



Following a comprehensive re-branding process, Rehab is ready to roll out its new image countrywide

A major drive to promote the re-branded Rehab Group – including a nationwide roadshow and the organisation’s biggest ever advertising campaign - is now underway.

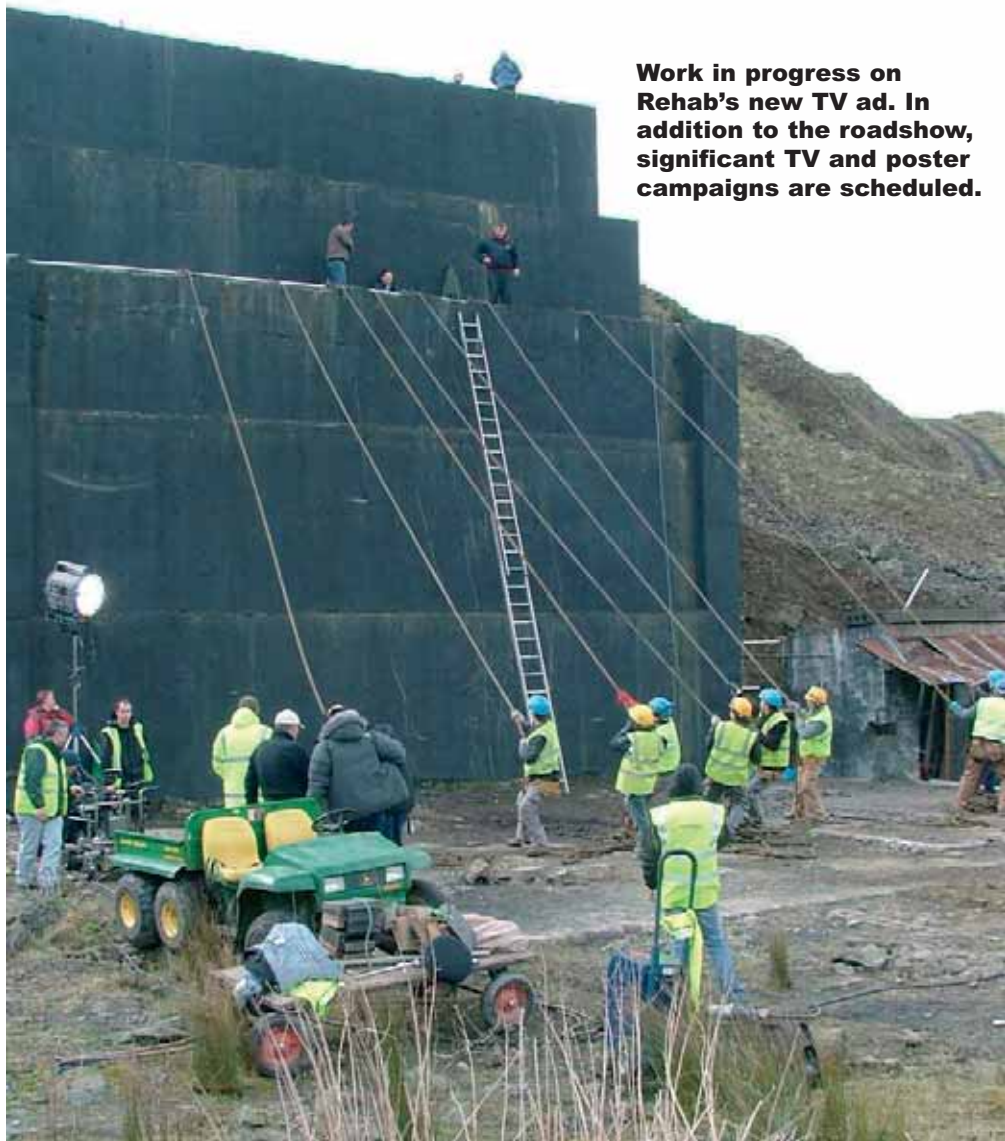
The re-branding programme, which was carried out over a period of almost two years, is designed to present a more vibrant image of the Rehab powerhouse as it gears up for significant growth over the next five years.

During the process, which has so far been limited to the organisation’s Irish divisions, NTDI took the decision to change its name to National Learning Network – a move which aims to reflect its range of activities and position at the cutting edge of training and education delivery in Ireland.

In addition to the roadshow, incorporating separate events in Dublin, Athlone and Cork, significant TV and poster campaigns will be rolled out from May, focusing on the powerful positive attitude that permeates all of Rehab’s activities.

