



## PRESS KIT

What you need to know to sound like  
you've read the book

# **A MESSAGE FROM (Bamidele Adenipekun)**

Thank you for your interest in my book – Navigating Your New Normal: A Road Map for Life Fulfilment After Trauma.

When the trauma of serious illness, injury or bereavement hits, people's lives as well as those of their loved ones are shattered and devastated. As corporate bodies are staffed by people, this also has a knock-on impact leading to long-term absences.

Navigating Your New Normal was written to help people affected by trauma to transition from mere survival to thriving in the aftermath. It was released worldwide on Amazon and selected bookstores on September 26, 2017.

In the UK alone, stroke is one of the leading causes of disability with 1.2 million survivors<sup>1</sup>, more than half being looked after by family members. There were also 352,000 new cancer cases in 2013<sup>2</sup>. As a breast cancer survivor, I was one of those cases diagnosed in 2014.

“This book is not just for those directly affected but also their loved ones, whose lives are also changed forever as adjustments have to be made with respect to roles and responsibilities.”

Navigating Your New Normal takes readers through the impact of breast cancer and loss on all family members as well as provide a practical 7-step framework for them to journey from drudgery to fulfilment in a future that is different to that expected.

No matter how dire current circumstances are, those affected are shown how to strike a balance between dealing with the facts and embracing hope required to create a satisfying life

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<sup>1</sup> [https://www.stroke.org.uk/sites/default/files/stroke\\_statistics\\_2015.pdf](https://www.stroke.org.uk/sites/default/files/stroke_statistics_2015.pdf)

<sup>2</sup> <http://www.cancerresearchuk.org/health-professional/cancer-statistics/incidence>

going forward. I also stress the importance of being informed without being overwhelmed by negative statistics.

“ I am living proof that a lifetime of thriving is possible after trauma.”

## SUMMARY

Navigating Your New Normal is part memoir and part framework. It deals with the impact of breast cancer and loss on family members as well as offer a framework to help people find their way to fulfilment in the aftermath of trauma.

Bamidele shares her perspectives as a teenage caregiver, loved one as well as being a breast cancer patient herself. The 7-step framework is a practical map for people to journey from survival to thriving in their new normal journey.

The encouragement is that even though life after trauma is drastically different to that enjoyed previously, it does not have to be any less fulfilling.

Bamidele can attest to the efficacy of the framework as she applied it to herself in the middle of her own bereavement journey.

# ABOUT THE AUTHOR



Bamidele Adenipekun believes that dreams are like birds that require wings to fly. Often adverse circumstances of life damage the wings of people's dreams. Bamidele's purpose and passion is tending the broken wings of people's dreams so that they can be inspired to soar above their troubles. An author, coach and speaker, she is the founder of Inspired To Soar Ltd which serves people seeking fulfilment in their lives after the devastation caused by the trauma of serious illness, injury or bereavement. She holds a Master's degree in International Development and Human Rights as well as a Certificate in Life Coaching Studies.

She has also built relationships with local charities having previously volunteered for Christian Aid a UK-based development charity. She is currently a volunteer for Breast Cancer Care which is a UK-based charity supporting everyone affected by breast cancer as well as raising awareness in the community. No stranger to adversity herself, she is a breast cancer and childhood abuse survivor. She is a single mother of a fabulous daughter. Connect at [www.inspiredtosoar.co.uk](http://www.inspiredtosoar.co.uk)

# WHY BAMIDELE'S MESSAGE IS IMPORTANT

Here are some facts and figures to show the scale of people affected and the knock-on impact on organisations that employ them:

- 144 deaths in workplace accidents in the UK (RIDDOR)
- 72,702 injuries at work (RIDDOR)
- UK road crash fatalities 2015: 1,732; Serious Injury: 22,137
- Cancer incidence: 352,000 new cases in 2013
- Cancer deaths in 2014: 163,400 (86,500 males, 76,900 females)
- Strokes: one of the largest causes of disability: half of over 1.2 million survivors in the UK
- More than 135 diabetes amputations in the UK every week 2015
- Coronary Heart Disease (CHD) is the most common cause of death (and premature death) in the UK. 1 in 7 men; 1 in 11 women; nearly 70,000 deaths

## LEADING CAUSES OF LONG-TERM ABSENCE

- Stress 29%
- Acute medical conditions 23%
- Mental ill-health 13%
- Musculoskeletal injuries 8%
- Back pain 5%

Average number of days lost per employee per year across all sectors: 6.3

The figures above are just a tip of the iceberg in terms of lives of people changed forever by the trauma of serious illness, injury or bereavement.

