

You First

ISSUE 26 - AUTUMN 2010



Meet our champions

Mental health pledge | Fantastic firsts | Innocent fun | Alcohol debate



Phil's Foreword

Welcome to the autumn edition of **You First**.

As the summer becomes a distant memory and the cold winter nights draw in, I'm glad to say that we have some heart-warming stories here in our magazine. Not least in our 'Fantastic Firsts' feature (p8-9), which showcases

the achievements of some of our service users who have recently fulfilled their greatest ambitions. Their stories are a true example of how great things can be achieved with an ambitious, dedicated and person-centred care team.

This very same attitude was the motivator behind our inclusive football tournament this summer (p11). It is often said that sport can transcend all barriers, and this was certainly the case when staff and service users from across CIC took part in, or cheered on their friends, at our games. It was wonderful for us to be able to bring together our community, in what was a truly memorable day.

Similarly, drawing together communities is the ambition of the government's proposed 'Big Society', which seeks to empower individuals to make a greater contribution to their society. The volunteers on pages 12-13 are an example of the community spirit necessary for the Big Society ambition to become a reality, each using their hopes, life experiences and skills to help CIC achieve its good work. I'd like to thank everyone who volunteers in our services in any shape or form; your contribution is invaluable and truly appreciated.

Of course, it is not just about people making a contribution to our charity. As a large organisation, we have the potential to make a significant difference and are passionate about offering real public benefit. In joining the Care Professionals Benevolent Fund (p22-23), a new charity established to support carers in need, CIC is using its skills, experience and resources to support a vital new organisation.

Likewise, when we signed the See Me pledge (p15), an initiative which was driven by our passionate Scottish Mental Health Forum, we affirmed our commitment to playing our part in ending the stigma and discrimination people with mental health concerns can face in life. I am sure our pledge will make a real difference, because, as our **You First** magazine continually demonstrates, with ambitions and dedication, anything is possible.

Best wishes,

Phil Edgington
Chief Executive

Competition

The man with one of the most distinctive voices in music, Grammy-winning legend **Joe Cocker**, returns with his new album '**Hard Knocks**'.

In his forty year career, Joe has racked up an astonishing 21 studio albums, selling millions or records around the world. He is a Grammy, Golden Globe and Academy Award winning artist, and has even received an OBE! Without any doubt, Joe Cocker is not only a true music legend but one of the most successful and popular singers of the last four decades.

Produced with Matt Serletic, who has made hits for the likes of Matchbox Twenty and Carlos Santana, this album will delight fans of Sheffield's finest musical export.

You First has five copies of '**Hard Knocks**' to give away to our readers. To enter our competition, just answer this simple question:

Joe Cocker topped the charts with his cover of which classic Beatles track?

- With A Little Help From My Friends
- I Am The Walrus
- Ob-La-Di, Ob-La-Da

Email your answer to: john.hughes@c-i-c.co.uk or post it to the address listed on page 3. Closing date for entries is 1st December 2010. Usual competition rules apply.



Hard Knocks is released on **October 4th** by **Sony Music**.

Look inside

cic
— group —
putting individuals first



Regulars

4-5 News

Check out national and regional news

6-7 Community

What's been happening in your region

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The views expressed in this magazine are not necessarily those of CIC.



Features

8-9 First for life

Our service users achieve their dreams

10 Close knit community

Meet our residents knitting for Age UK

15 Mental health matters

CIC backs anti-stigma campaign

16-17 Prime-ministerial debate

Can alcohol be a prop for pressure?

20-21 Qualified care

We take a look at CIC's unique dementia BTEC



Planet Friendly

You First is printed on paper that is manufactured from sustainable forests and is elemental chlorine free. Please recycle after reading.

News

Good luck to the Leicester Floating Support team who are through to the finals of the British Care Awards.



CIC is delighted to announce the opening of a new independent living service in the North East. Applegarth, in Middlesbrough, is home to three new tenants and a new staff team. Welcome to the CIC community.

Congratulations to the Inspirit DomCare team in St. Helens on successfully securing an extension to their dementia contract with St. Helens Council. The team have impressed the Council with their outstanding commitment and delivery of such a high quality service. Well done to you all.

Congratulations to CIC Purchasing Manager, Michelle Freeman, pictured receiving her graduate diploma from the Chartered Institute of Purchasing and Supply at the Birmingham Symphony Hall.



Thanks to Ben Boocock, student at the Rievaulx Centre in Billingham, who is doing his bit for the environment by helping the Rievaulx get signed up to the Tees Valley Green Business Network Awards Scheme, which will help the centre improve its environmental performance.



Well done to the Bio-Physical medicine team who have been commended by training accreditation body, the NCFE, for the quality of the training they deliver.

Congratulations to Leeds Service Manager, Kate Rivers and her new husband, Paul Langan, who were married on 14th August 2010 at Our Lady's RC Church, York.



“Ada Bannister, 89, who recently spent time at Inspirit Intermediate Care Unit, Kirkley, after a fall praised the service and the care she receive, telling her local newspaper: *“The staff at Kirkley are called carers and that is what they do. They care about each and every resident. Nothing is too much trouble for them and they are always there with a smile and time to talk. I would love to say thank you to them all.”*”

Open House



Cutting the ribbon – from left to right: Andrew Lowe (Director of Scottish Borders social work department), Michaela Hujova (CIC Team Leader), Councillor Renton, Colin Hayward (Manager of Berwickshire Housing).

CIC's Station Court in Duns, Scotland, has launched its new short breaks service. The new accommodation, built in partnership with Scottish Borders Council and Berwickshire Housing Association will enable guests of all ages and abilities to enjoy a short break in a fully accessible house, either on their own, or with family, friends or carers.

The purpose built bungalow was designed with the help of two tenants from Station Court, who advised on

how to create a suitable environment for individuals with complex physical needs.

Councillor Frances Renton, Executive Member for Social Work, cut the ribbon officially opening the service, saying: "Station Court has already made a big contribution to Duns, providing attractive award winning housing for people who previously lived in institutional care. This new house will enable others on a short breaks basis to experience this quality housing."

Goodbye and good luck to Cornwall Park manager, Evelyn Thomas, who has retired after 21 years of dedicated service at the home. Residents, staff, family and friends all gathered for a surprise party to bid a fond farewell to Evelyn. Evelyn, you will be missed!



CIC's HR and Training departments are pleased to announce the launch of their Role Profile and Competency Workshops.

The workshops have been introducing CIC's new competency framework, aimed at supporting managers with recruitment, career progression and performance management.