Says Group head of marketing, Pauline Crowley: “We want people to understand that we strive to turn a ‘can’t’ attitude into ‘can’ and this is the central theme of the television ad which will be on air until the end of October this year.

“By launching our new identity on television, we will reach a national audience and create an impact for the brand over a very short period of time. The roadshows, held around the country, provide an opportunity to present group strategy for the years ahead, including the new identity, internally to personnel from throughout the Group in Ireland before the advertising campaign is



Work in progress on Rehab’s new TV ad. In addition to the roadshow, significant TV and poster campaigns are scheduled.

launched.” Ms Crowley adds that the process to refresh the look and feel of the Rehab brand is a significant undertaking. “Agreeing on a common look and feel for our brand will ensure that there are common elements, such as design and typeface,

Brand



RehabGroup

Investing in People, Changing Perspectives

RehabCare

Investing in People, Changing Perspectives

RehabFoundation

Investing in People, Changing Perspectives

GandonEnterprises

Investing in People, Changing Perspectives

RehabLotteries

Investing in People, Changing Perspectives

National Learning Network

Investing in People, Changing Perspectives

new Rehab

Investing in People, Changing Perspectives

across all the divisions leading to a national brand identity. We're in the process of rolling out new signage at each centre across the country that will bring visibility to the brand locally."

"The purpose of the re-branding is to bring the organisation together as one strong entity. We've done this by giving our name a refreshing new look and colour. Each division has its own suite of colours to reflect its identity whilst using design elements common to all.

"The bottom half of the letter 'e' in Rehab is shaped as a smile, a design element we've carried through in the overlapping colours for each division. A successful brand is not just about a new logo. It's about communicating one strong message to the wider public in a consistent manner, be that on e-mail, in print or through advertising. Every time we interact with people it's an opportunity to promote our brand.

"Part of the challenge with the new identity was to come up with a strapline that unifies the organisation; one that could comfortably apply across the divisions and bring meaning to the work that the organisation conducts, says Ms Crowley. "There are two parts to what the Rehab Group does, firstly we provide services that assist people to make the most of their abilities and secondly we're active advocates in the area of disability. Trying to bring both of these elements together in a meaningful way brought us to the strapline 'Investing in People, Changing Perspectives'. We feel this captures the essence of what the organisation does. The strapline will become an important element of our new identity going forward."

Rehab Group chief executive, Frank Flannery adds: "The re-branding exercise represents a significant investment in the future by the Group and indicates the Board's commitment to achieving the strategic goals of Rehab. It enables us to go forward together with one voice and identity and to build on the strong foundations already in place."

There are more deaths by suicide than from road accidents in Ireland and now RehabCare has enlisted the support of one the world's truly iconic figures to tackle the crisis.

Former US President Bill Clinton is to personally back RehabCare plans to develop a national suicide prevention programme.

The proposed programme – the first of its kind in this country – is being developed at a time when the number of deaths by suicide in Ireland continues to increase.

A total of 444 people died by suicide in Ireland during 2003 – the last year for which figures are available. A further 58 died from undetermined causes, which have a high probability of being suicide related, whilst there were also 11,200 cases of parasuicide in the same year. Young males, who account for around 80 per cent of suicide deaths in this country, will be specifically targeted by the new service.

President Clinton will fly to Dublin to give his support and deliver a keynote address to a fundraising gala banquet in the City West Hotel on Monday, May 23rd to help establish the service, which will cost an estimated €1.3 million in its first year of operation. The main sponsors of the event are mobile phone operators O2, whilst City West proprietor Jim Mansfield is making a personal donation.

The extraordinary coup for RehabCare came about after the assistance of Nobel Peace Prize winner John Hume was enlisted by Rehab Foundation's general manager for projects, Rita Kelly. John Hume agreed to act as Patron of the fundraising event and persuaded the former President to back RehabCare's work on suicide prevention.

RehabCare chief executive Angela Kerins explained why RehabCare had decided to seek to raise the funds to develop this programme, "The stark figure of 444 deaths in a single year only goes some way towards conveying the devastation that is being caused by suicide in communities the length and breadth of Ireland.

"More people are dying each year by

suicide than on our roads. And suicide is now the biggest cause of death among young men in the 15-24 age group. This is a national crisis and RehabCare is aiming to play its part by establishing a national programme to address all of the factors that drive people - particularly young people - to take their own lives," she added.

If this major fundraising campaign is successful, the proposed RehabCare suicide prevention programme will operate in a number of innovative ways, supported by research and international best practice. The programme will aim to include training, as well as consultancy and service development expertise offering targeted support to people at risk of suicide.

