

How Rosemary Bell kept her pledge...



“I pledge to ensure that all people going into employment in Newcastle are given advice on all in work benefits and tax credits.”

Newcastle Welfare Rights Service have close working arrangements with Newcastle Futures – in 2010 – 2011 we provided 90 better off calculations to their clients to assist them with entering employment. In 2010 – 2011 the Welfare Rights Services helped 372 clients claim Tax Credits resulting in £2,332,471 in annualised financial gains.

“I pledge to do everything that we can to ensure that all residents in Newcastle maximise their incomes.”

Our annualised gains went up by £5.25 million to £17,437,870 in 2010/11 and we dealt with 9562 people an increase of 34%. We undertook a widespread publicity campaign with adverts on bus stops, refuse wagons and adverts in the Chronicle using the strap line “Claim It – it’s yours”. We have articles in every edition of City Life.

We distributed 10,000 postcards with details of our triage line and contact details for other Newcastle Advice Compact members via the Customer Services Centres and libraries. We put posters up in public buildings, had information in most of the ward charter newsletters and have undertaken numerous events.

How John Collings kept his pledge...



“I pledge that Children’s Services will commit to the UNICEF Child Friendly Communities Initiative”

Children’s Services have signed up to the initiative to ensure that Newcastle is a Child Friendly City and a Children’s Rights Charter has been discussed and drafted for agreement at the Children’s Trust Board. This means that, in practice, children’s rights are reflected in policies, laws, programmes and budgets. Which means that in Newcastle, children’s voices are heard and opinions will be taken into consideration and influence decision making processes.

“I pledge that Children’s Services will engage with more children and young people so that they can make informed decisions”

Responsibility for involving children and young people will be an expectation in service delivery in the future. Children’s Services will continue to engage with young people through the Youth Council and the UK Youth Parliament as well as supporting a range of initiatives to ensure that the voice of children and young people are heard.

Children’s Services have agreed to continue our ground breaking work around young children’s voices. This means that children and young people will be involved in the shaping of the services they receive and will be able to make decisions about the choices they are offered, rather than decisions being made for them.

How Lindsey Cooper kept her pledge...



“I will sign up as a Dignity Champion”

I have signed up as a dignity champion and would encourage everyone to do the same. A Dignity Champion is someone who "believes that being treated with dignity is a basic human right, not an optional extra". They believe that “services must be compassionate, person centred, and efficient, and are willing to do something to achieve this”.

As a dignity champion it's the small things that make a difference, such as challenging people who use disrespectful language, rather than keeping quiet about it. That's the way culture is changed, one small step at a time.

“I will look in to ways I can volunteer in my community”

I have been volunteering in my community now for over a year and this has led to other interests, connections and networks. My main volunteering role has been in helping out with events organised by the Hexham Community Partnership and I have found myself doing all kinds of things from judging the pumpkin competition at "Spook night“, to helping with the reindeers at the Christmas Market! This also led to a connection with the Hexham Book Festival and I met several authors and personalities whilst helping out last year.

It is well evidenced that volunteering provides all kinds of benefits, from meeting new people to improving physical and mental health and increasing confidence. It has certainly been very interesting for me personally and I would highly recommend it!



Wellbeing for life
Newcastle

How Gary Darglish kept his pledge...

"I pledge to promote key messages about managing money in learning and development activity"

My pledge is linked primarily to the Welfare Rights training programme. I am not directly involved with this training delivery but have offered advice and support whenever possible to the development of the programme.

One area of our activity that I have been involved with is the roll out of the Self Directed Support training programme. One of the key themes in this training programme is the management of money through personal budgets. The training covered all of our Social Work Practitioners and other worker groups and has made a significant contribution to the SDS agenda for change.

I will continue to promote the key messages around managing money whenever it is appropriate to do so as we build our learning and development programmes.



Wellbeing for life
Newcastle

How Ewan Dick kept his pledge...

"Promoting information and signposting opportunities will be an important part of developing reablement and preventative services"

I have played an active role in the development of reablement services and pathway and highlighted the importance of information and signposting.

