



The Background

Internal Newsletter

February 2010



PLANS AND PROJECTS FOR 2010

By Sash Newman, Chief Executive

I have decided I am a visual person who needs to be able to see their audience in order to communicate with them. Which means that in order for me to write this I have to visualise you all standing, sitting or lying in my office (fortunately you are all fully dressed).

Last year was a planning and consolidation year and this year is a 'doing' year. I have to put my money where my mouth is and prove I can follow through on my ideas to start to put BackCare in the centre of all things back-related and to get the sector (health care practitioners) to talk to each other and not just work in compartmentalised silos.

No pressure there then.

So, team, I thought I would let you know about some of the projects that you will be working on over the next 12 months.

The HOP6 project (The Handling of Patients)

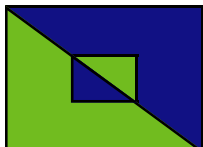
HOP6, plus five HOP6 supplements, 10 little Hoppers, two to be produced this year-I think you already knew about the HOP projects so I won't mention them again until I know when they will be available for sale.

The BackCare Journal

This is up and running and has in the main been well received. We now need to keep the momentum going with good quality editorial. Thank you to all those that pointed out the mistakes and typos – hopefully we will have them under control for the next issue in April. But keep your eyes peeled and if you have read or heard any good subjects for the next issue please let me know who to contact to get them to write for us. The BackCare Journal articles will be searchable on our website thanks to Carolyn.

The Gardening Project (May)

We will be producing a 34-page, glossy, full colour book about



gardening. This will contain information on prevention and management of back pain, exercises, best practice, examples of and gardening ideas. It will also have colour photos of gardens and hopefully some real-life stories. We will initially be selling this as a readers' offer through garden centres and one of the national newspapers. We are also hoping to persuade one of the nationals to run editorial on gardening (thank you Mark for the ideas). Kim Wilde has agreed to write the forward (well done Janet) and maybe we can persuade her to do some interviews, although I am not holding my breath.

The fundraising team are looking at some great promotional ideas to go with the book, one of which is a book of matches that actually contains seeds. You have to see the product to get the real gist of it. So if anyone has any ideas for plants that are good for backs or plants that spell out BackCare i.e. B= Basil, give them a shout. Fundraising @backcare.org.uk

Planes, trains and automobiles (June)

Yes, I know this has been done before, but we are putting a slight twist on the subject. We will produce a fact sheet about how to cope with long plane journeys, car journeys, etc, and we are also hoping to produce a BackCare Travel Companion. What's that? I hear you ask, well..... it's early days but it will be a pack (think A5 pouch) with an inflatable neck rest, lumber roll, credit card sized exercise and fact sheet, Maintaining Your Back booklet, and a number of other goodies the fundraisers are plotting. Ideas welcome. We will then sell this to the travelling public (thank you Helen and her team).

BackCare Awareness Week (BCAW)

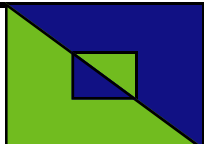
After much debate and some brilliant suggestions from the trustees, we have decided on the theme - Beyond the Box.

BCAW has to do two things: raise awareness of BackCare and back pain and produce income.

Unfortunately, we couldn't think of a way of turning the great idea of the 'real cost of back pain' into an income stream, nor a way for the BCAW supporters to run exhibitions or seminars as they like to do. However, it will make a really powerful BackCare-branded research project thereby giving us a campaigning platform. So back to Beyond the Box – we all know how to lift a box correctly but we are not so conscious or careful when we lift other things, for example files, computer bags, paper work, chairs, a round of drinks, the washing, supermarket shopping, children, etc. This means we can produce two packs – one for the working environment and a publication (thought in progress) for the 'outside' work environment. We could possibly do something for school kids...

The Carers' Guide

This little but very valuable booklet is in need of updating so we have put in an application to the Pfizer foundation (thanks to Fiona and Patricia) for funds to update and print it in six languages; English, Cantonese, Urdu, Polish, Arabic and Bengali. This means that we should be able to help the hidden carers, initially in London, who through language and cultural barriers do not always have access to the help they need to protect themselves and the people they are



TRUST FUND SUCCESS

Trust funds are an important source of income for a charity like BackCare, and in a time of recession it takes determination and patience to persuade their trustees to support our work, or to continue to support our work.