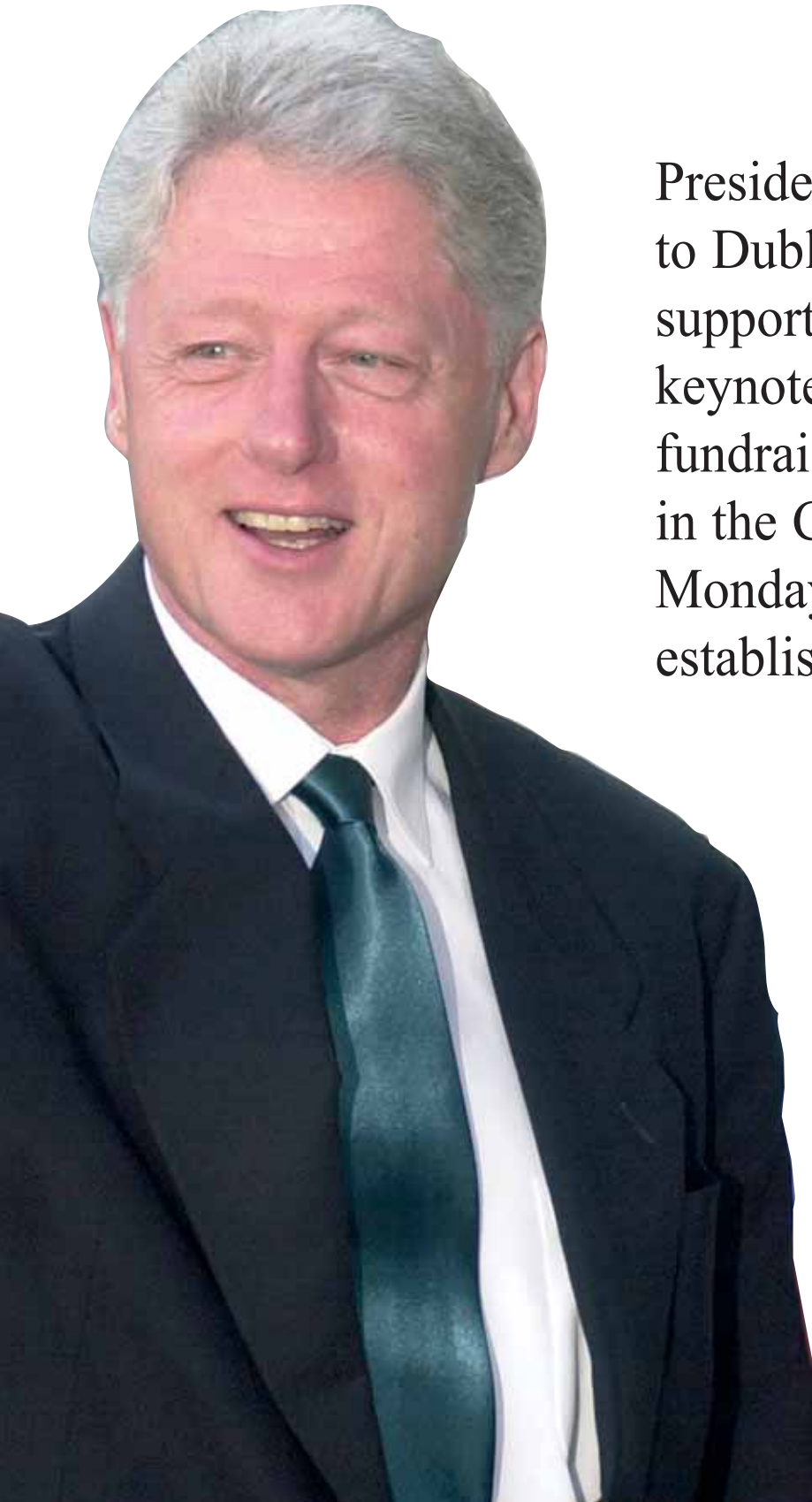
Danuta Gray, chief executive officer O2 and

Former US President Bill Clinton: support for RehabCare.



Clinton

campaign



President Clinton will fly to Dublin to give his support and deliver a keynote address to a fundraising gala banquet in the City West Hotel on Monday, May 23rd to help establish the service.

chairperson of the RehabCare National Suicide Prevention Programme fundraising committee and gala banquet sponsor, said: “This year the focus of O2’s Corporate Social Responsibility strategy, as decided by our staff through focus groups, is young people and in particular, young people who have difficulty communicating with the world around them. One of the biggest barriers to suicide prevention is people’s inability to talk about their distress, to communicate their pain, to ask for help.