Hopefully reablement and associated health and social care services will ensure that providing accessible and timely information is an important element of promoting independence.

"I will sign up as a dignity champion"

I have signed up as a dignity champion.

I am committed to promoting dignity particularly in services for older people.



Wellbeing for life
Newcastle

How Martin Donkin kept his pledge...

"I will share learning from the Childrens Individual Budget pilot"

I have produced a report which has been disseminated to all parties and updated the Childrens "Be Healthy Partnership". I arranged a one year on event and invited families and professionals to attend.

This has supported health colleagues to think further about whether they wish to be further involved in the next phase of pilot work.

How Barbara Douglas kept her pledge...



“I pledged to take forward older people’s engagement in working on Lifetime Homes, Lifetime Neighbourhoods and its contribution to an age-friendly city.”

I will take forward older people’s engagement in working on Lifetime Homes, Lifetime Neighbourhoods and its contribution to an age-friendly city.

I worked with the Elders Council so that the theme of their AGM 2010 was on Lifetime Neighbourhoods and included a workshop on this theme. The information gathered at the event was used to contribute older people’s perspectives to a workshop held by the Older People’s Strategic Board in September 2010. A report on this work is available on the Elders Council website www.elderscouncil.org.uk/publications

This work is now being taken forward through the geographical approaches to wellbeing programme.

This work has made a difference in building up a clearer understanding of older people’s perspectives on lifetime homes, lifetime neighbourhoods and in helping us to identify the partners we need to work with to take this work forward.

I will continue to work to make the aspirations in the Older People's Accommodation Strategy a reality.

I have worked with Strategic Housing and other partners on the development of the Older People's Housing Strategy and continue to be involved in the project group. In particular I am supporting work on the development of housing options information and advice services, working closely with the First Stop national programme.

This work will make a difference to helping people to plan ahead and reduce the likelihood of people ending up in crisis or living in housing which is unsuited to their changing needs.

How Angela Ellins kept her pledge...



"I will support health services across Newcastle to become more young people friendly by undertaking You're Welcome"

I have delivered a package of support to Newcastle services to support the implementation of 'You're Welcome' Accredited services including: Primary Care Settings; Sexual Health Services; Youth and Community; School Health.

Health services are more easy to access, are more welcoming and now invite young people to become involved in improvements. Workers have benefited by improving partnerships and referrals and better communication between colleagues. There is recognition for the excellent services they are providing.

"I pledge to use my car less for work and enjoy the benefits of cycling more".

I have purchased a cycle using the bike to work scheme. I only bring my car into Newcastle when I need it to travel to work meetings. Otherwise I cycle to work or use public transport.

I feel fitter and have found that I don't get so many colds and viruses as I used to. I have saved myself money on parking too. I look forward to cycling as it is great for reducing stress, staying healthy and commuting by bike gives me time to reflect on my day. I'm also doing my bit for the environment too.

How Kehri Ellis kept her pledge...



“I pledge to raise awareness of and promote the Information Now website and Service”

I have placed a direct link on the Newcastle Partnership Website to the Information Now website.

This helps promote the service as anyone visiting the Newcastle Partnership website has access to the Information Now website and also demonstrates endorsement by Newcastle Partnership.

“I pledge to do everything in my power to improve the take up of tax credits in Newcastle”

I have worked with Rosemary Bell from the Welfare Rights Service to promote the issue of tax credit take up among employers and made a joint presentation to the Newcastle Gateshead Committee of the North East Chamber of Commerce.

This has helped raise awareness of the issue of tax credit take up among local employers who have responded positively by displaying promotional information and literature in staff rooms and staff canteens.

How Kehri Ellis kept her pledge...



“I pledge to ensure that the Employability agenda remains a high priority for Newcastle Partnership”

- I have ensured that the employability agenda features heavily within the 20 priority outcomes agreed by Newcastle Partnership. More specific performance measures are also being developed.
- This serves to ensure that the employability remains a key focus of activity among partners in the absence of a national performance management framework for the partnership.

