

Friends Connect

Attend 

Putting volunteering at the heart of health and social care.

Issue 19 Summer 2010



ATTEND ABI

HELPING
OTHERS TO
LEARN

Welcome from the Chairman



Attend CEO, David Wood OBE and Attend Chair, Pamela Morton OBE at the 60th Attend AGM in 2009. Photo by Ramon Andarias

At our Annual General Meeting last year, David Wood our Chief Executive, spoke about the role of the national organisation around the following quotation:

“Risk more than others think is safe.
Care more than others think is wise.
Dream more than others think is practical.
Expect more than others think is possible.”

I was particularly struck by some of his comments around risk – not least as I can sometimes find preoccupation with the subject of risk assessments and health and safety a little sapping, if not remarkably tedious.

What he outlined was that, as a national body, we can explore ideas and run projects which as individual members

would be too challenging. Through this we can build experience of the delivery of innovative and inspirational projects. These, we hope, will be the source of capturing people’s imagination and drawing them into the world of volunteering.

At Attend, on a daily basis, there is a range of projects being delivered in different settings and this edition of Friends Connect tries to share those with you. I hope you are as inspired as I am by them.

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A big welcome to new members



Severn Freewheelers. One of Attend's new member groups.

Severn Freewheelers – South West

Severn Freewheelers are a group of advanced motorcyclists providing a free out-of-hours courier service for hospitals in Gloucestershire, Worcestershire, North Wiltshire and Herefordshire. They carry anything from blood to X-rays and patient notes between hospitals in the area. Their hours are from 7pm in the evening to 7am the following day and all day at weekends.

All riders are volunteers and must have an advanced riding qualification (Rospa or IAM) with a yearly check-ride. All receive extra training in emergency response riding and go through a first aid course. In short, a professional team delivering a professional service, free to the NHS at the point of use. www.severnfreewheelers.co.uk

Friends of Burnham-on-Sea War Memorial Hospital – South West

Friends of Burnham-on-Sea War Memorial Hospital was formed in 1966. It aims to support the work of Burnham-on-Sea War Memorial Hospital by providing funds for the improvement of the hospital and the purchase of equipment.

Penkridge and District Community First Responders – West Midlands

Penkridge and District Community First Responders are a group of trained volunteers who respond to medical emergencies within their communities. These volunteers respond to emergency 999 calls within Penkridge and the surrounding

areas of Staffordshire and where the Ambulance Service decide that a member of the public’s life is at immediate risk and provide emergency care to the patient.

When a “999” call is made within the local area, the Ambulance Service despatch an Emergency Ambulance as normal to the scene, at the same time they will contact the Community First Responder who is on-duty. Because of the rural location, they can often arrive first and begin to treat the patient by:

- Giving oxygen therapy
- Clearing and controlling the airway of an unconscious patient
- Providing bag-valve-mask resuscitation and heart defibrillation
- Controlling any bleeding
- Making them feel more comfortable and at ease
- Taking basic observations
- Reassuring worried family and friends and taking charge of the situation
- Using local knowledge to ensure that the Ambulance can find the location quickly. www.pacdfcr.com

New Communities Forum – West Midlands

New Communities Forum serves as a platform that brings together ethnic minority communities in the area of Coventry. It aims to identify the needs of these communities and liaise with organisations, such as PCTs, to address any issues raised.

Winchester Hospital Radio – South East

Winchester Hospital Radio provides a radio service and a daily visit by volunteers to in-patients at Winchester Hospital. It aims to provide relief from sickness, infirmity and old age through its local broadcasting service for hospitals, elderly people’s homes and similar institutions within the area of Winchester. www.whr.org.uk

Our new NVQs



Stephen Moreton, Attend Head of Education and Development. Photo by Sarah Matthews

Attend Academy has been selected by CapacityBuilders to work on their volunteer management programme on behalf of the Office of the Third Sector. Attend Academy is an approved centre for the Institute of Leadership and Management, and is to deliver NVQs at levels four and five in the Management of Volunteers in the South of England, London, East Midlands and the East of England.

Many of the candidates will be managing volunteers in a health and social care setting, however Attend Academy will also be providing NVQs for groups who work with volunteers in sports, heritage and youth organisations.

This is a very exciting development and will give Attend Academy the opportunity to experience how volunteering works in other areas at close range and will be a great way to exchange ideas and experience. All this new experience will feed in to future courses run by Attend Academy.

Find out more

If you would like to find out more about the NVQs or other courses run by Attend Academy, visit www.attend.org.uk or email: academy@attend.org.uk

Live and learn.



One of our aims is to support and expand the role of volunteering in health and social care, so to achieve this, we have been running a number of different projects, designed to create new and innovative volunteering opportunities, increase our knowledge and pass that learning on to our members.

Over the next few pages you will be able to read about some of the highlights of the projects that we have been working on recently, and find out what we will be working on over the next few months.

Meet the Attend 500



Colchester League of Friends made a film to help them recruit more young volunteers after the success of the Attend 500 project.

One of the barriers to young people volunteering in health settings is a lack of opportunities that suit their interests and the way they live. To tackle this, Attend set about creating 500 volunteering opportunities to appeal directly to young volunteers.

The Attend 500 project surpassed even its own expectations and created nearly 600 new opportunities for young people to volunteer in health and social care in a pilot scheme in Lancashire, the East Midlands and East Anglia.

The opportunities created for young people included activities such as: fundraising, design and communications, broadcasting in hospital radio and work in retail and hospital shops. These opportunities are ongoing and many of the young people are continuing to volunteer beyond the end of this pilot scheme.

By creating projects that are of particular interest to young people, the Attend 500 ensured a positive experience that enhances their development and encourages them to continue to volunteer. Young people may even find many of these activities useful in their chosen career; many short term volunteers increased their volunteering in order to be able to access additional training and many were able to take advantage of

the accredited training that was run as part of the pilot scheme.

On completing 50 hours of volunteering, 110 of the young people have already been presented with a fifty certificate intended to encourage and recognise the contribution of the volunteer, but also to demonstrate their skills, hard work and dedication to potential employers.

We are currently conducting further interviews and collating all the research that was done on this and the Vibe project, as well as the surveys, No Limits and Attitudes to Young Volunteers conducted in the last year, to come up with advice and guidance on recruiting, engaging and working with young volunteers for all our member groups.

Alex Davie volunteered at Colchester League of Friends through the Attend 500:

"I am sixteen years old. At the moment I'm concentrating on my 5 AS levels in Maths, Chemistry, Biology, Geography and General Studies with a view to doing medicine at University. Apart from studying, I'm fairly

sporty and am a member of the local road racing club (cycling), I like a challenge so I am also participating in my Gold Duke of Edinburgh Award.

That's essentially what got me into volunteering in the first place. I worked at a charity shop in town and at a stable that did Riding for the Disabled. I felt that they were good experiences of volunteering, but not really relevant to what I want to do in the future. But at the League of Friends, being in the hospital environment, talking to Doctors and the patients has really benefited me for the future. Hopefully my volunteering efforts in the main shop with all the lovely staff has had a positive effect as well, because I feel that making a difference is really important.

