

**avma**

action *against* medical accidents

25 years promoting patient safety and justice



**Help people harmed by medical errors and  
make healthcare fairer and safer for us all**

**SUPPORT ACTION AGAINST MEDICAL ACCIDENTS'  
25TH ANNIVERSARY APPEAL**

**HELP AvMA MAKE A REAL DIFFERENCE IN OUR 25TH YEAR AND THE NEXT 25!**

## Here's WHY:

Action against Medical Accidents (AvMA) is the only charity specifically supporting people affected by medical accidents and working for better patient safety and justice when things do go wrong. Few people recognise the importance of our work until they or someone close to them has been affected. Yet every day people's lives are devastated by avoidable errors in healthcare. These include infections such as MRSA; birth related injuries; errors in surgery; medication errors and mis-diagnosis. To add insult to injury, many people also experience cover up or denial, and unfair barriers to getting to the truth and access to justice.

Because of limited awareness of the scale and human impact of medical accidents and barriers to justice AvMA finds it much harder to fundraise than other good causes such as cancer, children's and disability charities. We receive very little financial support from Government. However:

- official estimates of the rate of medical accidents are about 1 in 10 hospital admissions (not including infections such as MRSA).
- it is estimated that there are up to 20,000 avoidable deaths each year in the NHS in England alone and many, many more patients are seriously injured by the very service they most trust and hold dear.
- many patients or families never hear that a medical accident or error has affected them – in a recent survey nearly a quarter of NHS trusts admitted to not routinely informing patients.
- yet less than 6,000 people whose lives have been devastated by medical accidents choose to or are able to make a claim compensation for clinical negligence in England each year, and only about half are successful. In Wales it is similar. In Scotland and Northern Ireland, justice is even harder to achieve.



**"It was good to receive clear and compassionate communication – something we feel has been sorely missing in our ordeal" Client**



**"if it were not for AvMA's goodwill, I might never have found out what happened to my dad" Client**





**AvMA is small, employing the equivalent of 20 full time staff. Every pound you donate to AvMA is much needed and can really make a difference. For example:**

- £25 pays for 10 of our self-help packs, full of important information to help individuals and families facing the trauma of what to do following a medical accident.
- £250 pays for the training of staff and volunteers (some of whom have suffered medical accidents themselves) to be able to provide well-informed and sympathetic responses on our free Helpline – when people most need help and support through the medical and legal maze and trauma.
- £2,500 covers the cost of a workshop to help up to 15 people deal with the emotional trauma of medical accidents and the aftermath, or the cost of maintaining a contacts register to put people in touch with each other for mutual support.
- £25,000 pays for employing one of our caseworkers with nursing or medical experience and trained in medico-legal issues to provide our specialist casework service – a godsend to those needing to understand the medical and medico-legal issues and deal with health providers on a more equal footing.
- £250,000 raised overall provides a solid platform for the charity to develop its activities over the next two years, making systems fairer and healthcare safer – a direct benefit to you and your family.

**“ Without AvMA, people who suffer medical accidents would not have a voice to influence practice and policymaking” Frances Blunden, WHICH?**



**“ Your assessment and advice was impartial, plausible and wholly credible...we shall be forever grateful for your positive assistance” Client**



**“ Thank you for your very thorough letter. Part of me feels as though a weight is beginning to be lifted” Client**



## Here's HOW:

- Sponsor one of our supporters who are doing sponsored events to raise money for AvMA (such as a parachute jump; marathon runners; bike rides etc). Better still, take part or organise an event yourself!
- If your organisation or group is thinking of doing something fun to raise money for charity (for example a 'dress down Friday'; golf day; charity ball; sponsored event; raffle) contact us for free help in making your event a success.
- Make a donation. Either online at [www.avma.org.uk](http://www.avma.org.uk) or ask us for a donation form for a one off donation or standing order.
- Register yourself as a 'Friend of AvMA' – you will receive regular updates, newsletters, invitations to events, be able to use our online discussion forum and have the satisfaction of being part of a growing movement of people supporting better patient safety and justice.

## In its first 25 years AvMA has achieved a lot:

- We have provided advice and support to around 100,000 people affected by medical accidents.
- We have helped get patient safety recognised as a pressing priority, and bodies such as the National Patient Safety Agency to be created.
- We have fostered an improved culture where more doctors are prepared to give honest, objective expert evidence in clinical disputes and developed a panel of solicitors who we can rely on for expertise and integrity.
- We have made sure that the experience and insight of patients is taken account of by policy makers.
- See our annual report for more details!

**However, much more remains to be done  
and with your help we can make it happen!**

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## Contact details:

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**25 YEARS PROMOTING PATIENT SAFETY AND JUSTICE**

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