



# IMPACT

2009 GlaxoSmithKline **IMPACT** Awards

IN PARTNERSHIP WITH THE KING'S FUND



TheKing'sFund >



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## GLAXOSMITHKLINE IN THE COMMUNITY

- **GlaxoSmithKline (GSK)**, as one of the leading pharmaceutical and healthcare companies, has a challenging mission to improve the quality of human life by enabling people to do more, feel better and live longer.
- **GSK's community investment** aims to make a positive contribution to communities around the world by investing in sustainable health and education partnership programmes.
- **The annual GlaxoSmithKline IMPACT Awards** are run in partnership with The King's Fund to recognise and promote excellence in community healthcare.

### The GlaxoSmithKline **IMPACT** Awards

This is the 12th year of the awards and so far 245 UK community healthcare charities have received over £2.5 million in acknowledgement of their outstanding work in dealing with some of the most distressing social issues.

Advice, generated through the GlaxoSmithKline **IMPACT** Awards assessments, helps strengthen the charities' current management plans and even shape their future aspirations, ensuring they continue to make an invaluable contribution to community healthcare.

To be eligible for an award, organisations must have total annual income of under £1 million and have been operating for at least three years. Ten awards of £25,000 are made to each winning organisation, with one overall winner being awarded an additional £10,000. Five highly commended organisations are awarded £5,000 and a further five runners-up receive £3,000.

The GlaxoSmithKline **IMPACT** Awards bring together a wide range of community charities, all embodying the individual traits that together exemplify good practice in community healthcare.

STRONG LEADERSHIP • CREATIVITY • INITIATIVE

EFFICIENCY • QUALITY • CLEAR OBJECTIVES • MEASURABLE PERFORMANCE

WORKING EFFECTIVELY WITH OTHERS • SHARING 'BEST PRACTICE'

MEASURABLE RESULTS • IMPACT

INVOLVEMENT • RESPONSE • INFORMATION SHARE • ADAPTABILITY

PRIORITY AWARENESS • NEEDS FOCUSED

**I** **INNOVATION**  
**M** **ANAGEMENT**  
**P** **ARTNERSHIP**  
**A** **CHIEVEMENT**  
**C** **OMMUNITY FOCUS**  
**T** **ARGETING NEED**

## JUDGING PANEL



**Justine Frain – Chair**  
**Vice President, Global Community Partnerships, GSK**

Justine is responsible for the strategic development and management of GSK's global community investment programmes and has chaired the judging of the awards for seven years.



**Dr Chitra Bharucha, MBE**  
**Vice Chairman, BBC Trust**

Chitra started her career in medicine before moving to various regulatory roles related to medicine, broadcasting and advertising. She now serves as Vice Chairman of the BBC Trust, which ensures that the BBC delivers high quality and distinctive programmes and services.



**Steve Dewar**  
**Director of Strategy, The King's Fund**

Steve joined the King's Fund in 1998 from the NHS. In recent years Steve has reshaped its funding programmes to ensure it learns from the voluntary sector.



**Niall Dickson**  
**Chief Executive, The King's Fund**

The King's Fund is the leading independent policy and development organisation in healthcare. Niall has been Chief Executive since 2004. He has a background in teaching followed by health and social affairs journalism for the BBC.



**Diana Greenman**  
**Chief Executive, Music in Hospitals**

With over 20 years' experience in the third sector, Diana has held her current position for 10 years. Music in Hospitals brings the joy and therapeutic benefits of live music to people with illness and disability.



**Claire Hitchcock**  
**Director, Europe and International, Global Community Partnerships, GSK Director,**

Claire is responsible for GSK's regional health and education programmes in the developed and developing world, in addition to managing the company's global humanitarian medicine donations.



**Bharat Mehta, OBE**  
**Chief Executive, City Parochial Foundation**

City Parochial Foundation is a funding body established in 1891 to help disadvantaged people in London. Bharat took up his current position in 1998 and was awarded an OBE for services to the voluntary sector in January 2000.



**Dionne Reid**  
**Chief Executive Officer, Women's Work**  
(GSK IMPACT Awards Overall Winner 2008)

Women's Work provides advice and support for women involved in street sex work and substance misuse. Dionne has helped drive the charity from conception to its position as an independent award-winning organisation.



