We don’t hear enough about cerebral palsy, nor know enough about the condition. However, if you considered all the people in the US who have CP, we would be the 12th largest city in America.

CP is caused by damage to an infant’s brain; and creates movement disorders which last throughout a person’s life. One in five people with CP can’t speak. One in three can’t walk. One in two people live in chronic pain.

Over the past decade, there have been enormous advances in the world of medical research. However, people affected by cerebral palsy often find themselves facing a deeply fragmented system, a lack of awareness about their condition, and an inability to access appropriate therapies and interventions. Because of this, people with cerebral palsy often live lives which are significantly and unnecessarily compromised.

The Cerebral Palsy Foundation is focused on an aggressive growth strategy which will enable us to expand our already meaningful impact on the research, therapies and insights which improve lives. This is not a far off vision: CPF’s work is having an impact on lives today.

The following pages will take you through the initiatives, approach, and strategic plan which is driving our work for the next three years.

We invite you to become part of this important mission and to share the impact we are having.

Richard Ellenson
Chief Executive Officer
CP IS THE MOST COMMON PHYSICAL DISABILITY IN CHILDHOOD

Cerebral palsy is due to damage to the developing brain, either during pregnancy or shortly before birth. However, diagnosis is often delayed until after a child is 24 months old when brain plasticity (the ability of the brain to rewire itself to compensate for specific challenges) is already decreasing.

CPF is actively involved with medical institutions throughout the country with a sharp focus on addressing this urgent issue. Together we are advancing provider knowledge about the innovative tools which can detect developmental delay in this group of high risk infants. General Movements Assessment has the potential to achieve significant recognition of these issues as early as three months into a child’s life. We are currently launching a national pilot project to introduce this technique into key medical institutions within our Collaborative Network, to monitor results in trials, and to capture information so that we can replicate it on a broader scale.

This program will be conducted in three phases. Firstly we will provide training for doctors and allied health practitioners in tools available for early recognition of CP. We will then complete a pilot study of infants born with a high risk of CP and finally we will disseminate our findings through stakeholder workshops.

OUR GOAL
LOWER THE AGE WHEN WE RECOGNIZE CP AND THEREBY PROVIDE A GREATER CHANCE TO IMPROVE AN INDIVIDUAL’S LIFE

We Are Implementing Ways to Recognize CP Earlier

Brain plasticity is greatest during the first 12 months of life. Yet too often CP doesn’t get recognized until later on.

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We Are Advancing Healthcare for People with Disabilities

Today, women with disabilities receive shockingly substandard healthcare. In response, CPF is spearheading new initiatives to improve outcomes in breast health, gynecological care, and reproductive issues. Our work is changing how we define and address critical needs.

OUR GOAL

EMPOWER WOMEN TO DEMAND A BETTER STANDARD OF HEALTH CARE AND THE INFORMATION TO FINALLY DELIVER IT

THE FATALITY RATE FROM BREAST CANCER IS THREE TIMES HIGHER FOR WOMEN WITH DISABILITIES.*

There are many other areas where the results are nearly as shocking. The lack of accessibility in OB/GYN rooms as well as the fact that doctors routinely do not even mention the issue of pregnancy to women in their twenties, assuming – quite incorrectly – that it will not be a part of their lives, results in significant gynecological and social issues for so many women.

80% OF GRADUATES FROM MEDICAL SCHOOL HAVE NEVER EXAMINED A WOMAN WITH DISABILITIES.**

The condition of CP is complex and varied. It can range from minor control issues to devastating challenges across movement, balance, speech, and vision. Doctors who don’t specialize in CP are often poorly informed about how to approach issues or about potential interventions. CPF is aggregating and disseminating the knowledge that will drive change.


** Holder, Waldman and Hood in “Preparing Health Professionals to Provide Care to Individuals with Disabilities”, Int J Oral Sci 2009
DESIGN FOR DISABILITY
Fashion is designed to dazzle and shape perceptions. However, when it comes to individuals with disabilities, things so often fall flat. Most adaptive clothing is simply functional, not what you’d imagine on runways or in magazines. CPF is partnering with Fashion Institute of Technology, Pratt Institute and Parsons School of Design to change that. We are working with students and mentors to build insights and inspiration for fashions that can transform the fashion experience, and perceptions, for women with disabilities. And we partner with fashion icons such as Thom Browne and Derek Lam. Lastly, this year, CPF will announce a partnership with Rent the Runway to tag their offerings with thoughtful criteria targeted to address women’s needs across a variety of disabilities.

