

Optimi

Statement of Public Benefit

Our Objectives and Aims

The **Objective** of our charity is set out in our Constitution:

‘The relief of sickness and the promotion of health among those suffering with neuromotor and neuromuscular disorders.’

There are three strands by which this Objective is achieved:

- a) advancing the education of professionals, specifically to promote, sustain and increase individual and collective knowledge and understanding of specific areas of study, skills and expertise relating to the model of physiotherapy known as Targeted Training.
- b) nurturing the concerns of all those, worldwide, who have interest and/or involvement in the sequential and segmental approach to the development of human movement control.
- c) the creation, monitoring and encouragement of maintenance of clinical standards of the model of physiotherapy known as Targeted Training.

The **Aim** of our charity is, in simple terms, to enable as many people as possible who have disabilities that might respond in some part to Targeted Training therapy, to have access to this physiotherapy approach. Our aim fully reflects the purposes that the charity was set up to further.

‘The Public’ in the context of Optimi

1. Beneficiaries

- a. People with problems of movement control arising from neuromotor or neuromuscular disorders, their families and associates. Typically, this will be a child with cerebral palsy who might, for example, be unable to sit by themselves without costly specialist seating or being held by a parent. Targeted Training helps such a child to gain movement control and thus to be able to sit independently. These people may be anywhere in the world.

- b. To achieve this requires physiotherapists with the necessary specialist knowledge about Targeted Training and how to help such a child and train their movement control. The benefits of Targeted Training are more easily achieved with specialised equipment and this is available on the general market from existing and reputable suppliers of children's therapy equipment. Therapists will need information and help in extending their existing knowledge and skill in order to deliver Targeted Training therapy effectively and to make best use of the new equipment. These therapists may be anywhere in the world.
- c. Any improvements in movement control and function are likely to result in a reduction of complexity of regular equipment required, such as seating or standing frames. This has a marked cost implication and public benefit accrues from these savings, either through personal, public or insurance costs. Again, this is worldwide.

'The Benefit' in the context of Optimi

1. For the children who receive the therapy
 - a. A direct relationship has been demonstrated and published, by various researchers throughout the world, between trunk control (in particular) and function. This research has shown that poor trunk control is associated with very limited functional abilities. As a specific example of what can be achieved, please refer to:
Curtis DJ, Holbrook P, Bew S, Ford L, Butler P (2018) Functional change in children with cerebral palsy <https://arxiv.org/abs/1811.12490>
At the extreme, a child may not be able to lift their head and control their head posture. Others with problems of movement control may be able to walk but with difficulty. Control difficulties will impact on activities such as being able to dress oneself or to eat unassisted, to talk or even to use the eyes effectively. In turn, this impacts on the family, on social interaction, integration and well-being. Targeted Training is not a cure for all of these problems, but some functional benefit is achieved in the majority of clients, improving their quality of life.

- b. This improved control and function eases the burden on families and carers and reduces associated costs.
- c. Benefits to professional therapists will include financial, reputational, increased knowledge and career development but these are secondary and incidental to the ultimate goal of improving the health of people with difficulties of movement control.
- d. Further benefits will accrue to all concerned by nurturing their interests and monitoring clinical standards.