**Stuart Thomas**  
**Editor, ITV London News**

Stuart is responsible for ITV's flagship regional news programme, London Tonight, which he relaunched in 2004 in a format that was later rolled out to all ITV regions in England and Wales. Stuart works closely with The Big Lottery Fund on the annual "People's Millions".



**Peter Wanless, CB**  
**Chief Executive, Big Lottery Fund**

Peter joined the Big Lottery Fund as Chief Executive in January 2008 from the Department for Children, Schools and Families, where he was Director of the Families Group. Before that he was Director of School Performance and Reform.



**BEAT  
UK**

[www.b-eat.co.uk](http://www.b-eat.co.uk)

**beat** is a national charity based in Norwich, dedicated to individuals and their families affected by eating disorders. It aims to improve the way services and treatment are provided, and encourages sufferers to make a full recovery.

Eating disorders have the highest mortality rate of any psychiatric condition, with an estimated 1.1 million UK sufferers and a 20 per cent death rate. The sooner help is received, the more likely a full recovery. Those affected, however, can be reluctant to acknowledge their problem or accept treatment.

By changing its name from the Eating Disorders Association in 2007, beat developed its mission of help and support to a message of hope and recovery. Its services include a telephone helpline, email, text and group support, educational resources and training for professionals. The website offers an online chat forum, a social networking site, a moderated message board, and access to a recovery programme which provides trained buddies offering full support.

beat aims to change perceptions about eating disorders, which are tainted by the mistaken view that they are self-inflicted and by the stigma associated with mental illness. The charity takes an active part in campaigning and has produced five short films by five young ambassadors, which have been used by individuals, organisations, healthcare bodies and modelling agencies.

### Judges' Comments

beat's work is extremely important. It has attracted much positive media attention and won a number of awards. Modern technology is used very effectively and to great effect, as are partnerships with various organisations and sectors.

"This extremely innovative, well managed project reaches millions and



**"Winning this influential award is a fantastic confidence boost. Acknowledgement by GlaxoSmithKline and The King's Fund shows sufferers and families the robustness and efficacy of our services, and our potential to influence change. We hope this encourages more people to come forward to get help "**

**Susan Ringwood, Chief Executive, beat**

really engages with a notoriously difficult-to-reach group. It has significantly transformed over the years, encouraging the involvement of young people in the recovery process and looking to change attitudes towards, and perceptions of, eating disorders." Niall Dickson, Chief Executive, The King's Fund.

### CASE STUDY

#### A young person's perspective

**Catherine was 13 and suffering from anorexia when she logged-on to the beat website in 2003. Friends had noticed her condition, yet she did not understand and struggled to talk about it, felt confused and alone.**

Messages of encouragement and hope on beat message boards and chat forums made her realise that she was not alone. Sharing struggles and feelings with those going through similar experiences bolstered her resolve and supported her through recovery. She was eventually able to talk openly about her experiences and became a beat ambassador. Now, at 18, she occasionally calls on beat for extra support, but is well on the way to recovery.



## THE CLIVE PROJECT OXFORDSHIRE

[www.thecliveproject.org](http://www.thecliveproject.org)

**The Clive Project** supports younger people with dementia, their family and friends, throughout Oxfordshire. It aims to help people live life to the full by offering specialist services and continuity of care, from initial diagnosis to death and bereavement.

Set up in 1998 in response to the lack of appropriate services in the county, the charity is one of the few organisations in the UK that offers support to people under 65 with dementia.

The Clive Project's services promote independence, dignity, choice and privacy. Each person is partnered with a trained service worker, who will build trust and offer encouragement and support. Activities are pursued that bring pleasure and satisfaction as well as maintain skills and independence for as long as possible. The charity also runs social activities and produces a newsletter three times a year. It was instrumental in setting up [www.dementiaweb.org.uk](http://www.dementiaweb.org.uk).

Since 2005, the charity has also worked directly with families and carers, helping them adjust to the significant life changes and maximise the time they can continue

to support the individual at home, assisting in practical and emotional issues. The Clive Project also plans to open a dedicated residential home.