Good luck to ex-Belvedere homelessness service residents, Kirsty Coombes and Siobhan Kent, who are embarking on a once in a lifetime challenge of climbing Mount Kilimanjaro. Look out for the winter edition of **You First** magazine, to read an interview with the brave pair and hear all about their trek to the mighty snow capped 19,340 ft summit!

Popular osteoarthritis supplements 'do not work'

A study by Bern University in Switzerland has found that popular arthritis supplements, glucosamine and chondroitin, do not have any beneficial effect on osteoarthritis of the hip or knee. The study compared the effects of patients who took the supplements, with those who took a placebo, concluding that the supplements did not reduce joint pain.



every disabled child matters

Call for more support for disabled children

Every Disabled Child Matters, the rights and justice campaign for disabled children, has called for the government to allocate £8million to support parents of disabled children. The charity wants the funding used to look at new approaches to supporting disabled children and young people in making their own decisions about services and care, as well as ensuring parents are properly represented throughout every new framework for citizen engagement in the Big Society.

Calling all sports fans!



The London 2010 Olympic Games Volunteering Programme has now launched! The programme, which is open for 6 weeks until 27th October 2010, hopes to recruit over 70,000 volunteers, including welcome staff, tickets checkers, costume assistants and events stewards, to help make London's 2010 Games the best Olympics yet. So if you fancy being part of this historic event, log on to www.london2012.com/get-involved/volunteer to find out more.

Community

Thanks to Dalbeattie Bowling Club, Dumfries & Galloway, who made a generous donation of £90 to Munches Park care home. The kind gift has been used to buy bowling equipment for the home.



The tenants at Mill Road, Armadale, were the proud recipients of 2nd prize in the Armadale 100th Gala Day competition, for their 'Teddy Bears Picnic' themed decorations.



Tenants from Chester Close, Runcorn, have had a busy summer. Kevin Halliwell enjoyed the holiday of a lifetime in Orlando, Florida, where he visited the NASA Space Centre and Disneyland and John Gardham met two of his favourite soap stars – Debbie Dingle and Mathew Polard from Emmerdale – when he visited the Empire Theatre in Liverpool.



Karen Beesley from Crompton Drive, Liverpool, pictured at a book signing with her favourite TV star, Jeremy Kyle.

'I ain't afraid of no ghost!'

Well done to residents and staff at Munches Park care home who won 2nd prize for their Ghostbusters inspired 'Munches Busters' float in the Dalbeattie Civic Daze parade.



A big well done to John Mitchelmore of Linda Grove, Cowplain, who managed to overcome his fear of heights during a recent trip to Exmore. John bravely tried his hand at rock climbing and abseiling, supported by staff Bob and Andy.



Many happy returns to Munches Park resident, Betty Finch, who was joined by all her family and friends to celebrate her 80th birthday!



Robert Brown, from Dean View Villas, Tyne & Wear enjoyed an action packed holiday this summer taking part in all kinds of exciting outdoor activities such as mountaineering, swimming and cycling.

Senior support worker Bernadette Mallinson (pictured right) from Norfolk Road in Carlisle took part in an 84 mile sponsored walk in aid of NSPCC, raising an impressive £250.



Tenants and staff at Whitby Drive, Sunderland, raised a massive £480 for a new sensory garden for the service by holding a jam packed summer fun day. The local community all joined in the fun, taking part in games such as a tombola, the coconut shy and hook-a-duck.



Entertainment provided by Pantastic, a steel pan band made up of all ages and abilities.

Amberleigh House care home, Fazakerley, enjoyed another successful annual summer fair. Added attractions this year included the Liverpool Mounted Police Division, a display of vintage motorcycles and musical entertainment by the popular Tony Amore. Everyone had a fantastic day and over £1000 was raised for the home.

Pictured - resident Agnes Stevenson and her granddaughter meet Police horse, Roy.



There was a competitive spirit in the air this summer when Carlingwalk House, Munches Park and Merse House challenged each other to an inter-house rounders match! Residents, staff and families all joined in the event with Carlingwalk being named as overall winners (although this decision still remains in hot dispute!)

It's been a fun filled summer for staff and residents in Charnwood Lodge, Dumfries & Galloway, who have been busy organising a summer garden party, as well as a 5 mile fancy dress sponsored walk, raising an impressive £690.00.



John Plant from Inglenook, Widnes, has been busy helping some of CIC's senior managers promote our charity and the work we do. John played a big part in a recent tender, by talking about his great life at Inglenook and all his many achievements since living there. John even put together his own presentation which he delivered to the group himself. Well done John!



Congratulations to Jean Shippies from Stanton Lodge, Liverpool, who celebrated her 60th birthday in style with a huge party, surrounded by her all her family and friends.

Harold Prendergast, who lives in Tara House, Liverpool, was delighted to receive three tickets to watch his favourite football team, Liverpool FC from Acorn Farm, where he works. Harold's employers kindly donated the tickets to him so that he could watch his hero Jamie Carragher play in his testimonial match against rivals Everton. Harold joined in with 36,000 fellow fans to sing You'll Never Walk Alone and was delighted when his team won 4-1!



'Terry White from Marigold Avenue, Gateshead, enjoyed a Scottish city break in Glasgow and Edinburgh this summer, the highlight of which was getting the chance to watch the world famous Royal Edinburgh Military Tattoo show.



Congratulations to Keeley Whittaker, Vocational Support Services, pictured proudly receiving an award for Best Volunteer at Barnados, Liverpool. Well done Keeley!



Children enjoy face painting at Merse House open day which raised over £2000, which will be used to make a donation to the local Parkinson Disease Group.



Amy McConville from Vocational Support Services has gained paid employment at Costa Coffee at Mersey Retail Park, Speke. Amy is loving her new role and has quickly become a valued member of the team. Pictured - Amy (centre) with support worker Jenny Day (left) and Costa manager Liz Smith (right), presenting her employer with a certificate recognising Costa Coffee's commitment to embracing diversity in the workplace.

Fantastic

Everyone has a dream - an ambition that they want to fulfil, a place they would like to see, something they want to experience. At CIC, we believe in helping the people we support make their ambitions a reality.

You First meets four inspirational service users from our Independent Living services who have recently fulfilled their highest hopes and achieved their dreams with our support. They tell us about how they reached for the sky, met their heroes, travelled to new countries and with our support found themselves centre stage.

