

AUT University: National Institute for Stroke and Applied Neuroscience

Media Activity Summary

Traumatic Brain Injury NZ Incidence / BIONIC, Lancet Publication

INTERNATIONAL MEDIA

- **The Australian**, 22 November 2012, (*print and online*)

NZ brain injuries at 'epidemic' levels

THE incidence of traumatic brain injuries in New Zealand is at "epidemic proportions", according to an Auckland scientist who found someone suffers such an incident every 15 minutes.

<http://www.theaustralian.com.au/news/breaking-news/nz-brain-injuries-at-epidemic-levels/story-fn3dxix6-1226521883114>

- **ABC News Australia**, 23 November 2012 (*broadcast radio and online*)

NZ researchers say brain injuries underestimated

Researchers in New Zealand say traumatic brain injury has reached epidemic proportions there and has most likely been greatly underestimated in other countries.

Online article: <http://www.abc.net.au/pm/content/2012/s3639788.htm>

Audio: <http://mpegmedia.abc.net.au/news/audio/pm/201211/20121123-pm8-braintrauma.mp3>

- **Radio Australia**, 26 November 2012, (*broadcast radio and online*)

Mild brain injury New Zealand's hidden curse

Researchers in New Zealand say traumatic brain injury has reached epidemic proportions there and has most likely been greatly underestimated in other countries.

<http://www.radioaustralia.net.au/international/2012-11-26/mild-brain-injury-new-zealands-hidden-curse/1051998>

- **The Journal – Ireland**, 22 November 2012 (online)

Global traumatic brain injury rates could be six times higher than thought – study

A New Zealand study has shown that mild brain injury could be more prevalent than previously believed.

<http://www.thejournal.ie/global-traumatic-brain-injury-rates-could-be-six-times-higher-than-thought-study-683302-Nov2012/>

- **The French Tribune**, 22 November 2012 (*online*)

Brain Injury Cases Higher than Strokes or Heart Attacks, reveals Study

Study ran by experts in the Waikato has concluded that the cases of traumatic brain injuries (TBI) are higher in the region as compared to the figures of stroke or heart attacks.

<http://frenchtribune.com/teneur/1214596-brain-injury-cases-higher-strokes-or-heart-attacks-reveals-study>

- **The Lancet Neurology**, 22 November 2012 (*print and online*)

Incidence of traumatic brain injury in New Zealand: a population-based study

Traumatic brain injury (TBI) is the leading cause of long-term disability in children and young adults worldwide. However, accurate information about its incidence does not exist. We aimed to estimate the burden of TBI in rural and urban populations in New Zealand across all ages and TBI severities.

[http://www.thelancet.com/journals/laneur/article/PIIS1474-4422\(12\)70262-4/fulltext](http://www.thelancet.com/journals/laneur/article/PIIS1474-4422(12)70262-4/fulltext)

- **Neuro News, United Kingdom**, 26 November 2012 (*online*)

Worldwide incidence of traumatic brain injury could be six times higher than previous estimates

The first study to estimate rates of traumatic brain injury (TBI), without relying on official figures, has suggested that the worldwide incidence of TBI could be six times higher than previously estimated.

<http://www.cxvascular.com/nn-latest-news/neuro-news---latest-news/worldwide-incidence-of-traumatic-brain-injury-could-be-six-times-higher-than-previous-estimates->

- **Medical News.net**, 23 November 2012 (*online*)

Official stats underestimate brain injury

A population-based study suggests that the true incidence of traumatic brain injury (TBI) is about sixfold higher than official figures state.

<http://www.news-medical.net/news/20121123/Official-stats-underestimate-brain-injury.aspx>

- **Serious Injury Law, United Kingdom, 22 November 2012 (online)**

New Zealand 'experiencing epidemic of brain injuries'

The number of people in New Zealand who are becoming victims of brain injuries has reached such a high level that it has now been described as an epidemic in the country.

<http://www.seriousinjurylaw.co.uk/news/Brain-Injury-News/article/801493442/New-Zealand-experiencing-epidemic-of-brain-injuries.php>

- **Research Gate, 22 November 2012 (online)**

Incidence of traumatic brain injury in New Zealand.

Traumatic brain injury (TBI) is the leading cause of long-term disability in children and young adults worldwide. However, accurate information about its incidence does not exist.