THE VIRTUAL CP CENTER
In a world where information about CP is fragmented and difficult to access, creating an efficient pathway to critical resources is of the utmost urgency. As such, CPF is creating a Virtual CP Center, a state of the art digital ecosystem designed to inform, connect and empower users, as well as support general practitioners in best practices. This project, leveraging the expertise of our world-renowned Scientific Advisory Council, will provide people and families with CP a means to get the insights and information they need in a manner that is accessible, comprehensive and easy to navigate.

BREAKTHROUGH TREATMENTS AND EARLY INTERVENTIONS
Perinatal white matter injury in premature birth is the predominant form of brain injury leading to CP. CPF is funding work at Johns Hopkins/Kennedy Krieger Institute which seeks to reduce neuroinflammation in premature newborns through the delivery of nano-medicine through the blood-brain barrier. Our support has allowed a multi-disciplinary team to focus on integration of this technology with day to day observation in the NICU and nursery.

THE PAIN PROJECT
The experience of pain is one of the most prevalent, poorly understood, and inadequately treated conditions in the medical world, particularly as it pertains to disabilities. Up to 70% of pediatric patients with CP experience pain on a monthly to weekly basis, resulting in significantly decreased quality of life. CPF recently held a high level international symposium on pain attended by dozens of the world’s experts. We are now creating the structure to address and improve understanding and approaches to this critical issue.

JUST SAY HI!” IN NYC SCHOOLS: INNOVATION IN INCLUSION
Inclusion in school settings is critical, but it’s also hard. Not accepting that fact minimizes the challenge – and often leads to failure. Inclusion requires not only the right attitudes, but also insights and tools to align diverse requirements. It takes a well defined and coordinated effort to make it happen. So CPF has partnered with the NYC Department of Education to leverage our powerful “Just Say Hi!” campaign in developing a vibrant program which is now being implemented in the pilot stage in NYC public schools.

We Are Improving Lives for People with CP
FIRST CPF DEFINES MOMENTS OF IMPACT IN THE LIVES OF PEOPLE WITH CP
CPF works closely with broad stakeholder groups to identify the critical moments across the lifespan where we can have measurable impact in improving lives. Once we define these priority areas, we aggregate and curate knowledge about appropriate interventions and therapies, as well as finding breakthroughs in the delivery of effective services.

NEXT WE DEVELOP INTERVENTIONS AND INSIGHTS TO ADDRESS THE MOST PRESSING ISSUES
CPF’s novel approach brings together our Scientific Advisory Council, which includes many of the country’s most highly-regarded medical professionals, with innovative thinkers in diverse areas such as technology and media. In doing so, we not only create novel relationships and breakthrough interventions, but also create a blueprint for delivering them in a manner which can be efficaciously scaled and shared.

WE THEN COLLABORATE WITH KEY INSTITUTIONS TO IMPLEMENT OUR APPROACHES
The diverse and fragmented ecosystem within the world of CP often keeps effective interventions from being delivered to patients. As such, CPF has built a robust Collaborative Network, including many of the nation’s leading medical institutions, to serve as our dissemination hub. This model allows active and iterative implementation of the work, and also creates a template to distribute it throughout our network and beyond.

CPF’S MEDIA PARTNERS HELP BUILD AWARENESS ABOUT CEREBRAL PALSY - AND CPF
It is not enough to develop great work. It needs to be shared and embraced. CPF’s campaigns are changing how the world perceives disabilities – and creating new opportunities to better support individuals with disabilities. Our videos are breaking down stereotypes and creating opportunities for engagement and open conversation: the first steps needed for change. Additionally our expert videos provide smart, usable information on very specific topics.

FINALLY WE TRACK OUR WORK TO ENSURE MEASURABLE IMPACT
CPF’s work responds specifically to unmet needs and addresses challenges within a complex environment. Launching this work, however, is only the beginning of our involvement. In every initiative, we work closely with all involved parties to ensure positive, short-term impact. In this way, CPF is ensuring our mission is truly met: empowering patients and informing medical practitioners about insights and interventions that can significantly improve lives for people with CP and related disabilities.

We Are Committed to Delivering Measurable Impact
The CPF Process, *Moments of Impact*, defines key times in lives of people with CP when a properly implemented intervention, or approach can change a future.
We are Changing the Way the World Sees Cerebral Palsy

Too often, people with CP don’t get the therapies and interventions they need at the moments they need them. As such, lives are significantly and unnecessarily challenged. The first step toward change is changing the way we look at disabilities.