“I pledge to ensure that safeguarding children and adults remains a regular feature of the Newcastle Partnership agenda”

- I have arranged for regular update reports to Delivery Board from both the Children and Young People’s Delivery Partnership as well as the Wellbeing and Health Delivery Partnership.
- This has helped to highlight the issues surrounding safeguarding children and adults among partner organisations.

How Kehri Ellis kept her pledge...



“I pledge to support the promotion of NHS Life Checks in the Newcastle area”

- I have visited the NHS Life Checks website, completed a health check and followed the advice offered.
- Personal knowledge and experience of the service has enabled me to encourage five other colleagues to complete a Life Check online.

How David Faulkner kept his pledge...



“I will work with colleagues on finding new and sculpted ways of communicating with residents so 44% rises to 60% over 5 years.”

We use our ward committee meetings and ward charters to engage local residents - health being one of our six key issues. I have had the Active Newcastle team in the ward, and the local health trainer has appeared at the ward committee to promote the work. In the past year my support for the development of ward web pages will have made some contribution to better information.

This indicator is a stubborn one to move and tends to be tied up with the general view of local councils, the cuts etc.

Nevertheless I believe that Newcastle is a national leader in the field and I have been at the forefront of developing this work politically and promoting what we do to other councils.

“I will provide leadership in my ward to improve engagement with communities of interest and identity.”

Our themed approach to ward committees has allowed specific focus on the needs of various groups and communities.

Overall, my work in this area has tended to have more focus at city than local level - chairing Equalities Committee (one of only ten councils to be peer assessed as "excellent"); supporting BME Network; leading Newcastle City for Peace, etc.

How David Faulkner kept his pledge...



“I will find a local (ward) focus for youth inclusion activity in the North West, also connecting with and through the North Central Strategic Regeneration Partnership.”

The work I have supported has been mainly around sport and leisure opportunities for young people in Fawdon and Kenton, and supporting community sports leaders.

There is more activity in more areas of sport and leisure than a year ago.

How Claire Horton kept her pledge...



"I will continue to consider and include income maximisation in my work on prevention and early intervention"

I have met with colleagues in the Welfare Rights Service. As a result, staff from this service completed the First Contact Newcastle checklists with 60 older people as part of their Attendance Allowance take-up campaign. I have also attended a Welfare Rights Team Briefing session to get feedback on how the scheme has worked.

This has contributed to improving the quality of life of older people living in Newcastle; getting them support from a range of preventative services easily and efficiently through a single point of contact.

"I will support the dissemination of information and promotion about safeguarding issues"

I have included promotional materials about safeguarding as core information in all outreach and marketplace events for staff and members of the public. I have also circulated information about safeguarding to staff, and have met with members of the Safeguarding Adults Unit to share ideas on how to distribute information about safeguarding.

This has made a difference by helping to provide a more joined-up approach to the way we circulate information and the messages we promote to staff, people using services, and the public.

How Charlie Hughes kept his pledge...

“Help make the case for the importance of joined up support services and outreach”

When Newcastle Partnership has been discussing how to respond to reductions in public expenditure there has been a clear commitment from partners to work closer together and to retain the capacity to reach out and invest in preventative work.

“To get the Inclusive Cohesive Empowered and Engaged Advisory Group (ICEE) to take up the issue about raising the profile of ARCH with health professionals”

Arch delivered Safe Newcastle’s progress report to the ICEE group.

“To sign up as a Dignity Champion and promote in the Newcastle Partnership”

I have signed up to be a Dignity Champion and put a link on our website.

How Charlie Hughes kept his pledge...



“Promote awareness of the importance of health at work and in particular issues of stress and mental health that are not always so visible”

Promoted by example I hope – both the importance of work life balance and the importance of listening to people and being supportive in times of great change.

“To ask my council to recycle plastic like Newcastle does”

I did and they dothough probably not just down to me!

To reinforce the message that it’s not just about getting people off benefits”

When discussing the recession and the impact of cuts in public expenditure partners have had a clear understanding that the need to combat poverty – whether viewed through the agenda of Child poverty, of worklessness or of closing the gap between areas, is about the outcomes for Newcastle resident, not about the claimant count.

How Charlie Hughes kept his pledge...