I was also part of a promotional DVD filmed in April. It was really good fun and was for a good cause. I think if enough people get the opportunity to see the DVD then more teenagers like me will definitely be encouraged to join the Friends and volunteer."

Find out more

For more information on the Attend 500 project for young volunteers, visit: www.attend.org.uk/attend-projects

Can you feel the Vibe?



Vibe volunteers working in the Queen Mary's Hospital Shop. Photo by Sarah Matthews.

This exciting project provided over 600 new volunteering opportunities for young people aged 16-25, to help them gain an insight into the healthcare profession.

To make the volunteering opportunities accessible to as many interested young people as possible, special short term opportunities were created so that young people could volunteer during the school holidays.

Many of the short term volunteering opportunities were created by the full and part-time Vibe volunteers who were able to volunteer during term times. They held a Halloween festival for patients on the rehabilitation ward, with games and activities that helped with their co-ordination and balance. The patients enjoyed themselves so much, and the staff were so impressed, that the volunteers returned at Christmas with cards and befriending, as well as transporting patients to the carol service in the chapel.

These short term, holiday opportunities were extremely popular and over 100

young people volunteered their holiday time during the Summer of Service project. Partners in the project, CSV, felt the Summer of Service to be such a success that they are running it again this year.

A series of eight workshops on leadership and volunteering were run by Attend Academy for the volunteers. The course was accredited by the Institute of Leadership and Management (ILM) and covered topics such as fundraising and team-building.

So far more than 30 of the volunteers have received fifty certificates in recognition of 50 hours of voluntary service, which can be included on CVs for university and job applications and twelve are working towards gaining a Youth Achievement Award. Find out more about these awards at: www.ukyouth.org

Of the 51 volunteers who have completed their volunteering with the Vibe project, ten have gone into another volunteering role, nine into employment, one into training and 25 are continuing their education. Over 100 are still volunteering at the hospital.

James' story

"Before I got involved in the project, I didn't believe that I'd spend 20 months doing it because I thought that the work involved would be beneficial but monotonous. How wrong I was! Each volunteering opportunity was different and exciting with a chance to do something different, from handing out Christmas cards to patients, to the chance to get involved with the Youth Action Team and to be allowed to make real decisions that affect the future of opportunities and improve the volunteering experience. So to be honest, the project has not only exceeded my expectations, it's completely blown them out of the water!"

Find out more

You can find out more about Vibe and this year's Summer of Service at: www.getthevibe.co.uk

Helping Others to Learn first of its kind in UK



Helping Others to Learn is a new mentoring and training course for people with learning difficulties. It is designed to help participants develop their social skills as well as learning the skills needed to support art-based

workshops. On completing the course, participants gain a qualification accredited by the Open College Network (OCN).

The programme helps to develop the specific skills relating to mentoring and coaching which people with a learning difficulty can often find difficult, such as listening, guiding and empathising. The course also helps with analysis and decision-making and gives participants an awareness and appreciation of their own knowledge and abilities.

Additionally, the course gets students involved in the running of arts projects, potentially giving them the opportunity to be employed as assistant artists tutors. It is the first course of its kind in the UK.

"The more you encourage a person, they will feel happier, it will give them confidence as well. Both sides benefit."

Participants in the course learnt how to make papier-mache masks as well as exploring ideas about learning and helping other people to learn. Each participant was allocated a volunteer learner to help throughout the process.

It was originally created in partnership with ActionSpace, a creative arts project, to equip artists with learning disabilities with the skills and confidence to act as artist mentors in visual arts workshops.

What the students said

Jackie Murin was a student on the course: "There was no pressure. You were free to flow and see what you shall find. The staff really did help you as much as they could."

Thompson Hall said: "I learnt a lot about how to encourage and motivate people, and how to praise people when they have done great work. I enjoyed the course,

I took a lot from it. It built up my self esteem and confidence."

Adam Crown points out: "The more you encourage a person, they will feel happier, it will give them confidence as well. Both sides benefit."

They demonstrated and expanded their newly learned skills by then helping the learner to design and make a papier-mache mask of their own.

Sue-Ellen Horrocks, course designer, said: "This programme will provide a stepping stone for adults with learning needs wanting to move into voluntary or paid employment."

Already, some of the participants have been taken on as volunteers or assistants at ActionSpace. Others have been able to use their new skills to aid the advocacy work they do within the learning disability sector.

While the pilot programme was run for the visual arts, the course has been tailored to participant's specific interests and can be run in a variety of settings.

The course has been run in partnership with Haringey Shed, an inclusive theatre company. The course was redesigned to help young adults with learning disabilities develop their mentoring skills and improve their employment prospects.

Participants in this course shared in the excitement of creating great theatre by first learning a method of telling stories, then practising their story and making adjustments before making an audio recording of the final version.

After they created their own stories, the participants mentored volunteers in the same process.

Find out more

If you or your group work with people with learning difficulties and think they would benefit from this training course, contact Attend Academy on 0845 450 0285 or send an email to academy@attend.org.uk for an information pack.

You can watch a short film about the course at www.youtube.com/attendcreative

Raising awareness with Attend Thinking Ahead



Father Deegan spoke at the conference. Photo by Amelia Rose Barker.

Did you know that people of Black and Minority Ethnic (BME) backgrounds make up only 3% of the general population, yet constitute 10% of mental health inpatients? They are also more likely to be referred to psychiatric services by the Police, but are more likely to be turned away than white people when they ask for help from Mental Health Services. In an effort to help raise awareness of issues such as this, Attend launched the Thinking Ahead project.

The pilot project, which is almost complete, sought to support the specialist needs of people from the BME backgrounds with mental health issues. The project's aims were: to raise awareness of mental health issues such as anxiety, depression, low self-esteem and psychosis, to provide support for people with mental health problems, and to build bridges between BME communities and voluntary and statutory service providers.

As part of this, Attend set up a training programme for volunteers from Black Majority Churches to be able to recognise those in their congregation who might benefit from this support. It is hoped that through this befriender training, Attend will be able to encourage and empower volunteers to support people within their Churches and become more effective in the community as a whole.

On 29th March 2010 we brought together members of the Black community, mental

health professionals, ministers of religion, social workers, volunteers, support workers and service users to explore religious and cultural differences and how they can impact on mental health services at the Attend Thinking Ahead conference. We wanted to allow everybody to share their attitudes, skills and knowledge with each other to create new understanding and empathy for each other's beliefs and experiences. Expert speakers gave presentations and ran discussion workshops throughout the day exploring the cultural, medical, religious and psychological perspectives on mental health. They all gave their time voluntarily.

Mark Greenwood of SEVA spoke about the SEVA project which is a partnership between the African Caribbean Mental Health Services, Wai Yin Chinese Women Society and Pakistani Resource Centre. Mark spoke about the value and role of faith and belief in improving people's mental health and general wellbeing.

Father Pat Deegan, a priest from Moss Side, talked from a Christian perspective. He clarified the difference between Diamonic (strong feeling from within you) and the Demonic. He expressed his view that if mental health issues are not dealt with, he believed that they could lead to people being open to demonic possession. He suggested that we are relational beings and that lack of love and faith can make

people vulnerable to mental health issues. He pointed out that parents and care givers had a crucial role in giving children love. Some of these views were challenged by the mental health professionals and service users in the audience and alternative views shared.