### Judges' Comments

The Clive Project addresses the needs of this less-common condition, tailoring its services to the particular circumstances of each family to reduce isolation and improve wellbeing, self-esteem and independence. It is truly person-centred, with a multidimensional team, demonstrating a real understanding of the impact and challenges of living with the condition.

"This is an impressive organisation that has progressed well in a short time. It is deserving of the high-value placed upon it by members and other service providers alike." Dionne Reed, CEO, Women's Work (GSK IMPACT Awards Overall Winner 2008)

**"Winning this external, independent endorsement is the perfect way to enter into our second decade. The assessment process has been invaluable, helping us to evaluate our internal workings, and the award will advance our major innovative project, Clive Homes, to build accommodation in Oxfordshire for younger people with dementia"**

**Tessa Gutteridge, Director, The Clive Project**

### CASE STUDY

#### A family's perspective

**Mark, diagnosed with Alzheimer's at 47, avoided leaving the house because of strangers' reactions; he was highly anxious and had lost all self-confidence. His children found the illness very difficult, no longer bringing friends home and rarely going out because of lack of finances.**

Though initially reluctant, Mark had a successful first meeting with his one-to-one support worker and was able to resume activities that gave him pleasure. The Family Support Worker helped Mark's wife and children understand more about the disease and discuss their fears for the future. Two years later the support workers still visit and help with access to health and other care services. Mark and his wife also take part in The Clive Project's social events and attend the monthly café.





## DERRY WELL WOMAN NORTHERN IRELAND

[www.derrywellwoman.org](http://www.derrywellwoman.org)

**Derry Well Woman (DWW)** provides women in the north west of Northern Ireland with a woman-centred health service to improve the health and wellbeing of women, families and consequently communities. It also leads a cross-border network.

Operating from a centre in Derry, DWW services some of the most disadvantaged areas in Northern Ireland (NI). Life expectancy in the northwest is the lowest for all of the NI Health Boards, and the region has the highest rates of all cancers. Women must travel long distances to access some services because of the largely rural nature of the area.

DWW delivers diverse programmes, including: complementary therapies; clinics and screening; support groups in areas from breastfeeding to eating disorders; counselling; accredited training; pathways to employment and a crèche. It aims to enable women to negotiate for improved services and has developed a model of engagement to involve women in discussions about their needs and gain feedback on the quality of their healthcare services.

DWW's desire for shared health and social care services in the north-west and surrounding counties in the Republic of Ireland led to the foundation of the Women's Cross Border Network. This has involved politicians, providers and women to address the issues across the border.

### Judges' Comments

The commitment and success of Derry Well Woman was recognised by a GlaxoSmithKline IMPACT Award in 1999, but the charity has since demonstrated significant growth in its strategic approach to ensure improved healthcare access for women, involving service users fully in the process.

"I was particularly impressed by the dedication of Derry Well Women in



**"Winning this award again means an incredible amount to everyone here. It is a wonderful validation for DWW, providing much-needed unrestricted funds, which we will invest in our important childcare and mother and baby services, an area we find difficult to get funding for"**

**Susan Gibson, Manager, Derry Well Woman**

identifying community needs and the prompt development of excellent programmes and pertinent partnerships to address the needs. The initiative taken in implementing the cross-border element of its service, as well as its model of engagement, is particularly praiseworthy. A clear winner." Dr Chitra Bharucha, Vice Chairman, BBC Trust.

### CASE STUDY

#### A woman's perspective

**Geraldine first sought help from Derry Well Woman in 1995, after being traumatised by a bilateral mastectomy and suffering from panic attacks and insomnia. Fearful for her health and family, she had no confidence in the medical system after her first child's death from a caesarean section accident and her own delayed breast cancer diagnosis.**

Within the supportive environment of a structured group, Geraldine began to take control of her own wellbeing. Acting with other group members, she advocates change in cancer care as well as participating in DWW-run programmes. She has now trained to counsel and support cancer sufferers and terminally ill women within her community.



## INFERTILITY NETWORK UK UK

[www.infertilitynetworkuk.com](http://www.infertilitynetworkuk.com)

**Infertility Network UK (I N UK)**, based in Bexhill, Sussex, aims to enable couples affected by infertility to make informed decisions and raise the profile of infertility issues nationally. It also runs "More to Life", dedicated to those who will remain involuntarily childless.