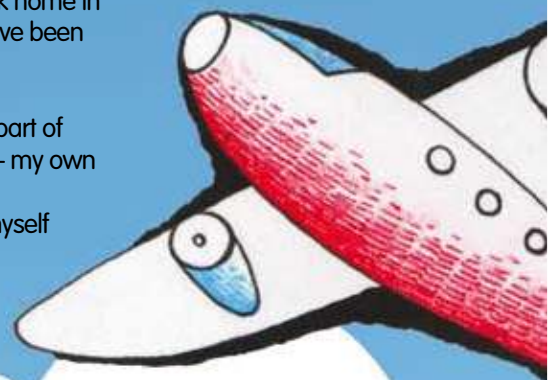
'Up up and away!'

David Campbell from Priors Court in Jedburgh, tells You First about an unforgettable birthday surprise....

"This year was a big birthday for me as I turned 21! To celebrate I went to visit my family, who live 100 miles away in Perth. We always have such a great time when we get together; they love to hear all about my life back home in Jedburgh and all the different things I've been supported to do.

The holiday was brilliant but the best part of all was my surprise birthday present – my own personal flying lesson!

I was so excited to fly a plane all by myself and it was an experience I'll never forget. You can see from my photo how happy I was! I loved coming back to Priors Court and telling all of my friends and support staff about my fantastic day!"



'It's a fine life!'

Ada Plant from Walkers Lane in St Helens, a lifelong musicals fan, tells You First about a special trip where she got the chance to meet a very famous face....

"I love musicals, especially Oliver Twist. It's my favourite one and I've seen it hundreds of times on DVD. Because they know I love it so much, my support team at Walkers Lane surprised me by organising a trip down to London's West End to watch the show live! I'd never even been on a train or bus, let alone to the theatre, so it was all such a thrilling experience for me.

The show was incredible and I couldn't believe it when we were leaving and bumped into Russ Abbott, the actor who plays Fagan in the show! He was such a lovely man and he even helped us get a taxi back to our apartment.

We spent the rest of the trip taking in all the sights and sounds of our amazing capital city, and we even managed to catch another popular show, the Lion King. What a weekend!"



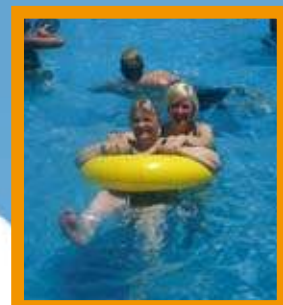
firsts!

'On top of the world'

Dorothy Rice from Stone Street flats, Gateshead, travelled to new shores for the holiday of a lifetime...

"Going on holiday abroad has always been a big dream of mine, yet my nerves about flying meant I'd never been able to make it a reality. But this year my staff team at Stone Street flats set about helping me to overcome my fears and gain the confidence to fly. Sitting on the aeroplane high above the clouds, waving goodbye to Newcastle and headed for Benidorm. I couldn't believe I had finally done it!

Touching down in Spain and feeling the sunshine on my face, I was so grateful for the support of my team for helping me get there. It really was a holiday of firsts for me, as I went swimming for the very first time too! I was really sad when it was time to come home; it was a holiday I'll never forget. Now I have to start planning for next year's trip!"



'Music man'

Music lover Ian McDonald, from Station Court in Duns tells us about his memorable day on the decks...

"Music is my passion. I really enjoy singing and I love to go to big arena concerts. Over the past couple of years I've seen two of my favourite acts, Cliff Richards and Westlife, perform live in concert.

One of my biggest dreams would have been to become a professional DJ. So with the help of my support staff, I wrote to my favourite DJ at Radio Borders, Keith Clarkson, to tell him about my love for music and how I listen to his show every day. To my great surprise and delight Keith wrote back to me inviting me into the studio for a tour! Everyone at Radio Borders was so welcoming and I couldn't believe my luck when I was allowed to sit at the sound desk in the studio, just like a real DJ! To top the whole day off, I was able to request a song, which was played that afternoon; I even came away with a big goodie bag of memorabilia to remind me of my amazing day!"





innocent fun

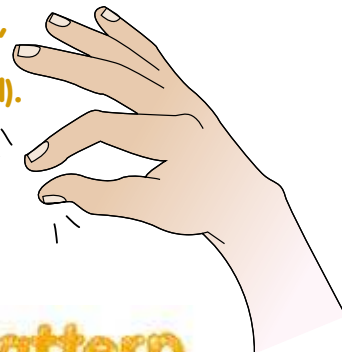


Three residents of Merse House senior care home, Dalbeattie, have picked up their knitting needles and wool to show their support for Age UK (formerly Age Concern and Help the Aged).

Berenice Foster, Elizabeth Glendinning and Elizabeth Hastings are taking part in Innocent Smoothie's 'Big Knit', which sees people knit miniature hats which are sold on the top of bottles of the drink. For every behatted bottle sold, Innocent and Sainsbury's will give 25p to Age UK to help older people stay warm this winter.



Want to take part? We've teamed up with Innocent to provide you with a simple beginners knitting pattern, which should give you everything you need to cast off...



before you start

you'll need this stuff:



some wool



small knitting needles
(3.25mm - 4mm)



a sewing needle



1 pair of scissors



some bobbles

and here's a couple of exercises to limber you up:

grip 'n' squeeze

1. grab your ball of wool.
2. squeeze it 10 times.
3. and relax.



1234

1. starting with your index finger, tap each finger in turn against your thumb until you get to your little finger.
2. then reverse it.
3. get ready for some power knitting.



beginner pattern

1. Curl up by the fire/sit next to the radiator.
2. Using double knitting yarn and 4mm needles, cast on 28 stitches.
3. To start, either knit two rows, or, to create a rib, knit 1 purl 1. Then, starting with a knit row, work in stocking stitch (knit 1 row, purl 1 row, knit 1 row etc) for 12 more rows.
4. For the next row, knit 2 together to the end (14 stitches). And for the row after that, purl 2 together to the end (7 stitches).

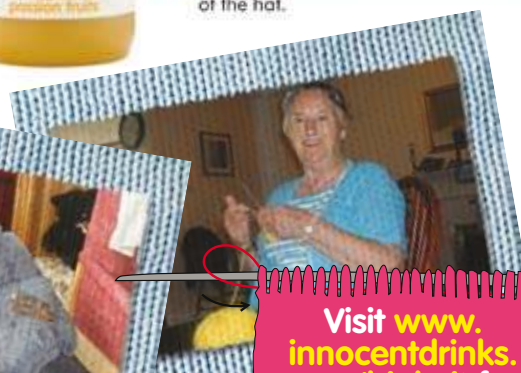
5. When you've finished, cut the yarn leaving about 25 cm. Thread the cut end of the yarn through a sewing needle, then run it through the loops and remove the knitting needle (fig. A).

6. Tighten the yarn (fig. B) and sew the little hat together at the side (fig. C). Once finished, turn it right-side out so that the seam you've just sewn runs up the inside.