<http://www.researchgate.net/publication/233767632> Incidence of traumatic brain injury in New Zealand a population-based study

- **Eureka Alert, 21 November 2012, (online)**

Worldwide incidence of traumatic brain injury could be six times higher than previous estimates

"Our estimates are the first to include more mild cases of TBI that are not usually treated in hospital and, thus, are often overlooked in official estimates," explains Professor Valery Feigin, who heads AUT University's National Institute for Stroke and Applied Neurosciences in New Zealand and led the research.

http://www.eurekaalert.org/pub_releases/2012-11/l-wio112012.php

- **Brain Injury Solicitors, 22 November 2012 (online)**

New Zealand 'experiencing epidemic of brain injuries'

The number of people in New Zealand who are becoming victims of brain injuries has reached such a high level that it has now been described as an epidemic in the country.

<http://braininjurysolicitors.org/?p=769>

- **News.com.au, Australia, 22 November 2012 (online)**

NZ brain injuries at 'epidemic' levels

THE incidence of traumatic brain injuries in New Zealand is at "epidemic proportions", according to an Auckland scientist who found someone suffers such an incident every 15 minutes.

<http://www.news.com.au/breaking-news/world/nz-brain-injuries-at-epidemic-levels/story-e6frfkui-1226521883114>

- **Canberra Times, Australia, November 22, 2012**

NZ brain injuries at 'epidemic' levels

The incidence of traumatic brain injuries in New Zealand is at "epidemic proportions", according to an Auckland scientist who found someone suffers such an incident every 15 minutes.

<http://www.canberratimes.com.au/world/nz-brain-injuries-at-epidemic-levels-20121122-29rsd.html>

- **Herald Sun, Australia, 22 November 2012 (online)**

NZ brain injuries at 'epidemic' levels

THE incidence of traumatic brain injuries in New Zealand is at "epidemic proportions", according to an Auckland scientist who found someone suffers such an incident every 15 minutes.

<http://www.heraldsun.com.au/news/breaking-news/nz-brain-injuries-at-epidemic-levels/story-e6frf7k6-1226521883114>

- **Brisbane Times, Australia, 22 November 2012 (print and online)**

NZ brain injuries at 'epidemic' levels

The incidence of traumatic brain injuries in New Zealand is at "epidemic proportions", according to an Auckland scientist who found someone suffers such an incident every 15 minutes.

<http://www.brisbanetimes.com.au/world/nz-brain-injuries-at-epidemic-levels-20121122-29rsd.html>

- **Perth Now, Australia, 22 November 2012 (online)** NZ brain injuries at 'epidemic' levels

NZ brain injuries at 'epidemic' levels

THE incidence of traumatic brain injuries in New Zealand is at "epidemic proportions", according to an Auckland scientist who found someone suffers such an incident every 15 minutes.

<http://www.perthnow.com.au/news/breaking-news/nz-brain-injuries-at-epidemic-levels/story-e6frg13l-1226521883114>

- **Western Australia Today, 22 November 2012 (online)**

NZ brain injuries at 'epidemic' levels

The incidence of traumatic brain injuries in New Zealand is at "epidemic proportions", according to an Auckland scientist who found someone suffers such an incident every 15 minutes.

<http://www.watoday.com.au/world/nz-brain-injuries-at-epidemic-levels-20121122-29rsd.html>

NEW ZEALAND MEDIA

- **3News, 6pm news, 22 November 2012** (*broadcast TV and online*)

Traumatic brain injury - New Zealand's 'silent epidemic'

After being grossly underestimated for years, New Zealand's rate of traumatic brain injury (TBI) is at "epidemic proportions", according to a new study.

Online article: <http://www.3news.co.nz/Traumatic-brain-injury---New-Zealands-silent-epidemic/tabid/423/articleID/277703/Default.aspx>

Video: <http://www.3news.co.nz/Traumatic-brain-injury---New-Zealands-silent-epidemic/tabid/309/articleID/277703/Default.aspx>

- **TVNZ, Breakfast show, 23 November 2012** (*broadcast TV and online*)

ACC urged to improve for brain injury victims

Labour says ACC should investigate the implications of a recent Lancet report on brain injury and make appropriate changes to their programmes and approaches.