“To make the connection between the personalisation Agenda for individuals and the empowerment framework and the work of the Citizens Assembly”

Peter Fletcher associates work on service user engagement provided a really useful opportunity to link personalisation, empowerment and giving groups of people a new voice.

“To help publicise U3A”

Link on our website

“Ensure that the Newcastle Partnership continues it’s strong commitment to community empowerment and that we actually get things to happen”

We held a successful conference where people committed to community empowerment in Newcastle, from all sectors, came together to network and share experiences. There’s now a useful website set up designed to keep that dialogue going:

www.newcastlecommunityempowement.co.uk

How Karen Inglis kept her pledge...



“I pledge to link our mental health first aid trainers with reablement in the Cowgate area.”

Following last year’s summit, I shared details about the service and the wider changes within Adult Social Care to the Cowgate Strategy Group. When we initially looked at this work, there was no-one in the Cowgate area using the service. During the following six months, two out of the five people who had trained as mental health first aiders had moved onto other employment and another two felt that due to changes in family circumstances they were not in a position to continue. We have continued to look at the number of people who have been referred to the service, which has remained small, in the geographical area.

This has made a difference with increasing awareness amongst other people involved in the Cowgate Strategy and people working on the estate regarding changes to social care support, in particular the re-enablement services.

We are currently linked the residents survey to the First Contact scheme as a way of making sure people get a response to issues they have raised and identify what information might be useful to people. There continues to be development on the estate and there have been initial discussion regarding what information relating to Cowgate could be given to the re-enablement staff to link people into things that they may be interested in.

How Jonathan Jamison kept his pledge...



“I will use public transport to get to and from work one day per week”

I have eventually disposed of the car and now travel to work every day on Metro. I have bought an annual pass through the City Council.

This has improved my health and wellbeing and also the environment for others.

How Pam Jobbins kept her pledge...

“I will support the development of model health promoting policies for use in the voluntary and community sector”

During the year, NCVS has developed a new template for policies, and through the NCVS weekly bulletin e–inform, I have highlighted health promoting employer good practice material. Further work will be carried out to develop a model policy specifically to promote health.

“I will promote advocacy and personalisation developments in the city and seek examples of good practice to share”

The Review of Advocacy services and personalisation developments, including publicity for events have been promoted in On the Hoof, at the Health and Community Care Forum, and the Adult Wellbeing and Health Open Forum. I convened a personalisation group focused on implications for the voluntary and community sector, produced an information and resources sheet, and highlighted national good practice guidance in On the Hoof.

The Children’s Individual Budget pilot has been supported with the promotion of events to relevant audiences, and case work identifying volunteer and community opportunities for individual young people with budgets carried out jointly with the Volunteer Centre Newcastle.

How Dr Fu-Meng Khaw kept his pledge...



“I will work with screening programmes and communities to improve the uptake of screening to detect early stages of disease”

As chair of the NHS North of Tyne Screening Programme Board. I have asked the communications team to initiate a series of media communications to raise the awareness of screening programmes to encourage people to take up opportunities for screening. I have asked partners to contribute examples of case studies where screening has saved lives.

We have also worked with Community Action on Health to understand why people do not take up screening opportunities and have raised awareness of these barriers with the relevant screening programmes.

“I strongly pledge support for involvement in performing arts to improve health”

I worked with my colleague, Dawn Scott, to write the script of a play for the Core Cities Health Improvement Collaborative Healthy Weight event in May. The script was derived from quotes given by research participants in a social marketing project to understand people's attitudes to obesity, physical activity and diet. As part of the work on the healthy communities collaborative, I am also encouraging investment in the use of drama to raise awareness about early symptoms of cancer to encourage early presentation and early diagnosis.



Wellbeing for life
Newcastle

How Kath Levey kept her pledge...

“I will promote children's right to dignity and respect as well as adults and older people”

I have shared information from the Wellbeing Conference and my pledge with my colleagues and Managers. All our Centres and Partners are aiming to achieve Investing in Children awards.

This increased my understanding and highlighted the importance of children’s rights in relation to respect and dignity.

How Andrea Marshall kept her pledge...