7. Just to check you're on the right track, we reckon when laid out flat, the hat dimensions should be about 5-7cm along the bottom and at least 3cm high.

8. To finish, just sew a little bobble onto the top of the hat.





This summer there was a football tournament that was exciting, entertaining and full of great sportsmanship. Forget the World Cup, we are talking about CIC's inclusive football tournament!

Taking place in Aintree, Merseyside, our football funday saw our staff and people supported by CIC join together to play the beautiful game. Sixteen teams made up of male and female players of all abilities took part, playing exciting 12 minute matches.

Mark Darcy, CIC Interim Director of Finance, who helped to organise the event with Liverpool service manager Jay Lomax, said: "The tournament was very successful and everyone thoroughly enjoyed themselves. We had hundreds of members of the CIC community taking part, cheered on by their friends, family, our staff and other service users.

Jay added: "The games were inclusive and everybody played with great spirit and teamwork. It was a really exciting and unique event that celebrated talents and forged new friendships."



Cheering for

The Big Society encourages us all to play a part in our local communities. But what do we can we gain from volunteering? Does having a community spirit simply mean giving but getting nothing back in return? Of course not!

At CIC, we believe in valuing the enthusiasm of our volunteers, so if you are committed to sharing your talents, knowledge, passion and experience with us, then we are committed to making sure you get a lot in return. Here are four very different examples of how volunteering with CIC can enrich your life, whilst helping us enrich the lives of our service users too...



Laura Wiltshire, from Widnes, is a recent graduate of John Moore's University, Liverpool, where she studied Media, Cultural Studies and Sociology. Laura spent several weeks working alongside CIC's Marketing and Communications team to help her get that all important first step on the career ladder. She tells us more...

"I enjoyed my degree course, but after I graduated, I was still unsure about what to do next. The media side of my degree was my real passion, but I had also enjoyed learning more about community care issues", explains Laura. "Gaining a placement at CIC meant that I could pursue my passion for media and marketing, but in the social care sector,"

"The marketing team encouraged me to get involved in some really exciting projects; I helped write and design an edition of **You First** magazine, wrote news stories for the website and also attended an awards conference to help promote CIC," says Laura. "Having the opportunity to work in the marketing department of a big national organisation helped me decide that this was definitely where I wanted to take my career."

Laura believes that volunteering adds value to the CV of new graduates in this difficult job market. "Shortly after the placement, I got my dream job, working in marketing. The practical experience I gained during my placement was a huge factor in helping me secure my new role, as I was able to show employers that I could put into practice what I learned on my degree."

Beryl Hamel and Mary Davies each volunteer two days a week at Amberleigh House, a specialist dementia care home in Fazakerley, Liverpool. Between them they have notched up almost twenty years of volunteering at the home. Here they tell **You First more about their motivations for volunteering...**

"My husband and Mary's elderly friend were both cared for at Amberleigh House," explains Beryl. "The way the staff here looked after our loved ones will stay with us forever and that's why we both volunteer now, to try, in our own little way, to say thanks."

It's clear from talking to the ladies that not only are they giving a lot by volunteering, but they get a lot back too. "When you lose someone so close to you, there is a huge gap in your life," explains Mary. "We spent so much time at Amberleigh that the staff and residents became our friends and there was no way we could have stopped visiting after we lost our loved ones. It's a huge part of our social life now and we couldn't imagine not coming here."

Beryl agrees: "We help with activities like bingo, reminiscence sessions and sing-a-longs. Dementia can be a very sad illness, but our role means that we can make our residents lives happier."

And it's not just the residents who Beryl and Mary help, their families also benefit from their personal experiences. "We know how it feels to place a loved one in a home, so we are able to empathise with families, offering them support and reassurance," says Beryl.

Mary agrees, "I think it is important when you retire that you do something of real purpose and value. That is why it is such a pleasure volunteering at Amberleigh House, where our work is both valued and valuable."



To find out more about volunteering with CIC or to get a copy of our volunteering info pack e-mail us at: experiencevolunteering@c-i-c.co.uk

Volunteering

When Karen Marsden and Ian Edwards saw an advert in their local paper looking for volunteers who were 'enthusiastic, empathetic and committed', they both seized the opportunity to use their skills and life experiences to build themselves an exciting new career supporting people with addictions. Nearly 18 months after joining CIC's Liverpool Addictions Service, they tell us more about their journey...



"Looking back, I suppose you could say Ian and I had both reached a bit of crossroads in our lives," explains Karen. "I had been made redundant after twenty years working as a manager in the customer services industry and Ian had himself recently recovered from an alcohol addiction. For different reasons, I think we were both looking for a new challenge, to build our confidence and boost our self-esteem."

Ian agrees: "Although my background was in the engineering sector, after my recovery I had started to give talks to other people about addictions, and was encouraged to pursue this as a new career. I really liked the idea, but realised I'd need some qualifications, experience and support – exactly what volunteering with CIC has offered me."

Karen concurs: "Whilst Ian was bringing a unique life experience to the role, I had a wealth of professional skills from years of working in the customer services industry. As soon as I started in my post, all my old skills come straight back to the fore – dealing with different people from different backgrounds, being at ease with people, being compassionate and non-judgemental."

It's clear that the pair feel they have gained a lot from their radical change in career direction. "Volunteering is so rewarding both on a personal and professional level," says Karen. Ian agrees: "Volunteering has really increased my feelings of self-worth, it's been a great motivator and has really enhanced my CV," says Ian.

Whilst both Karen and Ian are now looking to take the skills they have learnt with them into paid employment within the care sector, for now both are happy to be recognised and valued for the contribution they make as volunteers. "When the staff here say to us 'we don't see you like volunteers, to us you are just one of the team' it's the best compliment they could give us," says Karen proudly.

As more of us look to give something back to our local communities, but struggle to find the time in our busy lives, some savvy employers are coming up with the perfect solution - giving employees the chance to offer their skills and experiences to worthy causes as part of corporate team building events. Belvedere homelessness project in Runcorn was recently chosen by local pharmaceuticals company, Rowlands Pharmacy, to be the host of their annual team building day...

"Every year our Head Office team splits into five groups and each selects a local community project to offer our services to," explains Rowlands Admin Manager, Jenny Sanders. "This year, my team chose Belvedere and we offered to spend the day here giving them a garden make-over."

"At Rowlands, our managers are based all across the country, so these volunteering projects are great for team building and getting to spend some time with colleagues we don't often see face to face, whilst importantly, giving something back to our local community," says Jenny.

