



**UK FOUNDATION**  
LET'S EVEN ▲ THINGS UP

Dec 2011

# FoundationNews13



## Welcome to the latest news from the Pfizer UK Foundation.

Following another successful year we are pleased to report that in 2011 the Foundation invested a total of £1,002,831 supporting 35 projects across the UK and touching the lives of an estimated 27,000 people, helping them to live longer, healthier and happier lives. The organisations delivering these projects will engage with some of those most in need and include initiatives to address the prevalence of smoking amongst children as young as 10, mobilise the elderly to become part of a supportive community and support homeless people in accessing health services.

Looking forward to 2012 we want to continue spreading the reach of the Foundation and ensuring that those most in need are supported to live healthier lives. Our focused regional outreach this year has been very effective in helping us to achieve this. We also want to hear more real-life stories from the organisations we support and have plans to visit more projects and share these experiences. If your organisation has been supported by the Foundation and you would like to be involved, please do get in touch.

*Finally we extend warm season's greetings to you all and our very best wishes for the coming year.*

### Northern Ireland

A great example of this was our event ‘Working Together for a Healthier Northern Ireland’ held in October in the Parliament Buildings at Stormont.

The primary aim of this event was to share information about the Foundation and its impact in Northern Ireland but also to highlight best practice in addressing health inequalities and promote a more collaborative approach to community healthcare. Following an opening introduction by Baroness May Blood, our Foundation Board member representing NI, best practice techniques were shared by three organisations who presented on their innovative and impactful projects supported by the Pfizer UK Foundation, using targeted, evidence-based community-led interventions;

- SOS Bus NI, a multi-agency initiative providing a “first stop shop” of assistance to those in need on the streets of Belfast and relieving pressure on the region’s A&E departments
- ‘Quit 2 fit’, a campaign run by the Ulster Cancer Foundation aimed at helping people to stop smoking and manage any subsequent weight issues,
- Southern Health and Social Care Trust ‘GP Carers Project’, aimed at creating a better understanding of carers, addressing their health needs and improving well-being.

The event provided delegates from all manner of healthcare organisations and across the sectors with a rare networking opportunity and a chance to speak with their Member of the Legislative Assembly and others in Parliament focused on health issues.



From left to right: William Humphrey; sponsor MLA, Gordon Dunne; MLA and Edwin Poots; NI Health Minister



‘...it's not every day we get an opportunity to showcase work at ministerial level...’

Quote from presenter at the event.

### South Central England

In September we held a smaller, less formal event in Oxford where the theme was innovation and how creativity can help groups find different ways to tackle the same problems.

Previous Foundation grant recipients Kay’s Cookery School and Stanwell HUB presented at the event, focusing on the use of creative ways to engage their typical hard to reach groups, tips on how to establish important partnerships and how to use these effectively to improve local health outcomes. The afternoon session consisted of an interactive workshop session focusing on how delegates might use different techniques and methods to unleash their creative sides. Participants were able to take these back to the workplace to change the way they work - 69 % said they would use these skills in the future.

### Vision 3000 Conference, York: Using our skills to help others

The Foundation was proud to be asked to take part in the Vision 3000 conference held in York earlier this year. Our mission was to use our skills and knowledge to help delegates understand, from a funder’s perspective, what makes a good funding application. It was a great success. The workshop provided practical advice and guidance and touched on what we consider to constitute best practice. We shared our top tips so delegates were left with a clear vision on how they can make their application stand out from the crowd and ensure it has the best possible chance of receiving a grant, whichever the recipient funding organisation is.

### FUTURE EVENTS

Look out for details of events in 2012. If you would like us to visit your area or have an idea for an event which would promote effective project delivery to address health inequalities in your local area, do let us know.

### TOP TIPS

When putting together a request for funding, do ensure your application;

- Sells your organisation and your project
- Sells the benefit – both of future work and track record
- Demonstrates your organisation has the skills and experience to deliver
- Offers a solution to a need in an upbeat, confident and creative way
- Stands out from the crowd - makes an impression; makes funders take notice and want to be involved

## Funding in October 2011

### Congratulations to the following organisations that were recently awarded funding by the Pfizer UK Foundation Board

#### Northern Ireland

##### St. Cecilia's College: Tackling Teenage Health

**Taboos** This project will use Performing Arts to tackle a range of health issues in an area of deprivation and disadvantage, with particular focus on substance misuse, sexual and mental health. Aimed at both primary and secondary school aged children in Derry, pupils will deliver drama performances to share messages and educate the local community alongside the delivery of workshops to educate parents on how to deal with these issues. **£16,836**