CPF’s CONTENT IS REACHING MILLIONS OF PEOPLE ANNUALLY

“JUST SAY HI” CAMPAIGN

Our “Just Say Hi” campaign has attracted many world renowned individuals to share our message of inclusion and understanding by answering a simple question: “How do you start a conversation with someone who has disabilities?” By acknowledging an awkward hesitation that occurs far too often, we’re helping to eliminate it.

#JoinTheConversation.

CPF AND SPEECHLESS: A POWERFUL PARTNERSHIP

The new ABC sitcom Speechless, about a family and their teenage boy who has CP, is bringing an unprecedented level of attention to the world of disabilities. As they’ve done so, they’ve also partnered with CPF to get the details right and to gain knowledge about the condition and the many challenges surrounding CP. CPF is also using this partnership to help people with CP and their families get more of the information they need by providing dozens of powerful videos keyed to the themes in each episode, and released weekly right after an episode airs. It’s the sort of partnership we’ve all dreamed about.

INSIGHTS FROM EXPERTS

Our expansive video library, featuring the most prominent doctors and researchers in the field, is providing information and encouragement so desperately needed by families affected by cerebral palsy. These videos, viewed nearly 500,000 times in their first two months, are setting a new benchmark for how we can use modern communication to address the fragmentation and diverse challenges which have created problems for so many.

CPF IS DRIVEN BY A CLEAR VISION OF HOW WE CAN IMPROVE OUTCOMES FOR PEOPLE WITH CEREBRAL PALSY. HOWEVER, WE KNOW THAT SUCCESS RELIES ON HAVING THE BROADER WORLD SHARE OUR VISION. OUR DIVERSE AND DYNAMIC CONTENT INFORMS, EMPOWERS, INSPIRES - AND CREATES CHANGE.

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CPF is driven by a clear vision of how we can improve outcomes for people with cerebral palsy. However, we know that success relies on having the broader world share our vision. Our diverse and dynamic content informs, empowers, inspires - and creates change.

As such, CPF has created a unique and diverse body of communication to address the many challenges and changes needed to improve lives for people with cerebral palsy. Our “Just Say Hi” videos bring the powerful celebrity-driven communication that creates awareness. And our “Insights from Experts” series informs doctors, patients, and caregivers about the many available supports and insights which can be implemented, often in a simple and efficient manner.

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We Are the Cerebral Palsy Foundation

RICHARD LEPER
Richard Lepere is Executive Director of Global Partnership at Sotheby’s, where he integrates luxury and fine art interests into the portfolio of assets across media, events and content. Prior to this, he co-founded the Luxury & Lifestyle division at Sotheby’s International Realty, a global real estate division of CQG Corporation. Lastly, he is a lifelong member of the Board of Governors of the National Center on Disability and Tourism.

SCIENTIFIC ADVISORY COUNCIL

Dr. RICHARD L. ROSENBAUM, MD
Dr. Richard L. Rosenbaum is Professor and Chairman of the Department of Neurology at Massachusetts General Hospital and Dean of the Faculty at Harvard Medical School. He is a past President of the American Academy of Neurology. Dr. Rosenbaum is the author of over 500 published scientific papers and is the recipient of numerous academic honors and distinctions. He is a past President of the American Academy of Neurology and the President of the North American Neurology Association.

Dr. NORMAN MULABEDIAN, MD
Norman Mulabedian, MD, is Executive Director of Movement Disorders at the Cleveland Clinic. He is also the Director of the Movement Disorders Center and a Professor of Neurology at the Case Western Reserve University School of Medicine. Dr. Mulabedian has served as a consultant to the FDA and is a member of the Executive Committee of the U.S. Neurology Society. He is a past President of the American Academy of Neurology and a former member of the board of directors of the American Academy of Neurology Foundation.

Dr. ROBERT K. REINERS, MD, PhD
Robert Reiners, MD, PhD, is the Chief of the Department of Neurology at the University of California, San Francisco, and the Director of the Center for Movement Disorders and Neurorestorative Therapy. He is a past President of the American Academy of Neurology and a former member of the board of directors of the American Academy of Neurology Foundation.

Dr. JAY W. SARGENT, MD
Jay Sargent, MD, is the Chief of Neuromuscular Medicine at the University of California, San Francisco, and the Director of the Center for Movement Disorders and Neurorestorative Therapy. He is a past President of the American Academy of Neurology and a former member of the board of directors of the American Academy of Neurology Foundation.

Dr. JOHN E. STARK, MD
John Stark, MD, is the Chief of Neurology at the University of California, San Francisco, and the Director of the Center for Movement Disorders and Neurorestorative Therapy. He is a past President of the American Academy of Neurology and a former member of the board of directors of the American Academy of Neurology Foundation.