Whilst Jenny is delighted with the benefits of the day for her and her colleagues, the staff team and residents at Belvedere are equally as thrilled, "We can't believe what a fantastic job the team from Rowlands have done," says Belvedere's Project Administrator Lisa Grice. "They have totally transformed the garden - weeding, painting, building us raised herb and flower beds and changing the decking."

Resident Ryan Schofield agrees: "It's really good that we now have a place to just sit and chat to our friends. Belvedere looks so much better and we're all really grateful to Rowlands for giving up their time to do this for us."





Community Spirit

Residents and staff from CIC's Halton Goals homelessness service received the praise of their town when they were commended for their community work by Halton Mayor, Marie Wright, and Mayoress, Sheila Walsh, at a special reception at Runcorn Town Hall.

The service has taken part in a number of volunteering projects within their community this year. Most recently, they worked alongside their neighbours and representatives from housing association Cosmopolitan Housing, to improve their local environment. Halton Goals spent a day collecting litter that had been dropped in their local estate, as part of Halton's 'Respect Week'.

Mayor Marie Wright and Mayoress Sheila Walsh gave the residents a guided tour of the historic Town Hall followed by a question and answer session, in which the residents asked Marie and Sheila about their work and the Mayor and Mayoress found out more about life in Halton Goals and the hopes of its young residents.

Mayor Marie Wright told **You First**, "We were delighted to welcome the residents of Halton Goals to the Town Hall. By taking part in initiatives like Halton's Respect Week, Halton Goals' residents are sending a really positive message to their local community."

Brian Parsons, manager of Halton Goals added, "People who are homeless face a lot of stereotypes, but all of the residents in Halton Goals appreciate that they are part of their local community and want to positively represent themselves and our service. For the past year Halton Goals has been involved in a number of community projects and we will be doing even more work in the future."

Danielle Kenny, who lives at Halton Goals and took part in the Respect Week, explained why the volunteering was so important to her and her fellow residents, saying, "We all want to give something back to the community. Often, people have negative opinions about homeless people, so we hope that by volunteering our neighbours have seen that we are good kids who really want to help out."

She added, "It was great to meet the Mayor and Mayoress and visit the Town Hall, they made us feel very welcome and we all had a fantastic time."

Halton Goal's participation in the Clean Up Day is just one of many events that our homelessness and addictions services are taking part in as part of their Community Engagement Programme, which aims to build better links between our services and members of their community.





Seeing beyond the label.

The Pledge

“Our vision is of an inclusive society where diversity is celebrated. For us, this means that every person supported is treated with dignity, respect and has real choices and opportunities in life.”
CIC’s Vision.

Many people with care and support needs find themselves marginalised or misunderstood, defined by their conditions. That is why as an organisation we are committed to promoting greater inclusion for everyone we support and playing our part in ending stigma and discrimination.

CIC was founded upon the vision that everyone has the right to be a part of society. Across our organisation all of our services play their part in turning this vision into a reality, from building their community presence to supporting social inclusion events. Our passionate Mental Health forums in Scotland and England, who are dedicated to supporting good mental health and playing their part in ending the fear and prejudice associated with mental health conditions, are one example of this commitment.

In July, the Scottish Mental Health Forum joined our Chief Executive, Phil Edgington, when he signed the ‘See Me’ pledge. The

‘See-Me’ campaign is a Scottish campaign which sees organisations of all kinds make a public commitment to raising awareness about mental health issues in the workplace and beyond.

Teresa Fraser, Lead Service Manager for Scotland and chair of the Scottish Mental Health Forum, explains, “Promoting the good mental health of our staff and service users is a key aim of CIC’s Mental Health Forums, but alongside this, we also want to play our part in ending stereotyping and stigma. We know that the See Me campaign has already made a great impact to Scottish society and CIC can play a part in its continuing success.”

“We want to play our part in ending stereotyping and stigma”

In our pledge, CIC has committed to providing all of our staff with mental health training as part of their inductions,

offering mental health training to families and other smaller care organisations, and to raising awareness of mental health issues amongst our employees and the wider communities in which we work.

“We will do everything we can to make our pledge a success”, says Theresa. “Recognising that mental health issues can affect anyone, our pledge looks how we can inform and support all of our stakeholders including the people we support, their families, our staff and the wider community. We believe it represents a significant commitment on behalf of our charity.”

Signing the pledge, Phil said, “The CIC Group are dedicated to providing excellent support to individuals with mental health concerns as well as promoting positive messages that challenge the stigma associated with mental health problems. As an employer, we are also committed to doing what we can to ensure the mental wellbeing of our staff. Because of this, we are delighted to show our support to the See Me campaign by signing the pledge.”



See Me Campaign Director Suzie Vestri with Teresa Fraser and Phil Edgington



Blaired Lines

Britain's former Prime Minister, Tony Blair, has recently published his autobiography, 'A Journey', in which he has spoken openly about his relationship with alcohol during his ten years at the top.

A stiff drink before dinner and half a bottle of wine with his evening meal became his antidote to the stress and pressure of the country's most high profile job. In the book, Blair candidly recognises that it was his tendency to use drink as 'a prop', and that when all is said and done, 'alcohol is a drug like any other'.

So whilst the nation's media are busy lamenting the actions of Britain's binge-drinking youth, or alcohol fueled anti-social behaviour on council estates, what about the less publicised, but no less prevalent issue of middle class, middle aged drinking? Why does a pre-dinner tippie or a bottle of chardonnay a day, carry an air of social acceptability? And why does this growing epidemic seem to avoid the spotlight?

You First speaks to Cath Groves, Director of CIC's Addictions Services, to find out more...



"There is no doubt about it, there is a growing and certainly harmful mindset amongst a lot of older, perhaps more affluent, well educated, and essentially 'middle class' professionals, that it is perfectly

acceptable, in fact justified, to unwind at the end of the day with a drink or three," explains Cath.

"However, increasing strengths of alcoholic drinks, the trend for larger measures, and a lack of education about 'safe' levels of drinking, mean that this seemingly harmless form of relaxation can be potentially dangerous and in some cases even lethal."

Whilst there is no suggestion that Mr Blair had an overt dependency on alcohol (he himself saying in his autobiography, "I believed I was in control of the alcohol"), according to governmental guidelines, he was drinking well in excess of the recommended average weekly units, which stand at around 21 units for men and 14 units for women.

"A stiff whisky or G&T would probably have set Mr Blair back about 3 units, with another 5 for half a bottle of wine. So in total, he could have been looking at anything upwards of 56 units a week, nearly 3 times as much what is considered safe. He was firmly in the category of a harmful drinker, whether he had a physical dependency or not," Cath explains.

