

Professor David Walker
Children's Brain Tumour Research Centre
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23 August 2013

Dear David,

I would like to give my strongest support, on behalf of the charity, for your impact case study on the HeadSmart campaign. I'd like to take this opportunity to highlight how the awareness of the signs and symptoms of a childhood brain tumours have dramatically increased since the HeadSmart campaign was launched.

Through the work of the charity we were all too well aware of the issues associated with delayed diagnosis and the lack of awareness about the signs and symptoms of a brain tumour which may have contributed to this delay. Therefore, since we launched HeadSmart in 2011 there have been a number of ways in which we have promoted this campaign to increase public awareness.

We have recruited over thirty community champions many of whom have had personal experience of the devastating effects of late diagnosis, who have dedicated their time to increase awareness of the signs and symptoms within their local communities across the country. This activity ranges disseminating HeadSmart cards to local schools and GP practices, to lobbying their MP and generating local media coverage.

Due to the passion and commitment of these individuals we have now disseminated HeadSmart cards to over 600 schools. Through the engagement of a local MP, all 65,000 schoolchildren in Wiltshire have now received a symptoms card. Following on from the success, three other councils have made the same commitment and we are confident that more will follow soon.

We have also engaged Members of Parliament to increase their awareness of the issues associated with delayed diagnosis. In March this year, we held a Parliamentary event in Westminster which was attended by thirty-four MPs including two health ministers, who pledged their support for this campaign.

The Charity has also developed online resources and a strong social media presence to further promote HeadSmart. The HeadSmart website alone has had over 67,000 unique visitors and the Facebook page has over 25,000 likes. To give an example of the power of this approach, a recent Facebook post reached over 35,000 people.

As we all know, these efforts along with your work at the University of Nottingham have resulted in the time to diagnosis being dramatically reduced from 9.1 to 6.9 weeks in just two years, summing up remarkable impact of this campaign to date.

Yours sincerely,



Neil Dickson
Founder and Vice-Chair, The Brain Tumour Charity

*Saving lives through research,
information, awareness & policy*

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