

NTL MEDIA ALERT

THURSDAY, MARCH 26, 2020
FOR IMMEDIATE USE

1 in 10 Aussies with epilepsy sustaining serious physical injuries

Call to improve community awareness, support & response to seizures this Purple Day®

One in 10 Australians living with epilepsy experience a seizure-related injury each year, many of which are potentially life-threatening, according to an article just published in *MJA InSight* to mark Purple Day® (an international epilepsy awareness day).¹

The most commonly reported seizure-related injuries sustained by those living with the neurological (brain) disease include head, water immersion, driving, burns, fractures and dental-related injuries.^{1,2}



Doctors, advocacy groups, patients and their families will join forces Australia-wide today – Thursday, March 26 to highlight the serious injuries caused by epileptic seizures, and call for heightened awareness, understanding and support for the 250,000 Australians living with epilepsy,³ to create calmer waters through which they can safely navigate their physical journey with the disease.

To learn more about the potentially life-threatening injuries sustained by those living with epilepsy, tee up an interview today with:

EXPERTS	
Dr Kaitlyn Parratt	Consultant neurologist & epileptologist, Royal Prince Alfred Hospital & Sharp Neurology, SYDNEY
Prof Ernest Somerville	Neurologist, epileptologist, Director, Comprehensive Epilepsy Service, Prince of Wales Hospital & Professor, University of New South Wales, SYDNEY
A/Prof Wendyl D'Souza	Neurologist, epileptologist & epidemiologist, St Vincent's Hospital, MELBOURNE
Prof Terence O'Brien	Professor of Medicine (Neurology) & Head, Department of Neuroscience & Central Clinical School, Monash University, MELBOURNE
PATIENT ADVOCACY GROUP REPRESENTATIVES	
Carol Ireland	CEO & Managing Director, Epilepsy Action Australia, SYDNEY
Graeme Shears	Chief Executive Officer, Epilepsy Foundation, MELBOURNE
Helen Whitehead	Chief Executive Officer, Epilepsy Queensland, BRISBANE
Fiona Allardyce	Chief Executive Officer, Epilepsy ACT & epilepsy advocate, CANBERRA
Wendy Groot	Chief Executive Officer, Epilepsy Tasmania & Chair, Epilepsy Australia, HOBART
Robyn Wakefield	Chief Executive Officer, Epilepsy Centre (SA & NT) & Board Member Epilepsy Australia, ADELAIDE
Emma Buitendag	Chief Executive Officer, Epilepsy WA, PERTH
AUSTRALIANS LIVING WITH EPILEPSY	
Amy, 20	Passionate cellist & Sydney Conservatorium of Music student living with epilepsy, SYDNEY
Phill, 35	CEO & water-sports enthusiast who broke both shoulders during a seizure, SYDNEY
Georgia, 19	Nursing student who experienced an initial seizure during her final high school exams, SYDNEY
Chelsea, 21	University student whose strong support system helps her manage her epilepsy, MELBOURNE
Lisa, 39	Avid writer who was diagnosed with epilepsy after a brain haemorrhage, BRISBANE
Matt, 30	Father & graphic designer whose epilepsy continues to limit his career potential, GOLD COAST
Brae, 22	AFL & gold detecting enthusiast whose epilepsy put his plumbing career on hold, HORSHAM, VIC
Hayley, 49	Epilepsy support counsellor who has lived with the condition for 14 years, PERTH
DIGITAL MEDIA KIT + VISION	Digital media kit – www.epilepsymediakit.com.au Broadcast vision available for download – https://vimeo.com/400152677/f254845227
INTERVIEWS	Kirsten Bruce, Holly Hamilton Green or Bella Poidevin, VIVA! Communications 02 9968 3741 or 0401 717 566 / 0434 799 839 / 0423 041 631

Purple Day is a Registered Trademark of The Anita Kaufmann Foundation.

References

1. Parratt, K. and W. d'Souza People with epilepsy; sailing against the wind. Medical Journal of Australia *InSight*, 2020.
2. Tan, M., et al., Risk factors for injury in a community-treated cohort of patients with epilepsy in Australia. *Epilepsia*, 2019. 60(3): p. 518-526.
3. Deloitte Access Economics, *The economic burden of epilepsy in Australia, 2019-2020*. 2020.