Recent statistics confirm the problem. A survey published by the Office of National

Statistics states that that 43% of people in managerial and professional roles (7.5m adults in Britain) drink more than the recommended limit at least once a week, compared with 31% of workers in manual or routine occupations, contrary to the traditional stereotypes.

So why then, does this ever growing group of problematic drinkers go seemingly unnoticed?

"It's all about visibility", explains Cath. "Many middle class drinkers will pick up a couple of bottles of wine from the supermarket at the end of the day to drink with their evening meal or in front of the TV. At the weekend they are more likely to have a dinner party at home with friends than frequent clubs. It's done behind closed doors and therefore goes undetected."

But the manner of drinking doesn't change the outcome. Consistent and significant over-consumption of alcohol can be just as detrimental to health as a once a week drinking binge.

"Just because this group aren't all drinking to get drunk, doesn't mean the detrimental effects are negated," says Cath. "The physical effects of consistent over consumption of alcohol are well publicised and range from the common issues of weight gain, poor circulation, high blood pressure and depression, to potentially life threatening conditions such as heart disease, liver failure, stomach ulcers, cancer of the stomach, breast, throat, mouth, and oesophagus. And of course, alcohol can often create negative effects on work life, family life, relationships and your finances."

But that's not to say that in the right quantities alcohol is something which can't or shouldn't be enjoyed. "Drinking is a pastime that has been enjoyed since the start of time. Of course it is fun to enjoy a drink with your partner or friends, and I'm certainly not suggesting people never drink again!", says Cath. "But the key is to ensure people understand that's it's all about drinking to sensible levels, to drink in line with a balanced diet and a full life with other interests."

"Find ways to relax that suit you, not always relying on popping the cork on a bottle of wine. Go to the cinema, visit friends, take up a hobby, exercise,

walk the dog around the block! Anything that will give you a natural high, improve your physical and mental wellbeing and be far lighter on your purse than a night of drinking," Cath continues.

Life can be difficult at the top, but alcohol was never going to solve the stresses of Tony Blair's demanding career. Cath's message is clear: if you feel pressured, worn out and tired after a long day, instead of trying to forget about your troubles with a drink, why not *elect* to do something else that will make you healthier and happier.

“Middle class drinking tends to go on behind closed doors.”

“He was firmly in the category of a harmful drinker.”

Do you think that you are drinking over your recommended limit? Visit www.drinkaware.co.uk and complete their online drinks calculator.

Know Your Units



Diary of a Customer Services Manager

Karen Sanders is using her customer service skills to promote BioPhysical Solutions, CIC's unique, non-invasive electro-acupuncture treatment that helps people with addictions to manage their cravings.

7.30am: I set off to our office which is based in CIC's Liverpool Addiction Service. BioPhysical Solutions has been used within CIC and sold to other addictions treatment providers for almost ten years, and I am working on a secondment from my role as the PA to our Chief Executive, Phil Edgington, to promote it to other groups that may benefit from the treatment. I have almost two decades of customer service experience, so it is exciting to be using my skills in this new role.

9.00am: I arrive at work, ready for a busy day. I start with a team meeting with my colleagues, Elaine Ho – who trains people to deliver our treatment, and our part time volunteer administrator, Karen Marsden. We discuss our week ahead, any enquiries we have received and our plans to make more people in the care sector aware of BioPhysical Solutions. We all get a lot of job satisfaction in selling a product that gives people a better quality of life.

11am: Great news! I receive an order from a holistic therapist who would like to book herself onto one of our training courses and purchase a BioPhysical treatment unit, so she can deliver the treatment at her practice. I email her back straight away to see which of our upcoming training sessions are convenient for her to attend.

1pm: I spend some time researching up-and-coming conferences and community events in which we can promote BioPhysical Solutions and CIC generally. It is important that we are proactive and try to engage potential customers.

3.30 pm: I meet with Elaine to discuss the 'refresher' courses we are offering to organisations that deliver BioPhysical treatment. These sessions will remind their staff of the best ways to deliver treatments so that their clients get the most out of their treatments.



4.00 pm: I send an email to existing customers whose treatment machines are due for recalibration. It is so important that you have a good relationship with your current customers, not just potential new clients, so we keep in regular contact with the providers that offer our treatment, to see if there is any support we can give to them.

4.30 pm: Time to confirm a couple of meetings. Although I have lots of experience of working in Customer Service roles, I believe that you can always learn new skills, so I book my place at a Customer Service Conference in Stoke-on-Trent next week. I also confirm our attendance at a personalisation event in St Helens the following week, another great opportunity to promote BioPhysical Solutions to professionals in the care sector.

5.30 pm: The end of a busy but successful day! I'm so happy with Elaine and Karen's work; we are already a great team and are all dedicated to making the most of this great treatment. I turn off my computer and get ready to go home. I can't wait to catch up with my wonderful girls, Melissa and Daniella.

Reviews



Music Ali Campbell Great British Songs.

Ali Campbell, the legendary voice of UB40, releases his fourth solo album 'Great British Songs'. Produced by Ali, with the renowned Sly & Robbie at the helm of the rhythm section, 'Great British Songs' is a collection of iconic British hits reinterpreted in a reggae style.

Ali has reworked hits from the 60s and 70s starting with 1964's 'You Really Got Me Going' by The Kinks and The Beatles' 'Hard Day's Night' and including songs by Rolling Stones, The Hollies, Rod Stewart, Free, and The Who and, last but not least, 1978's Baker Street by Gerry Rafferty.

Ali explains that even with over 40 hit singles and four worldwide number ones to his name, remaking these classic tracks was an intimidating task, "It's always daunting taking on classic songs of this nature as you want to do them justice and at the same time give them a new feel – a reggae feel in this case. I chose songs that were iconic but they are not "obvious" choices that you would assume would work in a reggae style. How do you make 'Paint it Black' reggae? That is the appeal in some ways – that it's not something you can imagine before you hear it."

Competition

You First has two copies of the album to give away to readers. Just answer the following simple question: Which band was Ali Campbell a member of?

- U2
- UB40
- The B52's



Email your answers to our john.hughes@c-i-c.co.uk or send your answers to our address on page 3. Deadline for entries is 1st December 2010.

Music Squeeze Spot the Difference

Squeeze return with 'Spot the Difference', a greatest hits with a difference. The classics, songs such as 'Cool For Cats', 'Pulling Mussels (From The Shell)' and 'Up The Junction' are all there, re-recorded by the reformed band as faithfully to the original versions as possible (whilst challenging their fans to spot the difference!).