## **SOURCES OF STATISTICS**

Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995 (RIDDOR)

<http://www.hse.gov.uk/riddor/>

<https://www.bhf.org.uk/research/heart-statistics>

[https://www.diabetes.org.uk/About\\_us/News/More-than-135-diabetes-amputations-every-week/](https://www.diabetes.org.uk/About_us/News/More-than-135-diabetes-amputations-every-week/)

<http://www.cancerresearchuk.org/health-professional/cancer-statistics/incidence>

[https://www.stroke.org.uk/sites/default/files/stroke\\_statistics\\_2015.pdf](https://www.stroke.org.uk/sites/default/files/stroke_statistics_2015.pdf)

<https://www.gov.uk/government/statistics/reported-road-casualties-in-great-britain-main-results-2015>

<http://www.hse.gov.uk/statistics/causinj/index.htm>

CIPD (Chartered Institute of Personnel and Development) Absence Management Survey Report 2016

# INTERVIEW TOPICS/FOCUS

## Topic 1

In our interview we can discuss how to accept the aftermath of trauma without sinking into despair

Serious injury as a result of road accidents (2015): 22,137

“Realism is defined as the attitude or practice of accepting a situation as it is and being prepared to deal with it. In other words, acceptance of reality without the baggage of self-pity.” Navigating Your New Normal

## Topic 2

In our interview we can discuss what the new normal is and the different stages of it.

Nearly 70,000 deaths in the UK as a result of Coronary Heart Disease

“I define a new normal as the change in perspective, outlook and day-to-day living that the trauma of serious illness, injury or bereavement brings”. Navigating Your New Normal

## Topic 3

In our interview we can discuss how to cope with change in the aftermath of trauma.

More than 135 diabetes amputations every week – 2015

“According to the Collins dictionary, “the rediscovery of something good that you had forgotten or lost is the fact or process of becoming aware of it again or finding it again”.

# **SAMPLE INTERVIEW QUESTIONS**

## **Q & A FOR NAVIGATING YOU NEW NORMAL**

**Question 1:** Why did you write the book?

**Answer:**

- Show the impact of serious illness on those affected and their loved ones
- Show that trauma of serious illness, injury or bereavement doesn't mean the end of joyous living
- Give practical tools to help all those affected transition from survival to thriving

**Question 2:** What do you mean by new normal?

**Answer:**

- Change in perspective, outlook and day-to-day living as a result of trauma

**Question 3:** Who is the book for?

**Answer:**

- Those who have experienced trauma – especially attributable to serious illness, injury or bereavement.



**Question 4:** What is the book about?

**Answer:**

- Part memoir dealing with impact of breast cancer and loss from the perspectives of: patient and loved one
- Framework – practical toolbox plus map to help people journey from lives of drudgery to thriving and fulfilment in their new normal journey

**Question 5:** Who should read the book and why?

**Answer:**

- Those affected by trauma and their loved ones who are no longer content with dreary and unfulfilling existence in their new normal
- Those who want to dream again and achieve their life goals in the aftermath of adversity

**Question 6:** What was the inspiration behind writing this book?

**Answer:**

- The book started out as a journal a couple of months after my breast cancer diagnosis. I wrote about how the disease has impacted my family from my perspectives as: caregiver, loved one and patient.

**Question 7:** How can people further engage with you?

**Answer:**

- Through my website: [www.inspiredto soar.co.uk](http://www.inspiredto soar.co.uk). Free resources as well as available programmes
- On social media: Facebook page: Inspired To Soar Ltd; Instagram: @inspiredto soar; Twitter: inspiredto soar2

**Question 8:** What advice will you give someone who is going through trauma or their loved one?

**Answer:**

- Be informed; do your research
- Ask for professional help as soon as required; don't wait until it's too late
- Don't isolate yourself; find a supportive community
- Hold on to faith and hope

**Question 9:** Where can people buy the book?

**Answer:**

- Amazon

**Question 10:** What is next for you?

**Answer:**

- Getting the message of Navigating Your New Normal to people and organisations that need it.