"I will respect people's right to privacy"

I took a lead with the Dignity networks to run a campaign to raise awareness of the importance of treating people with dignity, respect and the right to privacy. Members of the networks were encouraged to run events in their service during the week of the campaign and get involved in other events that were taking place. We had articles in the local press, stalls at the civic centre, city library and the MELA festival. We placed dignity messages on staff payslips for those working in health and social care. We displayed thought provoking Dignity 'cartoons' on staff intranet and encouraged staff to sign up to become dignity champions.

I have encouraged more people to attend the monthly dignity meetings where we can share good practice and work together on improving outcomes for people who access our service.

"I will take my part in improving the environment"

I purchased a compost bin and placed it nicely in my back garden. Four weeks later it remained empty. After many trips to the garden centre to buy bags of what I would call dust and not compost I thought it was time to get a grip.

Eight month later the compost and potatoes are coming on a treat, this has led me to recycle more and reduce the amount of waste I put out for refuse collection.

How Tony McKenna kept his pledge...



“I will make sure that we use all of our networks with the community and voluntary sector so that we can deal with local health inequality”

I have continued to divert resources to community and voluntary projects and to explore ways of supporting further asset transfer to accelerate their ability to deal with health inequality.

I think this has made a difference as there is a huge amount of local knowledge which can be tapped into by unleashing the potential of community organisations. They can also deal with inequality in a creative and sensitive way.

How Ben Mclaughlan kept his pledge...



“I pledge to work with colleagues to promote telecare in the reablement service”

I have met with my colleagues in Your Homes Newcastle (YHN) and Commissioning to gain an understanding of the Telecare options available and how people can be referred for Telecare.

Following discussions with YHN and an initial pilot, they introduced a new system to make it easier to refer for Telecare from hospital. The reablement service is now able to support the service user with the equipment during reablement.



Wellbeing for life
Newcastle

How Ann McNulty kept her pledge...

“I pledge to work with Age Concern to plan ways of making information about people’s rights available across minority ethnic communities.”

I worked with Age UK to prepare information to include in regular Health and Race Equality (HAREF) information bulletins. Meena Chopra was also part of the team facilitating at the June 2010 HAREF Conference attended by over 120 people from diverse minority ethnic communities, at which access to information was a key theme.

This showed good partnership work by sharing ideas about getting information out to people who need it.



Wellbeing for life
Newcastle

How Carol Moore kept her pledge...

“I will work with partners to promote the Common Assessment Framework”

I met with a group of fellow professionals and discussed the value of pooling knowledge through the Common Assessment Framework.

This increased their understanding that their small piece of input could make a substantial difference to the bigger jigsaw effect. This made a difference as they stated that they were more likely to contact others with information than they would have previously.

“I will show the materials collected today to family and friends in Newcastle - spread the word!”

I took an array of information away from the event and passed them on to various members of my extended family in order for them to be made aware of services in their City.

This information led on to some in-depth discussions and some eventual contacts to services and agencies from some people.

This made a difference as without the information presented in their laps and some additional conversations about help and support that is available in the City these contacts may not have been made.

How Bill Norman kept his pledge...



“I will take forward the promotion of dignity and respect through the Learning Disability Partnership Board”

I feel I am only at the start of my pledge as the building blocks below need to be in place first of all.

Redesign and promotion of Health Passports that include how to talk to me and how to respect what I like and don't like.

The board has produced a plan about communication and treatment of people with profound and multiple disabilities – dignity being central to this.

Feedback on Changing our Future project to promote respect and understanding in primary schools led by Skills for People funded by the Board.

Health Passports now being implemented. New design reemphasises people communication and personal care needs. They will be used by health services when a person accesses hospital or other health services. There is a one page summary at the front for emergency admission.

Alongside this I am taking part in training for hospital staff that will include aspects such as how to recognise someone with a learning disability, what to think about when dealing with people and the importance of accessible information.

How Chris Reed kept his pledge...



“I will work hard to implement the health checks programme for all people”

All GP practices North of Tyne have signed the Service Level Agreement and implemented the health checks programme in 2010/11. The NHS health checks steering group led the development of the programme North of Tyne and from 2011/12 the programme has been rolled out to GP practices and community pharmacies, working together in partnership.