<http://tvnz.co.nz/national-news/acc-urged-improve-brain-injury-victims-5234596>

- **The Listener, 8 December 2012, (print)**

Mind your head

Research led by Professor Valery Feigin at AUT University and published in Lancet has estimated there are more than 36,000 new traumatic brain injuries (TBIs) in New Zealand each year. "This means one new TBI happens every 15 minutes, far more than the number of new heart attacks and greater than five times the number of new strokes," says Professor Feigin.

- **Radio NZ, 22 November 2012** (*broadcast radio and online*)

NZ brain injury epidemic discovered

The incidence of traumatic brain injuries in New Zealand is at "epidemic proportions", according to a scientist who found someone suffers such an incident every 15 minutes.

<http://www.radionz.co.nz/news/national/121573/nz-brain-injury-epidemic-discovered>

- **Radiolive**, 23 November 2012 (*broadcast radio*)

Compere Patterson reports that traumatic brain injuries have reached an all-time high in New Zealand. Auckland Brain Injury Association [sic] manager Steve Jenkins lists a number of ways in which people can incur a traumatic brain injury. Jenkins notes that a number of these injuries go 'undetected'. He stresses that when someone injures their head it is a 'brain injury'. He wants to see the term 'head injury' 'dropped altogether'. Jenkins finds that a number of young people do not approach his organisation about a brain injury when it occurs. He laments the 'general lack of awareness' about the seriousness of a brain injury. Jenkins notes that brain injury rehabilitation is 'relatively expensive'. He comments that such costs are primarily covered by ACC.

- **NZ Herald**, 22 November 2012 (*print and online*)

'Epidemic' of brain injuries in NZ - study

The number of New Zealanders with traumatic brain injuries has reached "epidemic levels", with a new injury occurring on average every 15 minutes, a world-first study has revealed.

http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10849270

- **Stuff.co.nz**, 22 November 2012 (*online*)

Brain injuries out-rate strokes, heart attacks

A study in the Waikato has found that traumatic brain injuries (TBI) are far more common than previously thought.

<http://www.stuff.co.nz/national/health/7985780/Brain-injuries-outrate-strokes-heart-attacks>

- **Science Media Centre NZ**, 23 November 2012 (*national newswire, enewsletter, and online*)

Traumatic brain injury rates underestimated – NZ study

Worldwide incidence of traumatic brain injury could be six times higher than previous estimates, according to new research based on a New Zealand sample.

<http://www.sciencemediacentre.co.nz/2012/11/23/traumatic-brain-injury-rates-underestimated-nz-study/>

- **Yahoo News NZ**, 22 November 2012 (*online*)

NZ brain injuries at 'epidemic' levels

The incidence of traumatic brain injuries in New Zealand is at "epidemic proportions" according to an Auckland scientist who found someone suffers such an incident every 15 minutes. The study, published in international medical journal The Lancet, estimates more than 36,000 new traumatic brain injuries occur in New Zealand each year.

<http://nz.news.yahoo.com/a/-/top-stories/15443975/nz-brain-injuries-at-epidemic-levels/>

- **NZ Doctor**, 23 November 2012 (*enewsletter and online*)

Brain injury incidence at 'epidemic proportions'

The number of people with traumatic brain injuries in New Zealand is at "epidemic proportions", according to the lead investigator of a study published today in The Lancet.

<http://www.nzdoctor.co.nz/news/2012/november-2012/22/brain-injury-incidence-at-%E2%80%98epidemic-proportions%E2%80%99.aspx>

- **Health Research Council**, 22 November 2012 (*online and newsletter*)

Traumatic brain injury stats worse than thought

An HRC-funded study to estimate rates of traumatic brain injury (TBI) suggests the worldwide incidence of TBI could be six times higher than previously estimated.

<http://www.hrc.govt.nz/news-and-media/news/traumatic-brain-injury-stats-worse-thought>

- **95BFM**, 23 November 2012 (*broadcast radio and online*)

Don't Come At Me Bro, I Don't Want To Have Serious Long Term Side-Effects Such As Dementia, Strokes And Memory Loss

Professor Valery Feigin, Director of the National Institute for Stroke and Applied Neuroscience at AUT, speaks with Caitlin McIlhagga about the preliminary findings of the Brain Injury Outcomes New Zealand In the Community. The study shows traumatic brain injury in New Zealand is at epidemic rates, which has serious repercussions long after the initial injury.