That is why the work of trust fundraiser Fiona Muir is so vital, and she's had some welcome successes in recent months. Though that said, Fiona is anxious to not give the impression that BackCare is rolling in money, and with a large programme of new projects to be financed in 2010, the charity needs every penny it receives.

New donations recently received from regular BackCare supporters include £3,000 each from the Goldsmith's Company and the Delves Charitable Trust. These are earmarked towards the re-printing of the Managing Back Pain booklet and supporting the new BackCare mobile information centre.

Another new project which has attracted backing is the The Carer's Guide to the Safer Moving and Handling of Patients. The Kirby Laing Foundation has donated £1,000 to this, and another £600 has come from the Sir Jules Thorne Charitable Trust, an organisation which has supported BackCare's work for some years. Some trusts are so small they can only afford modest donations.

One of Fiona's latest successes is a £1,000 grant from the Finnis Scott Foundation which was set up in 2006 under the will of the late Lady Montagu Douglas Scott. Gardening was one of her lifelong passions and her trust's donation will go towards the new BackCare publication being written for gardeners called 'Back in the Garden.'

You can help too... If you are a trustee, or know any trustees of charitable trusts who may be interested in supporting BackCare's work please contact Fiona on 0208 977 5474 or email Fiona@backcare.org.uk

RUN FOR BACKCARE on 31 May 2010

BackCare needs more runners to take part in the 2010 BUPA London 10k event which will take you past some of the capital's most famous landmarks.

We have 10 guaranteed places for volunteers who can raise at least £250 each in sponsorship.

The race starts and finishes in St James's Park close to Buckingham Palace and is run on part of the course likely to be included in the 2012 Olympic Marathons.

Highlights of the route include Westminster Abbey, Houses of Parliament, Big Ben, Tower of London, Tower Bridge, Trafalgar Square, and the Mall.

Only 10,000 runners are allowed to take part in the event on Bank Holiday Monday 31 May so demand will be high.

This is a great opportunity to get fit, have a wonderful day out in central London, and do something very useful by raising money to support Britain's only charity devoted solely to back care.

To reserve a place please email janet@backcare.org.uk or call 0208 977 5474

BACKCARE'S NEW TRUSTEES

As mentioned in the last Background, BackCare has four new trustees.

SEAN MCDUGALL

Sean McDougall has a campaigning background, having worked in PR and brand management for several charities. At present, he is MD of Stakeholder Design, an innovation agency working on the design of public services. Clients include Cisco Systems, the Irish National Disability Authority, and the Department for Children, Families and Schools. He first became aware of BackCare while running the national 'Schools Renaissance' campaign at the Design Council, where he learned about the negative impact that poor furniture can have on children's concentration and physical health. Since then he has become well-known in educational circles as an advocate for higher standards of care in this area.

JOHN RICHARDSON

John Richardson has a strong personal reason to be a trustee for BackCare – he has had his own back problems for several years and says he fully supports our mission to reduce the impact of back pain. Currently the national director of the Grown Up Congenital Heart Patients Association, he is a qualified professional with 20 years experience of developing organisations and a track record of successful fundraising. John, who lives in Ipswich, is also a member of the BBC Children in Need Central Grants Committee.

ROSY HYMAN

Rosy Hyman is a qualified osteopath who says a large proportion of her patients present with lower back pain. She worked with BackCare's helpline last year and then decided to become more involved with the charity and applied to be a trustee. A former practice manager of a busy NHS dental practice, her organisational skills are well honed. After training and qualifying as an osteopath, four years ago she set up her own osteopathic clinic within a health club. Rosy, from Edgware, Middlesex, describes herself as "a very driven and practical person." She is currently working towards an MSc in Sports and Exercise Medicine.

MARC PHAROAH

Marc Pharoah is a highly qualified independent business consultant who travels the world advising corporate clients. Based in Switzerland, he has developed a small network of firms to whom he provides specific analysis and recommendations on strategic initiatives. Two of the major companies he is currently helping are a global beer brand and an energy producer. Early in his career he worked in Australia for a year, but he has also worked in London, Zurich, and Basel. Joining BackCare is Marc's first exposure to a national charity and intends to bring his experience from several global organisations to this sector. However, he also expects to learn a considerable amount from working with BackCare and says he is certainly looking forward to the challenges ahead.