Pauline Clear of the African and Caribbean Mental Health Services (ACMHS) described the work of the organisation within the African and Caribbean community. Part of the SEVA project, ACMHS specialises in working with people with mental health problems from African and Caribbean backgrounds. Their work encompasses much social work. They believe that housing, unemployment, social exclusion or uncertainty about immigration or asylum status can have an impact on a person's mental health.

This pilot project has been a huge success, with extremely positive feedback from delegates and speakers at the conference and so far over 70 people attending the Befriender training. We are looking to roll out this project across the UK. We are currently working on a pack containing information and advice on working with faith groups and Black and Ethnic Minority groups, with particular attention on mental health. This pack will also promote the Befriender training which will soon be available through Attend.

Find out more

You can read a summary of the speeches and the workshops at: www.attend.org.uk

For more information on the Befriender training, contact Claire Randall by email: claire.randall@attend.org.uk or by telephone on: 0845 4500285.

Opportunities for Volunteering



Greenpath Ventures received an OFV grant to help with recruiting volunteers.

The Opportunities for Volunteering (OFV) scheme was launched by the Department of Health in 1982 to provide grants to local health and social care organisations to enable them to involve volunteers in the delivery of their services. For over 25 years, OFV has helped develop a successful partnership between government and the voluntary and community sector.

Although the scheme has recently been replaced by the Volunteering Fund, it had a long history of providing local people with opportunities to create lasting change and impact throughout their communities. The focus of these projects had been to involve

volunteers in the delivery of health and social care services.

OFV grants ranged from £2,000 to £35,000 and these were distributed to local community organisations and projects by 16 national agencies, one of which was Attend.

Through these grants, Attend sought to increase the number and diversity of people who got involved in voluntary activities. These projects have helped develop the skills, confidence and experience of volunteers and service users.

Greenpath Ventures is an innovative community project that received OFV

funding through the scheme. The project offers bushcraft and related activities to disadvantaged adults, especially those with mental health issues to help improve their self-esteem and confidence. The grant from Attend helped them recruit volunteers from disadvantaged backgrounds to offer bushcraft and related activities.

The Forever Active scheme provides exercise/activity sessions for the over 50 age group within Cambridge. There are over 50 different sessions on offer, which cater for all ages and abilities. Sessions range from chair based exercises, which are suitable for people with mobility problems, to activities for the active over 50s. The OFV grant helped them to recruit and train volunteers.

The Friends of St Clements were awarded an Opportunities for Volunteering grant to help with their Recovery Project which gives mental health patients hope and optimism by providing patients and volunteers with the opportunity to share their experiences. User volunteers talk about their experiences to staff and patients, who, in turn, can ask questions and share their own experiences. There is also the opportunity to use other means of self expression; writing poetry, making art, podcasts and films are all encouraged.

The Volunteering Fund

The Health and Social Care Volunteering Fund will pave the way for a renewed focus on volunteering projects in the NHS and social care by managing the grants system centrally. The volunteering fund provides grants for volunteering projects improving the health and social care in their community. It has replaced the Opportunities for Volunteering (OFV) scheme, which has been running since 1982.

The new scheme will provide two grant funding options, one to support local volunteering projects in health and social

care, and another which will open up the floor to national projects to improve health and wellbeing.

The volunteering fund will award grants and support for dozens of volunteer projects, which could include services such as providing friendship and support to vulnerable adults, community services for disabled children and help for those living with and affected by HIV. It will give priority to projects that work towards the Department of Health key aims of improving adult social care and reducing inequalities.

The scheme will be managed by a partnership including leading national third sector bodies, Attend, Community Service Volunteers (CSV) and Prime Timers working with ECOTEC.

Find out more

Find out if your group is eligible to apply for a grant from the Volunteering Fund at: www.volunteeringfund.com



Attend has lots of exciting new projects starting up and in the pipeline. Find out how you can get involved over the next couple of pages.

One of the most exciting developments at Attend is the setting up of the Friends of Attend, this is a new Friends group that has been set up by people who have been through the Attend ABI programme. They wanted to give something back to Attend for the help, support and rehabilitation they received after an Acquired Brain Injury.

Attend ABI one year on



Attend ABI clients in a taught session. Photo by Gary Meyer.

Launched last year to support and help clients with an Acquired Brain Injury (ABI) into work and volunteering, Attend ABI has gone from strength to strength. Over the last 12 months, 18 clients have worked through the programme. With another group of clients just starting, we are already recruiting for another group to start in July.

Two thirds of ABI clients are now volunteering in a huge variety of places including: the Air Cadets, Head Way, parks and garden maintenance and even at Attend Creative.

Attend ABI have been receiving a growing number of requests to come and talk to

Neurological and Rehab units and clinicians about the project, as Attend ABI are fast being recognised as leaders in the field. We are able to share our experience and offer advice to others working in ABI, ensuring that patients get the support they need much earlier.

We have established relationships with more than 50 Job Centre Plus, as many clients are referred to Attend ABI by the Department of Work and Pensions to help get back into work.

The current group of clients are working on a range of activities; sessions on CV development, job interviews and job skills

to help them back in to work and education, and also sessions on communication, memory, managing stress and learning how the brain works, which are all contributing to a greater self-confidence and providing skills that will help once back in the workplace, in volunteering or in education.

They are working towards a wide range of future possibilities. On the whole, the final aim is paid work, and they are all involved in taking steps towards this. Cecilia, used to work in labour relations, but since her stroke has gone back to her first love, painting, and is learning to paint in oils with her left hand (she had always been right handed) and intends to become a freelance painter. John, wants to move from bar work in to hotels, and to get back into playing the piano. Linda is about to start volunteering with the Metropolitan Police, and William at an animal sanctuary. Louise, wants to get back into education and finish her degree, first she plans to rediscover the Librarianship skills she had before her stroke, by volunteering in museums and bookshops.

Find out more

Find out more about the ABI programme at: www.attend.org.uk

The Friends of Attend

For over 60 years, Attend has supported those volunteering in health and wellbeing and made many friends along the way who now want to return some of that support.

Friends of Attend is made up of people who want to offer their support to Attend, and who want to know more about Attend.

The inspiration for the Friends group came from a number of those involved with Attend's Acquired Brain Injury (ABI) project, which offers individuals with an acquired brain injury a chance to use volunteering to re-build their lives.

A number of individuals reached the end of the programme and wanted to give something back to Attend and to find ways to support the ongoing success of the project.

This area of Attend's work will be the first focus of a campaign by Friends of Attend.

As a member of Friends of Attend we encourage you to:

- Take part in fundraising events
- Suggest fundraising ideas
- Introduce new potential supporters

- Offer insight and share your experience
- Receive regular updates on activity
- Help spread the word about the work of Attend.

Become a Friend of Attend

If you would like to get involved or for more information, visit: www.thefriendsofattend.org.uk

We need you!



Launch of Attend Healthy Options at the South East conference

Attend is promoting healthy eating and we want you to get involved! Attend Healthy Options promotes healthy eating options using the Department of Health's Change 4 Life and 5-A-Day campaigns within hospitals through Friends retail outlets.