Online newsbrief: <http://95bfm.com/default,208796.sm>

Audio: <http://95bfm.com/assets/sm/208796/3/ValeryFeigin.mp3>

- **Gisborne Herald**, 24 November 2012 (*print*)

Brain injury epidemic

Julie Preston can't remember the crash that left her with a traumatic brain injury, as well as ripped muscles, broken ribs, a punctured lung, cut spleen and fractured pelvis. The 58-year-old mother was on her way to a night out at Auckland's SkyCity casino when a car skidded through a junction, smashed into her vehicle and sent it into a 360-degree spin.

- **Waikato Times**, 23 November 2012 (*print*)

Brain injuries rife in NZ - research

Kiwi kids have an alarming rate of head injuries, with car crashes and assaults most likely to blame, new research shows. The Waikato-based study, published yesterday in the international medical journal *The Lancet*, also says the number of people with traumatic brain injuries in New Zealand is at "epidemic proportions".

- **Otago Daily Times**, 23 November 2012 (*print*)

Brain injury epidemic' in NZ: research

The number of New Zealanders with traumatic brain injuries has reached "epidemic levels", a new injury occurring on average every 15 minutes, a world-first study has revealed. The number is significantly higher than in other developed countries, and children, young adults, men, Maori, and rural inhabitants are most at risk of sustaining one, Auckland researchers found.

- **The Dominion Post**, 23 November 2012 (*print*)

Brain injuries common in NZ

Kiwi children have an alarming rate of head injuries, with car crashes and assaults most likely to blame, new research shows. The Waikato-based study, published yesterday in the international medical journal *The Lancet*, also says the number of people with traumatic brain injuries in New Zealand is at "epidemic proportions".

- **Manawatu Standard**, 23 November 2012 (*print*)

Brain injuries common

Kiwi children have an alarming rate of head injuries, with car crashes and assaults most likely to blame, new research shows. The Waikato based study, published yesterday in the medical

journal The Lancet, also said the number of people with traumatic brain injuries in New Zealand was at "epidemic proportions.

- **The Daily Post, Rotorua, 23 November 2012 (*print*)**

NZ brain injuries a silent epidemic

The number of New Zealanders with traumatic brain injuries has reached "epidemic levels", with a new injury occurring on average every 15 minutes, a world-first study has revealed. The number is significantly higher than in other developed countries, and children, young adults, men, Maori and rural inhabitants are most at risk of sustaining one, Auckland researchers found.

- **Wairarapa Times Age, 23 November 2012 (*print*)**

NZ brain injuries a silent epidemic

The number of New Zealanders with traumatic brain injuries has reached "epidemic levels", with a new injury occurring on average every 15 minutes, a world-first study has revealed.

- **Wanganui Chronicle, 23 November 2012 (*print*)**

NZ brain injuries a silent epidemic

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- **Hawkes Bay Today, 23 November 2012 (*print*)**

Brain injury epidemic

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- **Northern Advocate, 23 November 2013 (*print*)**

NZ brain injuries a silent epidemic

Study finds new cases surpass heart attacks The number of New Zealanders with traumatic brain injuries has reached "epidemic levels", with a new injury occurring on average every 15 minutes, a world-first study has revealed.

- **Saturday Express, Blenheim Marlborough**, 01 December 2012 (*print*)

Unseen damage

silent epidemic angela crompton NEWS released last week that 36,000 brain injuries occur in New Zealand each year, was no surprise to Brain Injury Association members, says Marlborough brain injury liaison officer Diann Brett.

- **ACC Focus – Claimants Support Network**, 23 November 2012 (*online*)

Brain injury report puts heat on ACC

ACC should be instructed to investigate the implications of the recent Lancet report on brain injury and make appropriate changes to their programmes and approaches, Labour's ACC spokesperson Andrew Little says.

<http://accfocus.org/news-2/health-2/item/3336-brain-injury-report-puts-heat-on-acc.html>

- **NZ City News**, 23 November 2012 (*online*)

ACC's brain injury response under fire

ACC must investigate the implications of a report showing traumatic brain injuries in New Zealand have reached "epidemic proportions", Labour says.

<http://home.nzcity.co.nz/news/article.aspx?id=157660&fm=newsmain,nrhl>