A detailed performance monitoring framework is in place which records data from all practices based on a set of agreed codes. Preliminary data, which is currently being collated, suggests that 4,604 people in Newcastle, 4,586 people in North Tyneside and 7,204 people in Northumberland were offered the health checks. A substantial training programme including health checks master classes and a web-based training and educational tool has been developed for primary care. This is now available on the NoT extranet.

We have identified the highest-of-high risk people with CVD and are in the process of offering them risk assessment and risk management to reduce their vascular risk score. As a result these checks have led to better therapeutic management and appropriate referral to lifestyle services (smoking/alcohol/exercise referrals etc). It is anticipated that as a result of the programme the inequality gap will be reduced across the area in the coming years.

How Andy Roberts kept his pledge...



“I will build engagement with children, young people, parents and carers into all project developments”

I have involved parents and carers in planning services for children with ADHD.

The services will be more responsive to parents and carers needs as they are designed to their specifications.

“I will link projects and programmes in Local Authority Children's Services with those in Health Services and Adult and Culture Services”

I supported speech, language and therapy services in the Local Authority, Newcastle Hospitals Foundation Trust and Northumberland, Tyne and Wear Foundation Trust to work together on a Joint Strategic Needs Assessment.

All the services are working together to meet children and young peoples speech, language and communication needs.

How Liz Robinson, kept her pledge...



“I will try and promote healthy behaviour in the work place”

I have become one of the council’s Health Advocates. There are Health Advocates across all directorates of the council and they have had some training on how to provide health advice and where to ‘signpost’ people if they need more support or information. I have also been part of the ‘Health at Work’ events which have taken place each month at different council locations.

“I will be encouraging to my colleagues as they try and improve their health”

Through the ‘Health at Work’ we have identified a number of people who have high blood pressure, high cholesterol or high BMI (body mass index) and have provided information and advice so they can make small changes to their lifestyle. I think this works well, as in just 15 minutes over lunchtime staff can have their health checks done and have access to information when they might not have thought about making a special trip To the doctor.



Wellbeing for life
Newcastle

How Ruth Rogan kept her pledge...

“I will undertake to talk to the UK Youth Parliament representatives about what issues we might work together on for the benefit of young people”

I met with two of the UKYP representatives on 14 April 2010 and discussed their priorities which don't currently include a health related one.

We agreed to maintain a dialogue about how Children's Services can support their priorities. Since then there are four new UKYP and Youth Council. I am linked into both and we are now working on a Young People's Charter and translating their needs and priorities into actions.

How Dawn Scott kept her pledge...



“I will support children's centre staff and others to help families improve their nutrition and increase their physical activity. Hence ensuring a great start to life”

By ensuring that early years staff / work is considered alongside other work.

PH North of Tyne have supported some strategic work but also some important community based projects to help increase physical activity and improve nutrition and have additional strategies planned. We have also developed and funded a maternal obesity care pathway within the past year.

How Rod Stapley kept his pledge...



“I will take back to the Integrated Youth Support Strategy Board the offer of an inter-generational link to the Elders Council”

Taken this request back into both the IYSS Board and into service delivery by the Youth Service.

Confirmed that both the Youth Council for the city and the Youth Service are actively engaged in joint work with the Elders Council and will continue to work together.

Examples over the last year include the Old Eldon Square joint project on fashion in the 60's and work on the Mobility Action Plan, where the two groups identified a common set of issues in relation to mobility and access needs.



Wellbeing for life
Newcastle

How Catherine Stokes kept her pledge...

"As part of commissioning I will work to support the prevention agenda"

I have worked with colleagues in care management and providers to develop service specifications for preventative services.

These services will help to improve a number of outcomes for service users including improved economic wellbeing, health and wellbeing as well as enabling people to maintain their accommodation.

How Lee Turner kept his pledge...



"I pledge to consider someone with a disability doing work experience."

I met with the Manager of Supported Employment Services and identified work experience opportunities that could be facilitated within Westerhope centre.