We are also encouraging Friends Shops to help their hospital to aim for the Healthier Food Mark which the Department of Health will be awarding hospitals sites serving and promoting healthy and sustainable food.

The Attend Healthy Options pilot project is being run in London and the South East, so if you have a retail outlet in this area we

can help you to promote the healthy eating message to your customers.

Attend Healthy Options will increase availability of fresh fruit and vegetables across all the Friends retail outlets and increase customer awareness of healthier eating through store Point of Sale development, healthier food category plannograms, staff training and marketing.

So whether you run a shop, café, kiosk, ward trolley shop or vending we want your support in making Attend Healthy Options a success!

Change 4 Life

The Government campaign to get us to Eat well, Move more and Live Longer. www.nhs.uk/change4life

5-A-Day

The Government's campaign to improve the nations diet by eating five portions of fruit and vegetables every day. www.5aday.nhs.uk

The Healthier Food Mark

Awarded to public sector buildings that serve healthier, more sustainable food. www.dh.gov.uk

We need Volunteer Healthy Eating Champions!

We are recruiting Volunteer Healthy Eating Champions to promote the Healthy Options messages within their retail outlets.

We started this process at the recent Attend South East Conference where the project was met with great enthusiasm from our first Healthy Eating Champions.

If you are interested in joining them and lending your support, please visit www.attend.org.uk

Helping people back to work after a stroke

Attend is working with The London borough of Haringey on a Stroke Strategy to provide a seamless path of treatment, rehabilitation and support for people in the borough who have had a stroke.

Every year approximately 130,000 people in England have a stroke, it is the third largest cause of death in England and the single largest cause of adult disability. 300,000 people in England live with moderate to severe disability as a result of stroke.

Haringey are working towards:

- Improving public and professional awareness of the symptoms of a stroke
- Improving treatment and services for people who have had a stroke
- Helping people achieve a good quality of life and maximising independence, well-being and choices for those who have had a stroke, their relatives and carers.

Attend will be providing assistance to stroke survivors and their carers to help them back in to employment or volunteering. Volunteering roles will be

actively sought for stroke survivors and carers. NHS Haringey Teaching Programme will work with Attend in order to link with current back to work schemes currently operating within the borough.

Find out more

This project is in the very early stages, so, to find out how your group can get involved contact David Sollis on: david.sollis@attend.org.uk

Freshen Up! New courtesy toiletry packs



Mock up of the Freshen Up! pack, the new designs are at the manufacturers now!

Attend Retail's new courtesy toiletry packs are already a huge success. The Freshen Up! packs can contain everything you need for an unexpected overnight stay in hospital; a toothbrush and tooth paste, disposable bio-degradable face cloth, soap, shampoo, shower gel, a razor and shaving cream. They have been specially designed by Attend for Friends groups and other organisations and can be purchased either to be sold on to hospital patients, or handed out free as a promotional tool for your group. The Freshen Up! packs can be customised to contain a message and even a donation or volunteer recruitment form for your group.

Attend has already found that there is interest from non-member groups who

help out when large groups of people are temporarily evacuated from their home, such as in the case of flood or fire.

Freshen Up! packs have a bright and cheerful design and are priced from 61p + P&P depending on contents.

The packs are packed and distributed by Attend member group Business Opportunities for the Physically Handicapped (B.O.P.H), opened in 1995, they provide the physically handicapped and those with learning difficulties with a normal working environment, after they leave school.

Friends of Mayday Hospital order around 10,000 Freshen Up! packs a year and give

them out for free to those admitted to A&E. Gill Crips of the Friends was very pleased when their packs were delivered: "Good news! I received an email from the A&E housekeeper, Patsy, yesterday afternoon to say the toiletry packs and toothbrushes had arrived and she is very pleased with them. I am delighted. A big "thank you" to you."

Order now

If you would like to order Freshen Up! toiletry packs for your group, please contact Debbie Baverstock on 0845 4500285 or email: debbie.baverstock@attend.org.uk

Attend Diamond Volunteers are celebrating their



Diamonds of the East at St Edmundsbury Cathedral. Photo by Rick Cole



The Friends of the Milton Keynes NHS Foundation Trust.



The League of Friends of Benenden Hospital



Conquest Hospital League of Friends Diamond Volunteers. Photo by Simon Purkiss.



Mrs Farr in the East Midlands. Photo by Rebekah Downes

achievements at events all across the UK



London Diamonds at the House of Lords. Photo by K Laura.



Cathy Ramsey, travelled the furthest to meet HRH. Photo by Theodore Wood.



Basildon Hospital League of Friends' Diamond Volunteers celebrated having raised £1 million.



Jim Thomas, League of Friends of Coalville

The Diamond Awards are being presented to volunteers like Jim Thomas, 69, Treasurer of the League of Friends of Coalville, for his 21 years of service and dedication the League. For many years, he worked tirelessly to raise funds to ensure that patients' stay in Coalville Hospital was as comfortable as possible.

Cathy Ramsey, of Stornoway League of Friends was the Diamond Volunteer with the furthest to travel to the Diamond Award event at St James's Palace on the 1st March. Cathy has been volunteering with the Friends launderette in the hospital since it started 30 years ago in a portacabin at the old County hospital.

Basildon Hospital League of Friends celebrated a double achievement. Their Diamond Volunteers were presented with their Diamond Awards at a party to mark the Friends having raised £1 million for their hospital since they were formed in the mid 1960s.

Get ahead, get a website



Attend Creative are offering simple, beautifully designed websites to set you apart, engage your supporters and get your message heard. The websites are specifically designed for charities. We've worked hard to get this service right for all types and sizes of organisations.

You don't need to be a computer specialist, geek or web guru. Anyone can use it. Everything is designed to be easy and intuitive to use. Add and edit pages directly in your web browser with no additional software required.

You can customise your site with your own logo, photos, text, site structure and a choice of colours. If you want further customisation

our design team will be happy to help.

We will provide one member from your group full training on how to use your website. We will also provide you with a set of printed guides.

How much does it cost?

£350 setup fee (£500 for non-members)
£100 per year (£200 for non-members)

Whatever your needs and budget, our experience of designing publications for the third sector makes us well-equipped to help your group communicate clearly and professionally.

Among other things we can design:

- Leaflets of all sizes and shapes.

Leaflets are a simple yet effective way for you to recruit volunteers, let the public know what you do or ask for funding. We can design you anything from small one-sided A5 leaflets to large multi-paged A4 leaflets

- Business Cards, Letterheads and Reports
- Magazines and Newsletters
- Promotional Banners and Posters
- Photographers

We have volunteer photographers across the UK who will come and professionally photograph your event. The only cost to you is their expenses.

We can help you with every stage of the design process, from initial ideas to printing, if there is anything you aren't sure of, then please contact us and we will guide you through it.

Contact us

For more details about our websites or design services, visit www.attend.org.uk
Phone us on 0207 307 2570 or
Email: creative@attend.org.uk

Top Tips for promotion

Here are a few ideas to that will set you on the path to excellent publication design:

- Establish a target audience for your publication, i.e. potential volunteers or service users. Keep this in mind at every stage of the design process
- Keep it simple, just tell people what they need to know, you can provide contact details for more information
- Make sure you have high quality images that tell people your message. These can be photos, illustrations or logos, as long as

they reinforce what you are trying to tell your audience

- Try to give all your publications one strong 'look' that represents what your group does and that appeals to your target audience. This should also tie in to any other visual design your group has, such as a website or a shop design
- If you aim to make your publication one of a series, then create a template that will ensure all your publications have a consistent look and feel.