#### Scotland

##### Visible Fictions Theatre Co. (in partnership with Rusty Boat): Sweet

Using Port Glasgow and Inverclyde's historical links with the sugar trade, this project will raise awareness of current health inequalities that are connected to sugar such as children's oral health, childhood obesity and diabetes. Young people aged 11-19 will create pieces of theatre related to these issues and perform to the local community. Post show events will offer an opportunity to learn about local health schemes and be signposted to relevant services. **£19,500**

##### Cancer Link Aberdeen & North (CLAN): CLAN in the Community - Shetland

A project delivering therapies and support groups free of charge to those affected by cancer in the Shetland Isles, where due to the remote nature of the Islands, there are limited clinical services and virtually no holistic services that address the associated psychological, emotional, social or financial issues. Support workers from the centre will also carry out home visits to more isolated parts of the island. **£39,215**

#### England

##### Nottinghamshire YMCA: Active Aspley

This project aims to address obesity and associated health problems among young people in Aspley, Nottingham, where this is a significant issue. The project will train 50 young people as community sports activists. They will complete units on fitness and healthy eating so that they can go on to inspire other children. They will organise a community fun day to raise awareness of health issues and will also represent a sports club pitching for equipment in a dragon's den style. **£25,155**

##### The Centre for Public Health: Positive Action

A project hosted by service user advocates which aims to address the high rates of morbidity and mortality among older drug users who are accessing drug addiction services in Liverpool. Following a health screening, participants will receive supported access to a gym, appropriate clothing and travel assistance and will be monitored weekly to check their progress, sharing their experiences with other service users and healthcare professionals at the end of the project. **£21,715**

##### Inter Madrassah Organisation: The Olympic Challenge Award

A project aimed at young people in the most deprived areas of Blackburn with Darwen which has high populations of people of South Asian heritage - a group known to suffer poorer health outcomes. The project will offer popular sporting activities using the theme of the Olympics 2012. Information on healthy eating, smoking, alcohol and drug awareness will be provided to both children and parents. Prizes will be awarded for regular attendance and health quizzes. **£19,760**

##### Rotherham United Community Sports Trust: Health for all (BME Men's Project)

The 'Health for All' project will target Men from areas of Rotherham that have high ethnic minority populations. Men from these communities are less likely to access conventional health programmes and are more likely to develop diabetes and cardiovascular disease. The project will involve mixed sports sessions and healthy eating workshops. Representatives from the NHS, local government and the local leisure centre will provide information at the workshops. **£16,200**

##### First Contact Clinical CIC: One New Thing

This project will target those living in the most deprived wards of South Tyneside. The programme aims to introduce 'social prescribing' whereby those with mental or physical health problems as a result of psychosocial conditions are signposted to some of the 900 voluntary sector organisations in the area. Service users will be referred to a Bliss=Ability team member within the surgery who will establish the person's needs and direct them to appropriate services. **£47,592.50**

##### Ideal for All: Get Growing in Sandwell

The 'Get Growing in Sandwell' project is targeted at families in Sandwell, with the aim of addressing childhood obesity in the area. The project in partnership with Sandwell PCT, aims to deliver 200 healthy eating sessions over the course of the year. The sessions will provide information on healthy eating and where food comes from and will include trips to a market garden and the running of community agricultural spaces. **£17,718**

##### Weight Managers CIC: Choice, Participation, Personalisation

This project aims to address the problem of obesity among people with learning disabilities in Shropshire, a group who are more than twice as likely to be overweight or obese as the general population. The project will gain access to this difficult to reach group by focussing on day centres in partnership with Shropshire County Council and provide information on healthy eating, training to carers and audits of the food being served in day centres. **£43,500**

##### Derbyshire CC/Derbyshire Arts Partnership: HeARTS and Minds

This project is targeted at older people using care services in Derbyshire, particularly those with or at risk of developing mental illness. The aim is to reduce stress, anxiety and depression and reduce social exclusion by running dance, crafts and creative writing sessions. By delivering practical arts leadership sessions for care staff and training for artists in working with vulnerable groups, the aim is to embed these sessions within typical services that are offered in Derbyshire. **£29,800**