Dr. JEREMY T. TELL, MD
Jeremy Tell, MD, is the Chief of Neurology at the University of California, San Francisco, and the Director of the Center for Movement Disorders and Neurorestorative Therapy. He is a past President of the American Academy of Neurology and a former member of the board of directors of the American Academy of Neurology Foundation.

Dr. DAVID T. THOMPSON, MD
David Thompson, MD, is the Chief of Neurology at the University of California, San Francisco, and the Director of the Center for Movement Disorders and Neurorestorative Therapy. He is a past President of the American Academy of Neurology and a former member of the board of directors of the American Academy of Neurology Foundation.

Dr. ANDREW Z. WEAVER, MD
Andrew Weaver, MD, is the Chief of Neurology at the University of California, San Francisco, and the Director of the Center for Movement Disorders and Neurorestorative Therapy. He is a past President of the American Academy of Neurology and a former member of the board of directors of the American Academy of Neurology Foundation.

Dr. JAMES E. WOODARD, MD
James Woodard, MD, is the Chief of Neurology at the University of California, San Francisco, and the Director of the Center for Movement Disorders and Neurorestorative Therapy. He is a past President of the American Academy of Neurology and a former member of the board of directors of the American Academy of Neurology Foundation.

Dr. PETER W. WICKERSHAM, MD
Peter W. Wickersham is an expert in the field of cerebral palsy and has been a member of the scientific advisory board of the National Cerebral Palsy Foundation. He has also served as a consultant to the FDA.

ZACH ANNER

Zach Anner is a comedian, Internet sensation, and voice actor. He was born with cerebral palsy and is best known for his role as Gino on the ABC sitcom Speechless. Zach has been a key figure in raising awareness and support for cerebral palsy research and advocacy.

MICAH FOWLER

Micah Fowler is an American actor and advocate. He was born with cerebral palsy and has become an advocate for people with disabilities through his work in both television and film.

JOSH BUELL

Josh Buehl is a comedian, actor, and writer who was born with cerebral palsy. He is known for his work on the Netflix series Disjointed and his stand-up comedy routines. Buehl has been an advocate for disability rights and has been involved in numerous awareness campaigns.

JAYDE COOPER

Jayde Cooper is an actress and disability rights advocate. She was born with cerebral palsy and has been vocal about the need for greater representation and inclusion for people with disabilities in the entertainment industry.

anna pennington, MD

Anna Pennington, MD, is a pediatric neurologist and the medical director of the Cerebral Palsy Foundation's Neural Repair Center. She is also the director of the Research Center for Neurological Diseases at the Children's Hospital of Philadelphia. Pennington is a leading expert in the field of cerebral palsy and has been involved in numerous research projects.

BROOKE CREEL

Brooke Creel is a writer and disability advocate. She was born with cerebral palsy and has been an active voice in raising awareness for disability rights. Creel has worked with organizations such as the National Cerebral Palsy Foundation and the Cerebral Palsy Alliance.

JAY FREEMAN

Jay Freeman is a digital activist and founder of the electronic open-source software company, Copyleft.Ca. He is also the founder of the Cerebral Palsy Foundation's Neural Repair Center. Freeman has been involved in numerous advocacy campaigns for disability rights.

JEREMY TELL

Jeremy Tell, MD, is the Chief of Neurology at the University of California, San Francisco, and the Director of the Center for Movement Disorders and Neurorestorative Therapy. He is a past President of the American Academy of Neurology and a former member of the board of directors of the American Academy of Neurology Foundation.

GREG WARRICK

Greg Warrick is a structural biologist at the University of California, San Francisco, and the Director of the Center for Movement Disorders and Neurorestorative Therapy. He is a past President of the American Academy of Neurology and a former member of the board of directors of the American Academy of Neurology Foundation.

KARL P. WARRICK

Karl P. Warrick, MD, is the Chief of Neurology at the University of California, San Francisco, and the Director of the Center for Movement Disorders and Neurorestorative Therapy. He is a past President of the American Academy of Neurology and a former member of the board of directors of the American Academy of Neurology Foundation.

SUSAN WILSON

Susan Wilson is an actress and disability advocate. She was born with cerebral palsy and has been active in raising awareness for disability rights. Wilson has worked with organizations such as the National Cerebral Palsy Foundation and the Cerebral Palsy Alliance.