Keep in touch

We can add your event to the Attend website. The events section appears on the Attend homepage, so that every visitor to the website will see your event advertised.

We want to hear how it went too. Send us your stories and photos for the website and future issues of Friends Connect.
Email: creative@attend.org.uk

Colin Wilkinson, Regional Chair West Midlands



Colin Wilkinson

"I started volunteering for Stafford League of Hospital Friends in 2001 after my retirement as Director of Nursing at Stafford District General Hospital. I have been Chairman of Stafford League of Hospital Friends for the past seven years.

As Chairman of Stafford League we are continuing to progress with our coffee bar and trolley service expansion within our local hospitals. For over 35 years Stafford League have provided supported housing for people with enduring mental ill health and I am committed to moving forward with new housing projects and the continued development of our existing services.

I became West Midlands Regional Chairman in 2009. I have set up a development committee with the aim of feeding information between Head Office and regional groups. We are working on a regional newsletter and setting up a database of information of regional groups and their contacts.

I would like to accomplish a West Midlands Regional Conference and implementation of a quarterly regional newsletter. I hope to develop growth of membership in the region and also to be able to visit many groups as possible in my region."

Join the West Midlands Regional Committee

If you have a special skill or just time to spare, volunteering opportunities could enhance West Midlands Regional Development Committee or your local organisation. It's a simple telephone call and informal chat that could make a difference to you becoming involved more. Please contact 01785 257888 ext 5372 for more information.

The art of fundraising



Lochmaben Art Exhibition raised £660 for the Friends.

Lochmaben Hospital League of Friends held their Annual Art Exhibition at Lochmaben Church Hall on Friday and Saturday, 30 April -1st May, 2010

This event has been going for nearly ten years and is frequented by the locals. There is always a great turnout. The takings have averaged about £800 with the League getting a 10% commission on all paintings sold. All exhibitors are from Lochmaben, Lockerbie and outlying villages as well as Annan. The total raised for the League this year is £660.

David Sollis, Regional Chair



David Sollis. Photo by Mahmuda Begum

"I began volunteering when I was about six. My mum and dad were involved with a local carnival committee and I used to help out with the carnival float, fundraising events, street collections, all the money was donated to the local old people's home.

One of the things we're working on is a mental health project called Greenpath Ventures. This is an outward-bound environment charity and is based on Mersea Island in Essex where participants learn how to set fires, build shelters and lots of other outdoor activities building self esteem and team-working skills.

Another project, The Ark based in Feering, Essex, is working with local schools, and an animal rescue centre. The project aims to teach young children about animal welfare and educate them about where the food they eat comes from.

We're also working with a new charity that assists families that have had premature babies, providing information, teaching them how to cope, and so forth. Some other members are working in local hospitals.

What would I like to see accomplished over the next year?

I'd like to see England win the world cup! But really, for the actual region, I'd like to see some new groups. We've just had an awards ceremony in Bury St Edmunds cathedral, which we want to do again next year to ensure volunteers are recognised."

Simon Needham: Regional Chair



Simon Needham

"I was 16 when I first started volunteering. Through my church and Boys Brigade I set up a team proving fire wood to elderly people in the area, also regularly transported disabled patients by wheelchair from a nearby care home to church services.

The East Midlands doesn't actually have a committee at the moment – I am trying to bring a group of interested individuals together who will form an initial nucleus from which opportunities for networking, mutual support and promotion of Attend across the region will develop, attracting the interest and support of key stakeholders in health and social care, in addition to new members.

What would I like to see accomplished over the next year?

A few new members, greater ownership and promotion of the Attend brand, support from members for networking and training and more members engaging in the Health and Social Care Modernisation Agenda."

Join the East Midlands Regional Committee

Let me know if you are interested in finding out more and how you can help, or if there are any issues causing concerns locally.

Email me at: simon.needham@attend.org.uk or call me on: 07967 323 355

Making a Difference, Locally



Pat Bellini presents League of Friends with a cheque

The League of Friends of Ilkeston Community Hospital in Derbyshire is now supported by a charity known as Making a Difference – Locally (MADL). MADL helps independently run local stores provide charitable donations to local charities or good causes.

The scheme works as stores raise money over time through the sale of specific products. The store owner then chooses a charity or cause to receive the money.

The Ilkeston Community Hospital recently received a donation of £1,000 from a local Ilkeston convenience store. Staff at Bellini raised the money and presented president of the hospital's League of Friends, Mike Perry, with the cheque.

Peter Bellini, store owner, commented, "We chose the League of Friends because it serves the local Community Hospital in so many ways. The charity provides excellent care for the patients as well as the local people and dedicates many hours to its work. The MADL charity is an excellent initiative to support local charities. It allows us to show our thanks to our valued customers who support us on a day-to-day basis. We look forward to making more donations in the future."

Over 2,000 stores nationwide are participating in MADL. Visit: www.makingadifferencelocally.com to find out if they can support your Friends group.

Demolition won't stop them!



The Friends donated new physio equipment

After 51 years the Derbyshire Royal Infirmary League of Friends has changed its name to London Road Community Hospital League Of Friends. This has happened because Derby now has a new hospital which was given its Royal Status by the Queen and the Duke of Edinburgh in May this year, this meant the original hospital was renamed, down-sized and the facilities were changed.

As you can imagine this was a great blow to the League. They lost two very busy tea-bars and the canteen which was the main area for patients, relatives and staff, is now so quiet and waiting to be demolished. The ward trolley's instead of providing a service for about 25-30 wards now have six, but although all this was going on they still kept the League running, handing over new equipment to various departments which still remain on site.

Susan Rowlinson, Chair of the Friends says: "Our Trust have been especially helpful keeping us in the picture on what is going to happen and what facilities will be remaining. As soon as the next phase is due to happen the Trust contact us for a meeting and we are allowed to express our views. So all is not bad, our League most certainly is still raising money through our outlets perhaps not as much as before but hopefully when all the re-development has taken place I'm sure, although smaller, we shall continue to provide much needed equipment of a different type for our Community Hospital."

South East conference: We Made a Difference



1st prize winners: League of Friends of Queen Alexandra Hospital



2nd prize: Rising Mercury Society

The Attend South East conference was held on 8th May in Guildford and was a chance for every member of Attend in the region to get together and share their experience and discuss the latest news.

There was a full line up of talks and activities on the day including expert speakers; Caroline Ward, Opcare Ltd "Hands, shoulders, knees and toes – a prosthetic insight."; Michael Dover "An invisible hand: Accident or design?"; Nuzhat Ali from the South East Strategic Health Authority and David Wood, Chief Executive of Attend.

In the morning there were workshops looking at; retail outlets, representing members interests, performing a simple health check for your organisation and ways in which your organisation can benefit from the changing ways in which people volunteer.

The Regional Patron's We Made a Difference awards were presented. All groups from the South East who had been particularly innovative or had achieved something they were especially proud of, could apply.