I met with a Service User from WorkFirst who was interested in a work experience opportunity. Unfortunately, due to imminent changes within the service it was agreed that this would not be an appropriate time to offer work experience.

I now have the understanding of the benefits and value of providing work experience opportunities both to the service users and the workforce. I will make every effort to incorporate Work experience opportunities in my future work role.

“I will invite Becky Lyons to a Team Meeting”

This has not occurred but we have met with the health & wellbeing facilitators and agreed we would host the first health day for staff at Westerhope which resulted in identifying & addressing some health concerns for team members. We have continued with ‘weigh in’ sessions as well as informal advice on healthy eating & lifestyle from our well being champions as well as team building sessions looking at morale etc. during the changes we are making

I have signed up as a dignity champion and would encourage everyone to do the same. A Dignity Champion is someone who "believes passionately that being treated with dignity is a basic human right, not an optional extra. They believe that care services must be compassionate, person centred, as well as efficient, and are willing to try to do something to achieve this".

I have encouraged and got other managers and team leaders to experience the ways in which dignity can work in Newcastle, I have got other members of the team to participate in the dignity meetings and workshops as well as bring ideas back to Westerhope for discussion and implementation. As a dignity champion its the small things that make a difference, such as challenging people who use disrespectful language, rather than keeping quiet about it. That's the way culture is changed, one small step at a time.

As a dignity champion its the small things that make a difference, such as challenging people who use disrespectful language, rather than keeping quiet about it. That's the way culture is changed, one small step at a time.

How Ewen Weir kept his pledge...

“I pledge to be more disciplined in my personal life in recycling.”

I am now a fully fledged recycler! I've been making my own compost for quite a few months now and my garden is reaping the benefits. It's never looked better. I make sure that my family and I use the council recycling bin for paper, cardboard and anything else that we can recycle.

“To work with Chief Executives Office to create a systematic volunteering strategy for the city”

A cross directorate volunteering working group was set up and we have been working over the last year to develop:

A volunteering strategy which sets out the vision for volunteering describes the current position across the council and prioritises cross directorate working that will develop and promote volunteering activities in the future.

A volunteer's policy to ensure there is consistency in how we treat volunteers within the council and let volunteers know what they can expect of us. This policy has been agreed by HR and has recently been agreed in principle with the unions. The Staff Volunteering Scheme was piloted last year has been evaluated and it has been agreed for full roll out and it can now be accessed on the intranet.



Wellbeing for life
Newcastle

How Martin White kept his pledge...

Being informed: Newcastle University and Fuse, the Centre for Translational Research in Public Health can support the initiative with high quality research:

Fuse has provided senior academic input to the Healthy Lifestyles Strategy Board of the Health and Well Being Partnership, which is leading to a number of research initiatives.

Healthy settings: Newcastle University will work towards becoming a healthy and health promoting university setting, sharing learning in the process

We have met with representatives of all five North East Universities, the SHA, 'Mature and Working Life' Regional Advisory Group and Teaching Public Health Network to discuss and seek commitment from the universities to become health promoting.

A senior member of academic staff from Fuse has joined Newcastle University's wellbeing initiative.

Newcastle University has made progress with policies on smoking, alcohol and mental health and has launched a website for staff (Keep well @ Ncl).



Wellbeing for life
Newcastle

How Steve Williamson kept his pledge...

“I will promote the dignity pledge with all workers within supported employment services”

I have met with colleagues in Supported Employment services to discuss issues regarding dignity. The resulting discussions have led to team members updating their Safeguarding training and one team member signing up as a dignity champion.

This increased understanding of team members responsibility with regards to promoting service users dignity issues.

“I will sign up as a dignity champion”

I have signed up as a dignity champion and would encourage everyone to do the same. A Dignity Champion is someone who believes passionately that being treated with dignity and is a basic human right, not an optional extra. They believe that care services must be compassionate, person centred, as well as efficient, and are willing to try to do something to achieve this.

As a dignity champion it's the small things that make a difference, such as challenging people who use disrespectful language, rather than keeping quiet about it. That's the way culture is changed, one small step at a time.