“We are a communications company. We put people in touch with each other 24 hours a day, 365 days a year. We are committed to working closely with RehabCare in combining our resources with their expertise, to support the Suicide Prevention Programme in a very positive way,” she concluded.

The proposed programme is estimated to cost approximately €1.3 million in its first year, and €3 million in its second. However, in addition to the human cost of suicide, there is also a financial imperative for urgent action, given that the National Task Force on Suicide has calculated the cost of suicide to the State in monetary terms was approximately €96 million over just a four-year period.

“We have an ambitious fundraising programme to meet to be able to develop this service in a cohesive, effective way. I am so delighted that O2 has come on board as our major sponsor and that Danuta Gray is acting as chairperson of the Fundraising Committee. Likewise, the sponsorship of Jim Mansfield of City

continued next page

backing

West Hotel in providing the gala banquet is very much appreciated. I hope that we can raise awareness and funds through this event and others, to meet our target and provide this much needed service," said Ms Kerins.

According to Ms Kerins, the proposed RehabCare programme will aim to target adolescents and young adults – particularly males, who hold the most negative attitudes towards mental illness - across both school and community settings.

The second target group includes those who work with young people- health professionals, social care workers, mental health workers, teachers and community workers and journalists.

"There is a clear lack of understanding and available information among these groups regarding risk recognition, appropriate intervention and general suicide awareness," said Ms Kerins. "Through its consultancy, intervention and training elements, this service will aim to address the gap that exists."

Because suicide prevention research and service provision is still relatively new in Ireland, some aspects of the programme will be piloted before being rolled out nationally.

These will develop to fit the needs of each local community.

The plan is that the proposed RehabCare programme will have four clear objectives:

To develop on a pilot regional basis, school and community based prevention and outreach programmes, with the provision of skills-based training for young people and those who work with them.

Again, on a pilot regional basis, RehabCare aims to provide an intervention service linked to a helpline.



RehabCare will work on a national basis to promote stigma reduction, attitude change and media awareness. It is intended to do this by working with the media themselves to promote appropriate coverage of the issue of suicide and information on the services available to combat it and to promote positive messages, related to mental health promotion, to the general public.

The training and advisory service will offer an evaluation and training service to organisations working in the field of mental health promotion.

The key objective of the school and community based programmes is to engage at-risk groups where they live, rather than expecting them to seek out the service. Skills-based training will be provided to both students and teachers in the school setting which provides particular access to the highest risk group for suicide and parasuicide.

"By providing information on coping, help-seeking, problem-solving and suicide risk recognition, a network of peer support can be established and the emotional well-being of all students can be meaningfully



Angela Kerins, chief executive, RehabCare; Nobel Peace Prize winner, John Hume, and Danuta Gray, CEO, O2, at the announcement of Bill Clinton's return to Ireland to personally back RehabCare's plans to develop a national suicide prevention service.

supported," said Ms Kerins.

"Existing community-based services have failed to adequately address mental health issues and suicide in particular. Not only is suicide infrequently recognised as an issue, but traditional models of intervention fail to meet the needs especially of young people. Thus, skills-based training for key groups such as healthcare professionals, social-care workers, youth and community workers, the gardaí, church and spiritual leaders and media is urgently required.

"Given the difficulties in engaging with

young people, especially males, in the area of mental health, alternative strategies are also required, such as an assertive outreach model of intervention and service provision. International studies show that 40 per cent of suicide victims have been in contact with their doctor in the month prior to death, but that suicide risk is only recognised in a minority of these cases. The remaining 60 per cent express risk to their peer group and outside the traditional model of service provision."

The proposed programme RehabCare is devising will be unique in Ireland in work-

ing at community level, using an aggressive outreach model of intervention and service provision to meet the needs, including the communication needs, of young people. This is a proven method of achieving positive results with this group; the aim is to empower young people, to encourage them to ask for help when they need it.

There is currently an absence of skilled professional consultancy for mental health service provision. Consequently, a comprehensive review of services is needed to establish their availability, suitability and accessibility. Skills-based training will also be offered across all areas relating to suicide awareness and prevention.

Part of the problem is that there is a lack of cohesion among existing services, and a lack of awareness of work already being carried out. RehabCare is committed to consulting with and developing relationships with organisations that already operate prevention services, as well as with all relevant groups such as teachers unions, parent organisations, student unions, sporting bodies, etc. Partnerships will be key to implementing the proposed programme.