Formed in South London in 1973 by Glenn Tilbrook and Chris Difford, Squeeze quickly established themselves as one of the UK's finest pop acts, racking up endless hit singles and an Ivor Novello award in their long career. The quality of these "new" tracks cements the band's legacy, not only serving as a reminder of how brilliant those songs were but how great they still sound today.

Competition

You First has two copies of 'Spot the Difference' to give away. Just answer the following simple question:

Which of the following is a Squeeze classic?

- Who let the dogs out?
- Buffalo Soldier
- Cool for Cats

Sport Wimbledon 2010 By Daniel Braben – CIC Health and Safety Clerical Officer



In July, I attended one of the sporting events of the summer when I went to the Wimbledon tennis tournament with my mum. We booked our tickets as part of a short break package, which included a one day ticket for Court No.1, which featured ladies and mixed doubles matches, starring amongst many others Liezel Huber, who is ranked World Number 1 for ladies doubles.

As soon as the gates opened at 10.30am the crowd descended on the famous 'Henman Hill' to get the best view of the big screen, which was showing the big semi-final matchups between Rafael Nadal and Andy Murray, and Tomas Berdych and Novak Djokovic. The atmosphere on Henman Hill for both semi finals was fantastic with the crowd getting more and more engrossed as the action went on. At the same time, we could also watch the equally gripping action from Court No.1. The best of both worlds!

Thankfully, it was a lovely warm day (sparing us the traditional downpour and Cliff Richard sing-along!), perfect weather for strawberries and cream! We both had an absolutely fantastic day watching great sport and enjoying the famous Wimbledon atmosphere.

Mindful

It is impossible to comprehend the uncertainty and confusion that someone with dementia will experience, the fear that memory loss must cause.

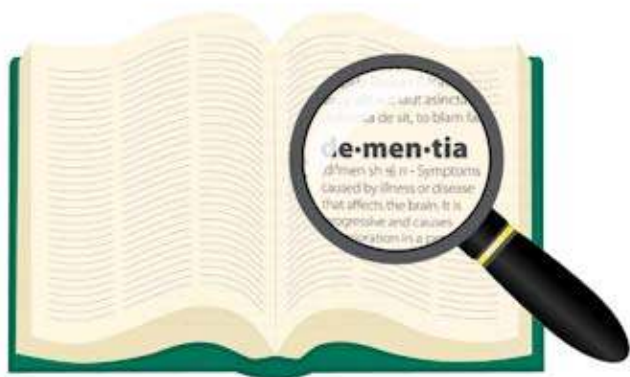
Knowing this, we want our dementia services to properly support the individual. We believe that dementia care isn't just about 'helping' someone; it's about connecting with them, seeing the world through their eyes, and in doing so, finding new ways to offer them comfort and a better life.

This connection can only be made if you truly appreciate and understand the condition.

Recognising this, CIC have launched the UK's first BTEC qualification in Dementia Care. Written by our Learning and Development Manager, Alan Howells, along with our Senior Care management team, this care sector first is designed especially to equip our staff with the skills and understanding to deliver excellent dementia care. Alan tells us about this innovative new qualification...



Part 1: Know how to define dementia



"There are over a hundred forms of 'dementia' (the generic term given to symptoms caused by illness or disease that affects the brain) and countless ways in which it will manifest itself in each sufferer.

When you in a work in an intensive care role like supporting people with dementia, you are often so busy that you don't have the time to properly reflect on the persons condition and how it affects their engagement with the world around them, so the starting point of our qualification focuses on people asking themselves what their understanding of dementia is. Although staff can often recognise the symptoms of the condition, it is much more difficult to succinctly define dementia and this part of the course serves as a useful reminder of how complex the condition is.

It is only through gaining a genuine understanding of Dementia that carers can begin to take the first steps to seeing the world through the sufferers eyes."

Part 2: Understand how to support and care for individuals with dementia

"We then move on to how dementia affects the person and how the condition presents itself. Dementia is a progressive condition which causes deterioration of a person's abilities, affecting their thoughts, physical capabilities and behaviours, and it is for us as carers to recognise and respond to this.

For people with dementia, feelings become actions. If the person feels angry they will act as if they are angry; if they feel safe, well and happy they will act accordingly. Knowing this, care staff can reflect on how they interact with the people they support and the environment the person lives in.

There are many practical ways in which this understanding can be applied. For instance, if you can recognise that a person is losing their verbal recognition, then you can support your communications with verbal cues. For many sufferers, as their condition worsens they begin to rely completely on their long-term memory. Their comprehension of the here and now is seen through the filter of the past. By understanding who the person was before they developed the condition, you can find new ways to better support them."



care

Part 3: Understand roles, responsibilities and legislation when caring for individuals with dementia

“Everyone in the care sector is subject to a range of legislation and this section of the course looks at how it practically affects staff in our dementia services. One such piece of legislation is the Deprivation of Liberty Safeguards. This is a relatively new law which seeks to ensure that when decisions are made on behalf of a person who is unable to represent them self, they are based upon what the person would want if they had capacity.

Where possible, you should support people to make their own decisions, but if this isn't possible you should make choices that are appropriate for the person and in their best interest.

Carers are often required to make decisions on behalf of the people they support, be they small choices about what the person wears or larger decisions about the support they receive. When making these decisions, carers must respect the essence of a person. If their faith was important to them before they developed dementia, they should be supported to ensure that it remains part of their life. If they were a vegetarian then respect this choice and cater for their diet in this way. Just because dementia changes the person, it doesn't mean they shouldn't receive person-centered care.”



You First visited St Patrick's care home, Widnes, to meet the Training and Learning Co-ordinator Sarah Whitmarsh, who is currently studying for the BTEC, and Linda McCann and Janet Duggan, two experienced care staff who were amongst the first graduates from the course, to find out about how the course has benefitted their work.

Linda:

“At St. Patricks, we are like a big family. We are all passionate about giving all of our residents the best possible care and that is why we wanted to take part in the dementia BTEC qualification.”

Sarah:

“Working in a dementia service can be difficult, but with proper planning and good training, you can overcome these challenges and deliver great care. I'm halfway through my BTEC qualification and it is already making a difference to my work. Whilst I have always empathised and cared for the people I support, the course has given me a better appreciation of dementia and how it affects the people we support which I have applied to my role.”

Janet:

“Since completing the course, I've really taken a step back to think about how I can use the insight I gained when studying for the qualification in the care that I give. I think everyone who takes part in the course will always have person centered care at the forefront of their mind.”

“It is only through gaining a genuine understanding of Dementia that carers can begin to take the first steps to seeing the world through the sufferers eyes.”





