

“Early identification of ADHD is key,” explains Andrea Bilbow, Founder of Attention Deficit Disorder Information and Support Service (ADDISS). “With the right help from schools and access to appropriate medical and non-medical treatment, we can support children with ADHD through their developing years and help them succeed in life.”

The new data underline the devastating effect ADHD can have on the whole family. Nearly two thirds of parents questioned had divorced, separated or experienced marital distress and nearly half had received treatment for depression – as a result of their child's ADHD.¹ Brothers and sisters are also affected as the behaviours associated with ADHD make normal family life difficult. Over half of parents revealed it impacted on the family's ability to go on holiday, 76% on their ability to visit friends and 82% on their ability to go shopping.¹

It's not all bad news. These findings bring to life the positive impact that early identification and treatment can have. Over 80% of parents felt huge relief at their child's diagnosis.¹ In addition, parents saw real benefits from both medical and non-medical treatment:

- 80% of parents felt their child's relationships with other children have improved as a result of receiving treatment
- 89% felt their performance at school has improved as a result of receiving treatment and 84% that their relationship with their teacher improved¹

Launched by ADDISS and the 21 parent support groups in the ADDISS Affiliation Network, **National ADHD Awareness Week**, 18th-24th September 2006, is calling for:

- Better understanding of why ADHD children behave as they do and greater acceptance of their needs
- Improved access to resources and support for children with ADHD and their families
- More focus within the school system to ensure the Government pledge that 'Every Child Matters' also applies to ADHD children



- ENDS -

MEDIA ENQUIRIES: If you have any questions or you would like to arrange access for interviews or filming opportunities, please contact Hayley Wood (hayley@justhealthpr.com) or Emma Crozier (emma@justhealthpr.com) on 020 8785 4997 or 020 8780 1168.

We can arrange access to: ADDISS and the affiliated regional groups; families living with ADHD; the ADDISS Professional Board of Child and Adolescent Psychiatrists and Paediatricians; experts involved in juvenile rehabilitation and other related fields.

ADDISS is launching two books during ADHD is REAL week, both of which will be available to buy online at www.addiss.co.uk, via the bookstore: “Everything A Child Needs To Know About ADHD”, by Dr C. Yemula, and “Do You Know About ADHD, Sir?”, by Josh, an 11 year old boy with ADHD. Fundraising events are also happening across the UK during National ADHD Awareness Week.

NOTES TO EDITORS:

- *ADDISS is a registered charity providing information, training and support for parents, sufferers and professionals in the fields of ADHD and related learning and behavioural difficulties. ADDISS supports a multi-disciplinary assessment and treatment protocol, including education and behavioural interventions, with or without medication.
- **The Advisory Centre for Education (ACE) offers independent advice to parents and carers of children in state education in England and Wales. It aims to provide the information, support and high quality legal advice that parents and carers need to help their children at school, particularly when there are problems. Founded in 1960, ACE is a registered charity, no. 313142.
- National ADHD Awareness Week is being jointly funded by ADDISS, private donations and unrestricted grants from the following commercial organisations: Braden Threadgold Ltd, Eli Lilly & Company Limited, Equazen, Janssen-Cilag and



UCB Pharma, Eli Lilly & Company Limited, Equazen, Janssen-Cilag and UCB Pharma are manufacturers of treatments for ADHD.

- The ADDISS Families Survey was conducted by ADDISS in July and August 2006. Questionnaires were distributed by ADDISS to parents of children with ADHD registered with ADDISS. 526 responses were analysed on behalf of ADDISS by Branding Science in August 2006.
- Branding Science is a market research agency based on London and a member of European Pharmaceutical Marketing Research Association (EphMRA).
- Just:: Health PR is employed by ADDISS. For any queries on this release, please contact Hayley Wood (hayley@justhealthpr.com) or Emma Crozier (emma@justhealthpr.com) on 020 8785 4997 or 020 870 1168.

REFERENCES:

1. ADDISS Families Survey, ADDISS August 2006
2. NICE 2000. Guidance on the Use of Methylphenidate (Ritalin, Equasym) for Attention Deficit Hyperactivity Disorder (ADHD) in childhood. Technology Appraisal Guidance – No 13. National Institute for Health and Clinical Excellence.

