can find in the link on the slide. Your individual response will be treated on a completely confidential basis and will not be shared with any other parties.

If you have any problems completing the survey, or have any questions about the research, please contact our research John McGlade direct.

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Head of Public Affairs
25 November 2020