**<Candidate name> becomes ‘Rehab Champion’ and vows to ensure everyone’s right to rehabilitation is realised**

[Candidate name] has today pledged to become a Rehab Champion and do everything [he/she] can to ensure that every constituent of [constituency name] has their right to rehab realised.

Rehabilitation has long been seen as a Cinderella service, chronically underfunded and understaffed, but in recent years its importance has dramatically grown. With an ageing population, and people living with multiple long-term conditions, it is rehabilitation that helps people add life to years and years to life following illness or injury. The Covid pandemic is just one vivid example where rehab need has been so clearly demonstrated, with thousands needing support with Long Covid.

On top of that, with hospitals struggling to cope with the influx of patients, it is rehab that enables a speedier discharge home, and helps reduce the chance of those patients needing to be readmitted because rehab was not available at or closer to home.

As a Rehab Champion [candidate name] pledges to:

* Commit to rehabilitation as an equal pillar of health care to medicines and surgery
* Improve access to high quality community rehabilitation services for all
* Support an expansion of the rehabilitation workforce in the community including physiotherapists, support workers, allied health professions, and exercise professionals.

[candidate name] said: “Right now, across [constituency name] there are thousands of people in need of rehabilitation services, yet it is still a postcode lottery as to whether they are receiving them, or able to access them with ease.

“This must change, and that’s why today I am committing to making sure that everyone’s right to rehab is realised. It is vital that the NHS is equipped with the space, staff and skills to deliver rehabilitation both in hospital and the community. By working to make sure this happens, we can help alleviate some of the biggest challenges facing our valuable NHS.”

Welcoming [candidate name’s] decision, Sara Hazzard, assistant director at the Chartered Society of Physiotherapy and co-chair of the Community Rehabilitation Alliance said:

“I am delighted that [candidate name] has taken the bold step to become a rehab champion. It is essential that we support people with long-term conditions or following a serious injury or accident to access the rehabilitation they need to return to family, work or the hobbies they love.

“By 2035 2/3 of adults will be living with multiple long-term conditions. By becoming a rehab champion [candidate name] is demonstrating that rehab is as important as medicines and surgery and as such, must be at the centre of future NHS planning and delivery.”

----ENDS---

**Notes to editors**

* Rehab Champions are the idea of the Chartered Society of Physiotherapy (CSP), which represents 65,000 physiotherapists across the UK
* The Community Rehabilitation Alliance (CRA) is convened and co-chaired by the CSP and is a coalition of more than 60 health and care charities and professional bodies, all committed to furthering the provision and profile of rehabilitation.
* The CSP and CRA conducts its activity under the Right to Rehab campaign, which uses the hashtag #Righttorehab across social media.
* For more information on the Right to Rehab campaign contact Brynnen Ririe at [communityrehab@csp.org.uk](mailto:communityrehab@csp.org.uk).   
    
  **Key rehabilitation statistics**
* Treatment and care for people with long-term conditions costs £7 in every £10 of the total spent on health and social care, accounting for 50% of all GP appointments and 70% of hospital bed days.
* People of working age with a long-term condition are twice as likely not to work.
* Rehabilitation can reduce the risk of a further stroke by 35% and enable people to regain function and independence but only 32% get what is recommended.
* Falls are a large cause of emergency hospital admission, with 23% of calls to 999 due to falls. Fracture Liaison Services (FLS) are a cost-effective model that delivers a return on investment of £3.26 for every £1 invested by reducing admissions and bed days.
* Chronic Obstructive Pulmonary Disease (COPD) exacerbations are the 2nd largest cause of emergency hospital admissions. Rehabilitation reduces admissions by 14% and hospital bed days by 50% but less than 40% of eligible people are offered it.
* Cardiovascular disease accounts for 1 million hospital admissions per year, 100 000 of these are due to heart attacks. Rehabilitation prevents the progression of cardiovascular disease (CVD) and heart attacks. Yet only 50% of eligible patients receive it. There would be 50 000 fewer hospital admissions if access was 85%.