1st Prize – certificate and cheque for £100 Queen Alexandra Hospital, Portsmouth.

Paintings by local artists are displayed, sold and also used to make cards and novice and senior art competitions are held yearly.

In awarding the first prize, the judges recognise both the impact of creating and experiencing art on positive well-being, for both patients and staff, and commend the group for their pro-active work in organising the displays and competitions and in raising the profile for the Friends.

2nd Prize – certificate and cheque for £50 Rising Mercury, Benenden Hospital.

This went to a group which raises funds in many different ways, enabling numerous enhancements to the patient environment within the hospital.

3rd Prize – certificate and cheque for £25 Friends of Whitstable Hospital & Healthcare. This is awarded to a group which was asked by their GP practice to run a community café in a newly opened Medical Centre.

The group has recognised the changes in the way patient care is being delivered and have seized the opportunity to work in partnership with the practice and others

Commendations went to: Epilepsy HERE, the League of Friends Nuffield Orthopaedic Centre and the League of Friends Royal Berkshire Hospital

Margaret Walker, Regional Chair South East

"I really can't pin-point exactly when I started volunteering! I can't even actually recall it being called volunteering – it was always about "lending a hand" or "helping out"! I've been involved in so many different types of volunteering activities including many different aspects of health and social care, sports, befriending, support and help-lines – and not forgetting a few sessions painting walls, making toys and providing meals!

Our Area Chairs continue to provide support and encouragement to their area groups. We are also looking at ways to best support

groups which are encountering particular difficulties due to changes in the provision of their local health and social care services.

Our members provide support to a wide variety of health and social care services – and currently there are changes in the way in which some of these services are being provided. Change can be unsettling – but I also think that it presents an ideal opportunity for groups to have a look at what sort of service they could provide in the community so that patients and clients could continue to benefit when being

cared for outside the usual hospital setting. This might be by setting up a transport or visiting and befriending service, supporting carers, or providing activities such as art sessions, music or singing. It can perhaps be a bit daunting to get started – but it can be done and is certainly very worthwhile.

Our Area Chairs organise networking opportunities. It can be really great to take advantage of these to share experiences and exchange ideas. They are a great way to pick up new ideas or to hear how colleagues have coped with changes."

Free resource for health volunteers and professionals



Watch the Rosetta Life channel at: www.youtube.com/rosettalive

Rosetta Life have just launched a ground-breaking free resource for the palliative care community – their very own Youtube channel www.youtube.com/rosettalive. This is probably the largest single collection of films about End of Life anywhere.

The channel currently consists of 120 short films, all 10 mins or less, that Rosetta Life have made with people living with life-threatening illness.

All the films have been made in collaboration with hospice participants and professional artists, musicians and filmmakers. Rosetta Life are focused on giving voice to people at the End of Life. The channel as a whole gives a remarkably strong sense of attitudes to death and dying and the culture of UK palliative care today.

Chris Rawlence, Director of Media at Rosetta Life says: "The site is for those facing living with life-threatening illness, their carers, and

health professionals. For example, hospice staff could guide daycare patients through the channel. In-patients could be referred to the channel during their stay on the wards. Hospice counselling teams will find the Channel hugely useful. Fundraising and publicity departments could learn from it too. Above all, as well as addressing issues that really matter the films are engaging and often entertaining."

Visit: www.youtube.com/rosettalive

Music for You concert raises money for Friends



The Music for you! musicians.

Organisers of the Music for You concerts have helped raise more than £4,000 for charities; the Kidderminster Hospital League of Friends, Cancer Research UK, Kemp Hospice and the Motor Neurone Disease Association.

The concerts have been very successful and have remained popular every year. Since the first concert in 1982, Music for You has donated more than £130,000 to charities. This will be the show's 29th year raising money for local causes.

Music for You chairman, Terry Wilcox, said: "There aren't many London shows that run for 29 years, so it's fantastic to still be raising money for local good causes.

By any standards Music for You is a good source of income for local charities."

Alan Griffin, Regional Chair Yorkshire and the Humber



Alan Griffin, York and Humber Regional Chair

I have been a member of the Samaritans as a volunteer on the telephones for many years. During that time I was in charge of fundraising and Chairman of the Branch Committee. My involvement with a leukaemia charity led to my becoming Chairman of the Trustees. In charge of all day to day operations. I got involved with Attend when I met with a representative of Attend and was asked if I would join the Yorkshire and Humberside Committee, and I agreed. After serving some time I took over as Chairman when Pamela Morton became National Chairman.

"I began volunteering during my time as a member of Round Table in 1972. It was mostly fundraising for various local projects. One of the foremost was raising money to purchase a mini bus for an inner city school. The children at this school had never really been out of the city and many of them had never seen a cow or other farm animals. The school wanted to take the children into the countryside and show them how farming worked and to help them understand where milk comes from and how other produce is obtained.

At the moment our theme is Art in the community. This basic theme runs through all we are doing. Art in the community is meant to help stimulate groups and assist them in carrying out programmes supporting all groups including, children, youth and mental health.

Another art project we are working on with hospital radio groups is a reminiscence project, recording people's memories of the past.

Our biggest project is centred on plans to hold an Alzheimer's Conference later in the year. We are also exploring how we can provide more help within the Prison system."

Free IT classes for the over 55s



Silver Surfers at the Orb IT classes.

Orb Community Arts are now in partnership with UK Online in order to deliver basic IT Skills to the regular client base, making sure that people are able to use the internet and access all the services that are available.

As a community focused charity, they are keen to support as many groups as possible and to this end they've set aside the IT Suite every Friday from 10am til 1pm to support older people learn the skills they need to get on-line. From getting NHS advice, paying bills and renewing a TV licence through to keeping in touch with relations on the other side of the world, getting on-line can really change a person's life.

Modernising Malton Hospital



The Ryedale Ward after a £1 million refurbishment

The League of Friends of Malton, Norton & District Hospital was founded in 1977 for the benefit of the hospital and patients and has continued supporting the hospital, providing vital equipment enabling Malton, Norton & District hospital to move forward and to be able to offer new and up to the minute treatment and diagnosis. The League of Friends have recently contributed £250,000 towards a £1 million refurbishment for Ryedale ward. The work involved converting patients' room to have en-suite facilities, new dining area and day room

and the improved facilities for treatment and therapy with new modern and up to date treatment room. The ward has had a complete plumbing and electrical upgrade with the addition of a new nurse call system, conference room facilities and refurbishment of the Elsie May Wells relatives room.

The League of Friends has donated equipment and funds to Malton, Norton & District hospital to the value of around £2.1 million since the league was founded.

New shop for Savernake



Val Compton, left, with Chris Dixon and Claire Perry, one of the shop's volunteers.

Savernake Hospital now has its own Friends Shop run by volunteers. Crowds gathered to watch Raymond White, President of the Friends of Savernake, cut the ribbon to mark the official opening of the shop on March 1st. The space for this store was made available when the new £9.5 million hospital was designed and opened in 2005. Funds for the shop were provided by the Friends of Savernake Hospital.

Val Compton, who was heavily involved with the setup of the shop, commented that, "The shop has been an absolute joy to set up. I am so grateful for the support we have received from within the hospital and from

the community. As of today the number of volunteers for the shop has gone up to 25."