##### NHS Bassetlaw (Public Health Dept.): Xtreme

This project aims to work with young people aged 11-18 in Bassetlaw who are using, or at risk of drug or alcohol misuse or of becoming teenage parents. The project will offer a 12 week programme using film to explore the issues surrounding teenage life. Xtreme sports activities will also be on offer in the community to engage young people and to build life skills and confidence and encourage physical activity. **£36,098**

##### Step by Step: Project ASPIRE

This project aims to address obesity amongst children with physical and mental disabilities in Hackney and Haringey, with a particular focus on the Orthodox Jewish community. The combination of a disability, low income, and a lack of services that meet these children's religious needs, means that some children find it difficult to take part in physical activity. Culturally appropriate swimming, ice-skating, football and fitness sessions will be on offer during the course of the project. **£11,465**

**There were no successful applications in Wales in this funding round.**

## Spotlight On:

### The Pfizer UK Foundation's final event for 2011 on 30th November - St Andrews Day - at the Scottish Parliament Buildings at Holyrood.

This was the latest regional event to showcase the work of the Pfizer UK Foundation and the groups we support. The event was very well attended with guests including seven MSPs and representatives from across the healthcare arena from organisations such as Health Scotland, RCN Scotland and ABPI Scotland. In addition we were joined by many of the groups we have supported in Scotland over the past seven years and the Foundation's Scottish Board member, Professor Susan Deacon.

The evening, sponsored and chaired by Jim Eadie MSP, saw three presentations from projects supported by the Foundation, table discussions and a Q&A session over coffee.

The featured projects were chosen as great demonstrations of innovative and inspiring programmes which have improved the health of their local community through targeted, evidenced based interventions;

- Sarah Ward, Project Development Manager from Diabetes UK Scotland talked about innovative science-based workshops created in partnership with the Edinburgh International Science Festival for children living in the most deprived areas of Scotland which teach them about the importance of being physically active and eating a healthy diet in the prevention of Type 2 Diabetes.

- Catherine Nelson, Dental Project Coordinator with Action for Sick Children (Scotland) introduced the audience to their Special Smiles Programme, a play-based project which works with children with additional and complex needs to improve their dental health.

- Dr Anna Campbell, an Exercise-based Cancer Rehabilitation Specialist from CanRehab talked about Active ABC, an exercise based self management programme for women being treated for breast cancer. Dr Campbell explained how exercise can empower patients with cancer to self manage aspects of their condition, and improve both physical and psycho-social aspects of quality of life during and after treatment.

The event, like others before it, was hugely successful in showcasing best practice and demonstrating the key role that the groups we support have in the fight against health inequalities in Scotland. It highlighted very clearly to those attending the profound impact that innovation, effective collaboration and sheer determination can have. It also proved highly valuable in terms of networking and promoting collaboration. We have already heard of one potential partnership borne out of discussions held over dinner.



From left to right: Catherine Nelson; Action for Sick Children Scotland, Sarah Ward; Diabetes UK Scotland, Jim Eadie; MSP, Dr Anna Campbell; CanRehab.



From left to right: Nanette Milne; MSP, Jamie McGrigor; MSP, Melanie Heaver; Chair Pfizer UK Foundation, Mary Scanlon; MSP, Joe Fitzpatrick; MSP, Judith Luker; Pfizer, Kenny Gibson; MSP, Diane Thomson; Pfizer, Jim Eadie; MSP

**'Really successful I thought and an excellent opportunity to showcase some great work and to meet some really useful people...'**

**'The presentations were excellent.'**

**'A great mix of people and projects, excellent presentations and a generally good feel.'**

**'Thank you for a most stimulating evening on Wednesday. The presentations were of a high standard, and certainly provided much food for thought on the subject of health inequalities...'**

**'... thank you all for a genuinely informative and enjoyable evening last week at The Scottish Parliament. (Myself and my colleague found) the event really interesting and came away inspired – and with some very useful contacts!'**

### New Online Application Form Coming Soon...

Early next year the Foundation will be launching a new online site for submission of all applications which you will be able to access via our corporate website [www.pfizer.co.uk](http://www.pfizer.co.uk). Further details will be made available in due course but please note that email applications will no longer be accepted following the deadline on 18th January 2012.

**Deadlines in 2012:** The deadlines for receiving applications to the Pfizer UK Foundation in 2012 are 18th January, 30th May and 5th September

**Get involved...**  
We'd love to hear your comments and feedback...

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