JANET BENVENUTI

Janet Benvenuti is a writer and disability advocate. She was born with cerebral palsy and has been an active voice in raising awareness for disability rights. Benvenuti has worked with organizations such as the National Cerebral Palsy Foundation and the Cerebral Palsy Alliance.

KENNETH S. COHEN

Kenneth S. Cohen is a bioinformatician and disability advocate. He was born with cerebral palsy and has been active in raising awareness for disability rights. Cohen has worked with organizations such as the National Cerebral Palsy Foundation and the Cerebral Palsy Alliance.

DAVID D. COOK

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GREG FORREST

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JASON SPEED

Jason Speed is a bioinformatician and disability advocate. He was born with cerebral palsy and has been active in raising awareness for disability rights. Speed has worked with organizations such as the National Cerebral Palsy Foundation and the Cerebral Palsy Alliance.

JASON WOODARD

Jason Woodard is a bioinformatician and disability advocate. He was born with cerebral palsy and has been active in raising awareness for disability rights. Woodard has worked with organizations such as the National Cerebral Palsy Foundation and the Cerebral Palsy Alliance.

JANIS E. WOODARD

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CEREBRAL PALSY IS THE MOST COMMON CHILDHOOD DISABILITY

1 IN 5 CHILDREN WITH CP HAS A SLEEP DISORDER

1 IN 5 CHILDREN WITH CP CANNOT TALK

1 IN 2 PEOPLE WITH CP LIVE IN CHRONIC PAIN

1 IN 3 PEOPLE WITH CP CANNOT WALK

1 IN 10 PEOPLE WITH CP HAS A SEVERE VISION IMPAIRMENT

OVER 17 MILLION PEOPLE IN THE WORLD HAVE CP

EVERY HOUR ANOTHER CHILD IS BORN WITH CP

1 IN 25 PEOPLE WITH CP HAS A SEVERE HEARING IMPAIRMENT

1 IN 5 CHILDREN WITH CP HAS A SLEEP DISORDER

1 IN 2 PEOPLE WITH CP LIVE IN CHRONIC PAIN

1 IN 3 PEOPLE WITH CP CANNOT WALK

1 IN 10 PEOPLE WITH CP HAS A SEVERE VISION IMPAIRMENT

OVER 17 MILLION PEOPLE IN THE WORLD HAVE CP
Join Us

The Cerebral Palsy Foundation is changing lives today for people with CP through innovation, collaboration, and a ferocious focus on measurable impact.

CPF’s approach is both aspirational and pragmatic. Rather than add incrementally to the vast body of scientific and medical research that looks to a distant future and which is funded by so many government and institutional bodies, we focus on the insights and information which, when properly implemented, can deliver therapies that can improve lives today.

Our work is far-ranging and deeply transformative. We work to improve basic healthcare for women with disabilities; to make gaming technology accessible for kids who are too often excluded from typical activities; to improve the dissemination of early detection and early intervention techniques; and to seek ways we can lower the age at which we can detect CP.

Additionally, our focus on creative messaging is generating advocacy and awareness unparalleled in our community. This work ranges from our engaging mass media campaign, “Just Say Hi” which has received millions of dollars of free media to the creation of new curriculum which is creating an innovative new platform to spur inclusion within NYC public schools.

The CPF vision is profound and important. We are creating a world where people who live with cerebral palsy – and with all related disabilities – will have greater access, receive the interventions and supports they need, and feel truly empowered.

However, we cannot succeed on the scale we envision without your support.

As we look to the amazing advances which will one day occur, let us never lift our gaze so high that we miss the many powerful solutions which are available today.

Corporate and Institutional Partners

CPF maximizes our impact and awareness by partnering with some of the world’s top corporations and institutions.

Columbia University
Weinberg Family Cerebral Palsy Center
UCLA
Center for Cerebral Palsy
Harvard University
Boston Children’s Hospital
Northwestern University
Rehabilitation Institute of Chicago
McMaster University
CanChild
Johns Hopkins
Kennedy Krieger Institute
Nationwide Children’s Hospital
American Academy for Cerebral Palsy and Developmental Medicine

We invite you to join us. We ask you to share in this deeply meaningful work. Share these stories of impact, share our community, and share the message of intervention, progress and inclusion.

Finally, we invite you to share in the incredible power and joy we can all find working together to transform lives.

Richard Elleison, CEO
IF YOU TOOK EVERYONE IN AMERICA WHO HAD CEREBRAL PALSY, WE WOULD BE THE COUNTRY’S 12TH LARGEST CITY

JOIN OUR COMMUNITY. BECOME PART OF THE CEREBRAL PALSY FOUNDATION.

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