While there had previously been a trolley shop at Savernake, it only stocked around 12 lines. The new shop now stocks over 100 items, including stationary, greeting cards, basic toiletries, newspapers, sweets, and other gifts. The shop also carries a small range of products for people with disabilities. Patients who cannot reach the shop will still have access to a mobile shop, or be able to purchase items with the help of volunteers. Attend Retail were able to help out a lot in the early stages of planning the new shop. Nexus Retail, Attend's shop-



Part of the newly completed shop.

fitters visited the site and gave the Friends plenty of advice on how the shop should be laid out to make best use of the space. David Elcock, Attend Retail Manager also advised and liaised with suppliers to ensure that the Friends got the best deals available.

Gifts and grants given by The Friends of Savernake total over £170,000 in ten years.

Candy Baker, South West Regional Chair

"I began fundraising for my Cottage Hospital in 1945 when I was 13 years old. I also collected money for the district nurses from the local community, this was before the NHS was founded. All the money was entered in a book and accounted for, so that when the contributors needed maternity services or health provision, they would have already paid for the service and wouldn't have to worry when they were ill.

I would like to see more people volunteering, especially young people. If you have a special skill or capacity, find

out if there is an organisation which could use that skill to improve their services. If you know of a friend who volunteers, even if you think it would be of no interest, ask if you could go along and see what they do. Offer to help a hand, doing something different to what is your norm, it is amazing what a 'buzz' that can be.

As Regional Chair I have been visiting the groups in the South West to see what projects they are involved in and what Attend can do to help. It's absolutely amazing! I get the warmest reception

anyone could hope for, everyone is working so hard and doing brilliant work. I'm passing on the message that Attend is here to support them."

Join the South West Regional Committee

I am looking for a Secretary and a Treasurer for the Committee and for more Area Chairs. If you are interested, please call me on: 07855 294715 or email: candy.baker@attend.org.uk

The Memory Cafe



David Light at the Memory Cafe. Photo by Express & Echo and www.thisisexeter.co.uk/wecare.

Estuary League of Friends has launched the Memory Cafe to support dementia and memory loss sufferers and their carers.

The sessions are a relaxing opportunity for people to meet, share experiences and gather information to help them.

Rachel Gilpin, chief executive of the Estuary League of Friends, said: "We live in a rapidly aging society and we're in an area of Devon with a high number of elderly residents. This is the first Memory Cafe for this part of the county. We hope carers and their families will help us run future cafes, to ensure the sessions offer the maximum support, information and it becomes a wonderful social group."

Dementia affects around 700,000 people in the UK including 66,000 people in the South West. The number is expected to increase more than threefold in the next 50 years.

David Light, from Bishopsteignton, has been a full-time carer for his wife, Pam, 76, who has dementia and is now in a home.

David has helped set up the Memory Cafes across Devon and has co-written

Dementia Carers Pathways, published by the Devon Partnership NHS Trust, to help other carers find the information they need. The brochure has been used by the Government's National Dementia Strategy as a key text to base the Memory Cafes on.

David, 74, said: "Being a carer is very isolating and it can get you down. Every carer is on a different pathway and the function of the Memory Cafes is to catch someone with dementia early on and get them into the system."

Victoria Jones, from Topsham, cares for her husband, Nick, 62, who suffers from a rare condition called Semantic Dementia – a progressive loss of the ability to remember the meaning of words, faces and objects. Victoria, 60, said: "There is a stigma attached to dementia and people are reluctant to talk about it but this cafe helps sufferers and carers to meet each other, to learn how to cope and to swap practical tips and advice."

For more information, contact Rachel Gilpin on: 01392 879009 or email: rachel.estuary@virgin.net

New Hospital for Moreton League

A proposal to build a new £11 million hospital in Gloucestershire was approved at a Cotswold District Council (CDC) meeting in February, despite opposition from local residents.

Residents opposed the new building as it is in an Area of Outstanding Natural Beauty and was outside Moreton's development boundary. However, others felt that the positive points far outweighed the drawbacks.

The hospital is an opportunity to provide excellent health care facilities and help meet the health needs of local residents for the future. The new hospital will include 22 new beds and two GP group practices, along with inpatient services, x-ray and other diagnostic services, a Minor Injury Unit, outpatient services and a base for community staff. It will also employ 50 full time and 100 part time staff.

David Glaisyer, chairman of the League of Friends for Moreton District Hospital, said: "This is very good news for the people in the north Cotswolds."

The chosen site will make it easier to access the new doctors surgeries for a large part of the town and parking will be much easier for those coming from out of town. The interior layout will be designed to keep patients closer to the centre of the Hospital, making it easier for both staff and visitors.

The League of Friends will continue to support the hospital, which will be both vital and valuable to this part of the North Cotswolds. Construction plans are set for next summer, with the facility due to open in 2012.

Welshpool Hospital League of Friends' 40th Anniversary



Welshpool Hospital League of Friends on their 40th Anniversary.

The Welshpool Hospital League of Friends held a service of celebration and thanksgiving for the 40 years of the League's founding at St Mary's Church on 18th April, which was very well attended by members of the community.

Formed in March 1970, the League has four founder members that continue to attend its meetings.

The main purpose of the League is to raise money for equipment and services for the patients and staff at the hospital. These

include a weekly trolley shop as well as the distribution of Christmas presents and cards to the patients.

The original hospital, built in 1902, was demolished in 2003 when a new hospital was built nearby for which the League contributed £1,200,000. This reflects the depth of dedication and support the League has for the hospital.

New £84,000 ultrasound scanner

The League of Friends of Deeside Community Hospital recently funded a new £84,000 state of the art ultra sound machine. This new hi-tech equipment meets top guidelines and will be used for antenatal patients, gynaecology, kidney and liver tests and for examining gall bladders.

Deeside was the first community hospital in North Wales to get a scanner when it opened in 1992. Since then, it has upgraded every five years.

The league, chaired by Kath Fox MBE since 1997, is always fundraising for new and improved equipment and facilities at the hospital.

The new machine will be of great service to patients across the area, and, a third world country will also benefit from a generous gift by the League of Friends. The hospital plans to give the old ultrasound scanner to Health Help International, which helps patients in less fortunate parts of the world.

Congratulations Kathleen!



Kathleen Fox, Chair of Deeside Community Hospital League of Friends was made an MBE for her voluntary work, which included raising thousands of pounds for the her local hospital.

Both the Chairman of Flintshire and Carl Sargeant AM have personally congratulated Mrs Fox for her enthusiastic and inspiring work. Because of her encouragement, many local people have become directly involved with the Deeside League of Friends, through both fundraising and volunteering. This marks the second honour awarded to Kathleen Fox in less than a year. Earlier in 2009, she was made a member of the Order of Mercy, an award given to honour outstanding voluntary efforts in hospitals.

A Charity first for Wales



The young volunteers on the Darland Peer Education project

The Friends of Alyn Family Doctors, along with other local organisations, formed a unique project to educate young people between the ages of 14 and 16 on health and lifestyle issues. The project works to improve the community's long-term health interests by spreading awareness through these groups.