Caring for carers

With 20 years of experience in the care sector, we know how valuable carers are in our society. That is why CIC has given its support to a new charity, set up to help carers in need – the Care Professionals Benevolent Fund. We have become a founding member of this new, important organisation and will be offering our continued support to ensure that they are able to do their great work. **You First** caught up with CPBF Business Development Manager, Nick Kershaw, to find out more...

What is the CPBF?

The CPBF is the registered charity for the care industry. We are here to support current, former and retired care professionals who, through no fault of their own, have fallen on hard times. We also provide advice and guidance on the availability of state support and links with debt counsellors.

How and why was it started?

If you take a look at most other industries you will notice that there is some sort of

trust, fund or union that can support its workers in this way. Unbelievably and quite wrongly there was nothing set up to support care professionals. A group of professionals from the sector, who are now the charity's founding trustees, got together and decided to put this right by forming the CPBF.

Why is the CPBF important for staff in the care sector?

Carers don't often get the financial rewards that we see in other industries; therefore it is essential that there is help should carers ever find themselves unable to work for whatever reason.

What specific type of support does the CPBF give?

The CPBF is able to offer three types of grant, as well as links with debt counsellors and guidance on the availability of state support.

• Essential needs grants

These are awarded for assistance towards the cost of an item or need considered essential for the well being or improving the quality of life of the applicant (for example for the purchase of a mobility vehicle).

• Crisis Grants

These are awarded to applicants of working age who have suffered a sudden loss of income due to bereavement, illness or injury. Awards will be time limited (e.g. for one year) and the grant aims to assist with the general living costs of the applicant, enabling them to adjust to their new circumstances.

• Top Up Grants

These are awarded to people who have a very limited income and are aimed at assisting applicants with their general living costs.

How does the support of organisations like CIC becoming founding members help the CPBF do its good work?

The support that has been pledged by CIC and all of our founding members is truly invaluable. They have provided us with a cash injection that has paved the way for the development of the Charity and allowed us to start supporting care professionals immediately. The CPBF would not be where it is now without their support.

Aside from organisations joining the CPBF, what kind of support have you received?

We are constantly receiving new support from care professionals themselves who wish to raise money for the charity by staging their own fundraising events in their local area. We also receive backing from our celebrity patrons June Whitfield, Fiona Phillips and Lynda Bellingham.

How can our staff or other people who want to help, get involved in supporting the organisation?

Most supporters get involved in one or more of the following ways:

- Spread the word to your friends, colleagues and residents that you come in to contact with on a daily basis.
- Organising fundraising events within your care home to raise money for the CPBF and to and make people aware of its existence.
- Signing up to one of our many fundraising initiatives – Payroll Giving, Pennies From Heaven, Leave a Legacy, Membership Scheme.

• Applying to be on one of our regional boards to impart your fundraising wisdom.

• Attending one of our fabulous fundraising events.

• Simply leaving a one off donation.

What has been your proudest moment working for the organisation?

We receive letters on a regular basis from those who we have managed to help and it never ceases to fill me with pride and happiness to see the difference we have made to their lives.

We recently supported a lady who needed help in paying her late husbands funeral costs. As her husband was the sole provider for the family and tragically died suddenly at the age of 47, the CPBF was only too happy to help. The charity received a thank you note which read:

'Its one big stress you have made so much easier to bear. Without you I don't know what we would have done'.



'Get involved!

Why not show your support for the CPBF by enjoying some ghoulishly good fun and organising your very own fundraising Halloween party. To find out more visit www.cpbenevolentfund.org.uk or CIC employees can get more info on our intranet, Click.



Nick Kershaw (left) with CIC Chief Executive, Phil Edgington as CIC becomes a founding member of the CPBF.

What are your future ambitions for the CPBF?

We hope to make the CPBF a truly national charity that is etched in the conscience of the general population, not just those associated with the sector. It is important to recognise that the provision of care will be experienced by most of us at some point in our lives and therefore it is vital that we support the needs of those who are administering it.

Finally, what should people do if they need the support of the CPBF?

Please visit our website at www.cpbenevolentfund.org.uk where you can download our application form and guidance notes. Alternatively if you wish to contact us you can:

Tel: 01625 872811

Email: info@cpbenevolentfund.org.uk

Or write to us at:

The CPBF
13a Fountain Place, Poynton, Cheshire
SK12 1QX.



We want your opinions on **You First**. We have three sets of £20 Arcadia Vouchers, which can be used in Dorothy Perkins, Topman, Topshop, Evans, Miss Selfridge, Outfit, Burton and Wallis shops, to give away to readers who complete our 2010 **You First** Readership Survey.

Your Say!

How much of **You First** do you read?

- I read it cover to cover
- I just browse
- I select features of interest to me
- I just look at the pictures
- Other - please state

Including yourself, how many people read your copy of **You First** magazine?

- One
- Two
- Three
- Four+

Have you ever accessed **You First** via the internet?

- Yes
- No

If yes - which version do you prefer?

- Hard copy
- Internet version
- I enjoy both versions

Please tell us how you feel about the following statements.

You First...

	Agree	Neutral	Disagree
raises awareness of CIC and its diverse community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
provides useful information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
encourages involvement in the charity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
broadens my knowledge of current issues within the care sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
promotes positive change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
brings the CIC community together	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Agree	Neutral	Disagree

I find the content...

enjoyable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
reflects the diversity of CIC positively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
helps me know more about the range of CIC services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I think the design is...

- attractive
- easy to read
- well illustrated
- could be better

I think the design could be improved by...

- more photographs
- busier style
- more pages
- brighter colours

In general how would you rate the quality of the magazine?

- Excellent
- Good
- Needs improvement
- Poor

Please tell us what you like and dislike about **You First**?

Do you have a favourite article that has appeared in **You First**?

Do you have any ideas for how we can improve **You First**?

Please tell us what publications you subscribe to or read.

A bit about you!

You don't have to answer these questions, but if you do they will help us understand more about our readers.

What is your connection with CIC?

- I access CIC services
- I am a CIC colleague
- My friend or relative accesses CIC services
- I work in social services (please state your role)
- I work for a Primary Care Trust (please state your role)
- I am a commissioner
- Other (please state)

Gender: Male Female

Year of birth:

Are you on the **You First** mailing list?

- Yes
- No

If no, please tell us where you picked up a copy

Do you have any feedback on how we can improve our distribution of the magazine to you?

I would like my details to be entered into the prize draw:

Name

Address

Telephone number

Email address

I would like my details (as above) added/removed from the **You First** mailing list. Added Removed

Please return your completed survey to the address listed on page 3

