

# THE EASTER SEAL SOCIETY

"FOR PEOPLE WITH DISABILITIES"



of Central Maryland

3700 4th STREET

BALTIMORE, MARYLAND 21225

TELEPHONE: 355-0100

If you are going to have a serious accident....

You are better off having it in Baltimore !!

In Baltimore 8 out of 10 multiply-injured highway accident victims used to die: now, 8 out of 10 live !!

Thanks to Maryland's world-famous Emergency Medical System -- We call it "Shock Trauma" -- Many of your friends, family, and fellow employees are alive and alert today.

It is the job of the Easter Seal Society to work with the 8 in 10 who live. Today, the Easter Seal Society, through its "CENTER FOR LIVING" works with these determined survivors. Our job is to help them pull their new lives completely together: live with themselves, their families, their old or new job.

We're winning at our job, but... our "CENTER FOR LIVING" needs help !!  
-- Lots of It -- !!

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YOU ARE CORDIALLY INVITED TO ATTEND THE RAMADA INN - EASTER SEAL CASINO NIGHT ON FEBRUARY 23, 1982 AT THE SECURITY BOULEVARD RAMADA INN.

From 7:00 to 7:30 P.M. you will have the opportunity to educate yourself on the games being played during the evening. A cash bar will be open during the course of the entire evening. All proceeds will be going directly to the Easter Seal Society. (Casino starts at 7:30 P.M.)

For one night The Ramada Inn will glitter with the atmosphere of the world's greatest casinos: Black Jack, Roulette, and Craps, plus a "Wheel of Fortune."

You will receive chips worth \$25,000 (a \$15 value) at the door. (A charitable tax deduction). After that it's up to you. Play it cool. Risk it all. At the end of the evening there will be a drawing on fabulous gifts. Regardless, if you lose your fortune, you will have a chance to win on a drawing of prizes. All money will be given to the programs of the Easter Seal Society of Central Maryland.

We hope you can be a part of the excitement!! See you there!! If you have any questions regarding this event, please call Mitch Stoller at 355-0100.

*Serving the Physically Handicapped  
of Greater Baltimore*

*emph. not Shock Trauma - but trauma victims statements*

SHOCK TRAUMA AND EASTER SEALS: A JOINT VENTURE IN RECOVERY

*science + est EMS systems*

Shock Trauma recoverees are the miracles of modern science. In the past three years, 819 people have experienced head and spinal cord injuries; 575 have survived. Shock Trauma claims an 82% survival rate. These multiply injured patients are a new and unique population segment. Medical pioneers have brought these shock trauma victims back from the reality of death and with dramatic medical procedures have made physical recovery possible when it seemed impossible.

*trauma - more than head + spinal cord.*

The State of Maryland has adequate physical rehabilitation services for the Shock Trauma recoveree. However, there are no programs which address other key human needs of the trauma patient. Adjustment to a disabled and oftentimes disfigured body demands a strong support system. Suicide, mental disturbances, chronic depression and family breakdown all attest to past lack of support in this total readjustment process.

*the Maryland Institute for Emergency Medical Services Systems*

The Easter Seal Society and Shock Trauma are in joint effort to meet these social adjustment needs of the Shock Trauma recoveree. The Easter Seal Society has established a Center for Living that provides the emotional, social and educational support structures needed for the recoveree's successful re-entry into society. Objectives include helping the recoveree deal with his new identity and body image, relearn social skills and interactional behavior, maximize communication abilities and test new role functioning. Services are extended to the recoveree's family who are also impacted by the trauma.

*+ MIESS have*

*trauma*

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The Center for Living is designed to serve physically restored multiple trauma patients who need a variety of social, emotional, educational, and job re-entry skills to insure their readjustment and maintenance in the mainstream of society. With the availability of these supports the need to institutionalize the Shock Trauma recoveree will be lessened.

Easter Seals wants to complete the miracle sparked in the Shock Trauma *Center* Unit; to place a totally recovered person back into society. The Center for Living needs community support. We encourage Baltimore Area Clubs and Organizations to sponsor a special event so that we can extend our services to the Shock Trauma recoverees on our waiting list. For further information on the Shock Trauma Program and your Club's involvement, please contact the Easter Seal Society, 3700 4th St., Baltimore, Maryland 21225 (301) 355-0100

Date

Dear Club President:

Enclosed is a brief description of the Easter Seal Shock Trauma Recovery Program. Easter Seals is actively involved in providing total recovery for the Shock Trauma victim.

We need the help of your club. By sponsoring a special event: i.e. dance, dinner, play, fair, bingo, etc., you can provide the dollars needed to reach Shock Trauma recoverees on our waiting list.