The Friends of Alyn Family Doctors developed this project as part of the 'Health Challenge Wales' plan to improve the health of the Welsh population. It is their belief that in allowing young people to make their own responsible decisions regarding various health issues, they would be better able to help their friends.

Professionals spoke to groups of young people on issues such as alcohol, drugs, sexual health, bullying, nutrition, smoking, emotional health and exercise. After they completed two weeks of training, the youngsters also attended a residential outward bound weekend where they developed lesson plans to cascade the information they gathered to fellow pupils

throughout their school and downward to the primary feeder schools. It is in this way that the project hopes the health messages will be passed on for the benefit of all.

Phil James, secretary of the Friends of Alyn Family Doctors, said: "This partnership led initiative provided a unique opportunity to show how a local charity dedicated to health improvement and support could have a positive input into the future health of a local community.

We and the General Practitioners of Alyn Family Doctors feel certain that by helping our young people to understand health issues the project brought positive benefits to our communities. The response from both

the teaching staff and the pupils at Darland was tremendous and a credit to all involved."

Phil, who is also a Board Member of Attend, believes that this was the first time that a charity had joined forces with the statutory authorities in such a direct way by encouraging young people to help themselves to understand and address health issues "as they see them," not as they are told to see them.

The project evaluation report showed that the results exceeded expectations. The young people involved developed very clear opinions on a variety of health care issues and are excited at the prospect of passing these messages on to their peers.

Les Williams, Project Co-ordinator, Wrexham Youth Service, said: "On behalf of the Peer Education Initiative I would like to thank the Friends of Alyn Family Doctors for their three year support and funding of the project and the Local Health Alliance for their generous shared funding of the project."

Kath Fox, North Wales Regional Chair



Kathleen Fox MBE. Photo by Sean Micheals

Volunteer Services Development Manager, Sean Copley (SC) is getting to know the Regional Chairs and Committees. Join him for one minute with Kath Fox MBE (KF).

SC What group are you a member of?

KF Deeside Community Hospital League of Friends, North Wales

SC How long have you been volunteering there?

KF Member since 1997

SC When did you first hear about Attend?

KF 1982. I was appointed Matron of the Catherine Gladstone Maternity/Community Hospital. There was an established, very active League of Friends and I attended all their meetings and events. This continued after a new hospital, the Deeside Community Hospital was opened in 1992 and the League of Friends transferred to the new facility.

SC How did you become involved with Attend?

KF My involvement began in 1997 after I had retired. I was approached by the League members to join them as their chairman. They were experiencing many problems within the group and were on the point of disbanding.

SC If someone asked you why they should join Attend, what would you say?

KF Volunteering becomes a way of life that

benefits so many people – not least the volunteers themselves. To be an effective group it is essential to have guidance on so many issues such as adequate insurance (employee, personal and public indemnity), Charity status, (registering with the Charity Commission) Health and Safety issues, education the list is endless Being a member of a national organisation such as Attend means correct advice is only a phone call away.

SC If there was something you could change about health and social care, what would it be?

KF With the successive reorganisations within the NHS I would like to have seen Social services and National Health Services under the same authority.

SC What was the first piece of volunteering you did?

KF My first task as a volunteer was to organise a small committee to plan a 12 month strategy to raise moral within the group along with an achievable fundraising programme.

SC How do you think volunteering has changed over the years?

KF Volunteering has changed in so many ways from the original fund raising activities. Many volunteers of all ages have an active and rewarding involvement in various

aspects of care and social activities both in hospital and community settings.

SC What do you see as the future for volunteering in health and social care?

KF In the present financial climate the work of the volunteers is essential to help to maintain the levels of service in all aspects of health and social care. This will be required in voluntary hours worked in hospitals, health centres and primary care. Fundraising will always be required to provide the valuable “extras” within the clinical and caring services.

SC If a film was made about your life, who would you like cast as you?

KF This is not an easy question or answer. My choice would be my grand-daughter Cathryn. She is 21 years old, a 3rd year degree nurse student starting out in her career. She is enjoying every area of her training and practical placements and showing great feelings of compassion and empathy without losing an inborn sense of humour and love of life, which is so necessary in a caring profession. If this could be portrayed along with my Christian principles as part of my life I would be very pleased.



Kathleen Fox MBE and the Duke of York. Photo by Theodore Wood

Volunteer issues

Involving younger volunteers

Find more information sheets like this one in the members area of the website: www.attend.org.uk

‘We want to attract younger people to create a more diverse organisation – how can we do this?’

Despite rumours to the contrary, younger people are keen to be involved in charitable causes but there are a few steps you can take to ensure that they are interested in the opportunities that you provide.

What can younger volunteers offer to your organisation?

- Energy and enthusiasm
- A new perspective and fresh ideas on what you can do
- Skills and abilities, particularly in ‘new’ areas such as IT, which would otherwise be missed
- An opportunity to involve your existing staff and volunteers in training and mentoring new volunteers
- A younger generation of volunteers that will help to ensure the future of volunteering within your organisation.

What are the reasons for young people to volunteer?

- The opportunity to gain job skills, communication skills, personal and professional development
- Experience that can be added credibly to a CV and a written or verbal reference
- Fun
- Meeting new people
- The satisfaction of making a difference.

How can you attract young volunteers?

- Outline the reasons above so they know exactly what they are getting in return
- Advertise any benefits your organisation provides eg. reimbursement of travel expenses, monthly fund-raising parties or concerts, lunches in the cafe etc.
- Register your volunteer vacancies on the website www.doit.org.uk
- Promote activities that are part of national campaign i.e. ‘Friends Week’, ‘Make a Difference Day’, or ‘Health Month’
- Divide tasks into ‘projects’, where possible, involving shorter lengths of commitment

- Be flexible about the timing of involvement – July-August might be better than May-June for a student with exams
- Minimise the screening and induction process where possible to allow the volunteer to meet with your organisation as soon as they have shown some initial interest
- Think about your organisation with younger people in mind and the image that you would like to portray
- Use language that is familiar and accessible so that the audience will find your objects approachable and interesting
- Specify the role: sometimes advertising for a named role can be more attractive than the title ‘volunteer’. ‘Shop manager’ or ‘fund-raising co-ordinator’ are more attractive titles for those looking to enhance their CVs
- Make the role sound interesting – a poster should say ‘Enjoy the Outdoors!’, not ‘Weeding required’, ‘Retail Experience’ not ‘Shop Assistant’
- Keep in mind that the Internet and e-mail are the main mediums of communication amongst younger people.

How can you keep young people volunteering with you?

- Show appreciation and always say ‘thank you’
- Give feedback and ask for their feedback – they will feel respected if their opinions are valued
- Give the volunteers responsibility for a project and decision-making opportunities
- Give clear role descriptions
- Provide formal or informal training e.g. in food-handling, hygiene or sign language
- Allow the volunteers to develop their roles in the areas that are of their interest
- Make them feel part of the team; introduce volunteers to each other and foster relationships
- Everyone makes mistakes; don’t lessen a volunteer’s confidence if they mess up – look at it as a learning opportunity!
- Be flexible and be prepared to suit their schedules.

THE ATTEND 500

HEALTHY
OPTIONS

VIBE

THE FRIENDS
OF ATTEND

THINKING
AHEAD

YOUNG
VOLUNTEERS