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Sincerely,

Carol A. O'Connor  
Public Education

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Dear Editor:

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Public awareness of the Easter Seal Shock Trauma Recovery Program is dependent on media exposure. We would appreciate consideration of the enclosed descriptive paper for appearance in your publication.

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# Facts about Easter Seals...

**world's oldest and largest voluntary agency providing direct services to people with disabilities.**



1980 National Easter Seal Child, Jeanette Alvarado, receives therapy to counteract the effects of spina bifida at the Bexar County (Texas) Easter Seal Center in San Antonio.

The National Easter Seal Society, whose origin dates back to 1919, pioneered in identifying needs of physically handicapped people and in providing rehabilitation services.

Last year Easter Seal societies across the country provided services to 453,811 individuals. The Society also continued its role as a leading advocate for the rights of handicapped citizens.

## Rehabilitation

Easter Seal services are delivered through 1,124 state and local affiliates across the country. These services—tailored to meet existing community needs—include physical, occupational, and speech therapy; audiological training; vocational counselling; speech, hearing, physical, and vocational evaluation; counselling and screening; home and sheltered employment; special education programs; social clubs; day and residential camping; transportation; referral and follow-up.

Easter Seal centers treat people with disabilities due to any cause: cerebral palsy, muscular dystrophy, multiple sclerosis, stroke, speech and hearing disorders, amputation, blindness, accidents, arthritis, or birth defects.

## Advocacy

As an advocate for equal rights of people with disabilities, the Easter Seal Society works with federal, state, and local governments to improve the environment for handicapped citizens. Through its governmental affairs office in Washington, D.C., the Society maintains contacts with federal agencies, responds to legislators' requests for information, and presents testimony before Congressional committees.

The Society also conducts educational programs for parent and self-help groups, businessmen, educators, and volunteers, which are aimed at eliminating environmental and attitudinal barriers and creating recognition for the capabilities of handicapped people.

## Research

The Easter Seal Research Foundation awards grants to finance investigation into the causes of disabling conditions or into the rehabilitation of disabled people. The Foundation also assists Easter Seal affiliates in undertaking their own service-related research and encourages them to join with a university or medical school in collaborative research projects.

In general, the Foundation finances initial exploration of promising ideas or small pilot studies to the point where they can generate other funding sources.

Grants totalling more than \$4 million have been made to researchers at universities, medical schools, hospitals, and other research institutions since 1956.

## Education

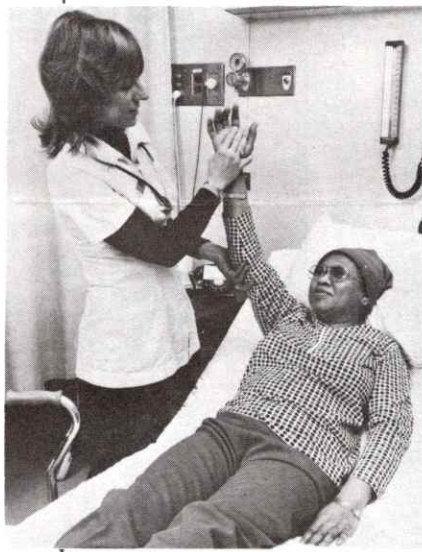
The National Easter Seal Society's Information Center maintains a comprehensive collection of resource material for consumers, students, and professionals on subjects ranging from counselling, education, and therapy to housing, recreation, and travel for disabled people.

In addition to its reference collection, the Information Center also produces and distributes an extensive list of helpful, free, or low-cost books and pamphlets.

Titles of available materials are listed in a free publications catalog. They cover such areas as activities of daily living, barrier-free design, learning disabilities, recreation, safety, sexual adjustment, social/psychological aspects, speech and hearing, stroke and vocational/employment aspects.

The Center's resources are open to the public for on-site use, or through mail or phone inquiry.

The Center also publishes a professional journal, *Rehabilitation Literature*, containing original articles, abstracts, and re-



views. Issued ten times a year, the journal provides a source of current bibliographies and reprints on rehabilitation topics.

The National Easter Seal Society's professional education program includes scholarships for graduate study in speech pathology and audiology.

A public education project begun by the National Society in 1975—"National Handicapped Awareness Week"—has been increasingly successful in generating public recognition of the abilities of handicapped people and gaining support for the elimination of barriers.

## Organization and Funding

Easter Seal Societies at the national, state, and local level are governed by volunteer boards of directors. In addition, some 800,000 volunteers assist the professional staff in fund-raising, transportation of clients, camp counselling, and numerous other tasks.

Easter Seal services are supported by contributions, legacies, special gifts, grants, fees, contracts and bequests.

More than 95 percent of all revenue is retained within the state in which it is raised. Last year, 79.5 percent of expenditures went for direct services, research, health education, and professional education and training.