One in seven couples in the UK experiences fertility problems, which often lead to feelings of isolation and loneliness. I N UK is the largest infertility network in the UK, supported by 132 volunteers.

I N UK has developed a range of information resources: 52 fact sheets on wide-ranging topics; quarterly magazines for members and bi-annual newsletters for non-members; and a new comprehensive website which can be accessed anonymously and includes electronic forums and microsites on specific topics. I N UK also provides a series of telephone helplines run by volunteers with personal experience of all aspects of infertility, as well as a professional advice line run by a qualified nurse. It provides support and assistance to local patient groups nationwide, including events via its network of regional organisers and volunteers.

I N UK liaises with fertility clinics and clinicians to encourage best practice throughout the UK. It is working with Primary Care Trusts across England on standardising eligibility criteria to access NHS funded fertility treatment and works with other organisations to provide a strong and united patient voice.

### Judges' Comments

Infertility Network UK is the only patient organisation covering infertility in all its dimensions in the UK and is well respected by professionals in the field. Furthermore it has been extremely successful in ensuring the patient perspective actually influences policy development.



**"We are thrilled and more than a little proud to win this award! It will allow us to look towards extending our regional network and enhancing our web site, bringing our support closer to home for those facing difficulties in conceiving, which is so important to us"**

**Clare Lewis-Jones, Chief Executive, Infertility Network UK**

"I N UK is an inspiring organisation which has managed to build a high profile. Through the media, it is often an advocate for those affected by infertility. With its excellent, accessible advice links and easily digestible information about complex and sensitive issues, this charity is a worthy winner." Diana Greenman, Chief Executive, Music in Hospitals.

### CASE STUDY

#### A mother's perspective

**A woman contacted I N UK after trying for a baby for some time. She was feeling lonely, isolated and scared about future treatments and the possibility of a life without children. She felt no one appreciated her anguish and was unable to talk about it.**

I N UK offered support, advice and information through its staff and website, enabling the woman to forge strong bonds on an internet forum with others in similar situations. She says that without I N UK's support she could not have endured five years of treatments and miscarriages, which finally resulted in her son being born.



## THE JUNCTION – YOUNG PEOPLE, HEALTH AND WELLBEING EDINBURGH

[www.the-junction.org](http://www.the-junction.org)

**The Junction** provides health programmes for disadvantaged and hard-to-reach young people in northeast Edinburgh. Its main interest areas are sexual health, substance misuse and counselling for 12-21 year-olds.

The Junction was established in 2004, originating from concerns about the availability of sexual health services for young people in northeast Edinburgh, one of the most deprived areas in Scotland. Its ethos is to engage with young people on their own terms, using youth culture and trends.

Its drop-in area is designed by young people and provides open access and referred services. The open access service delivers information and support on a range of health and wellbeing issues, in youth-friendly formats. Staff offer confidential one-to-one advice and testing for pregnancy, as well as information on sexually transmitted infections (STIs). There is a Friday night 'Chiller' session and monthly health promotion events. Referred services include counselling, art therapy and closed group work. Young people design a magazine that is circulated to youth agencies, schools and some GP surgeries. Outreach work is undertaken locally by trained peer educators.

The Junction is the only organisation in Edinburgh offering young people specific, self-referral counselling programmes. Therapists use a range of techniques and deal with an array of issues, from bereavement and drug abuse to self-harm and sexuality.



### Judges' Comments

A strong indicator of the Junction's success is the support shown by other health agencies to develop the counselling work city-wide and to promote its working model as good practice. It is innovative in its preventative, proactive and holistic approach to health.

"The development of issue-led games such as 'Sexual Pictionary' and 'Pass the STI' symbolise perfectly the clever and different ways in which the Junction targets young people. This charity is not just for young people but created by young people and managed by peers – what better way is there to address the issues." Stuart Thomas, Editor, ITV London News.

### CASESTUDY

#### A young person's perspective

**Sarah, 14, came to the Junction to enquire about the C-Card (free condom) scheme. Workers discovered that she had attention deficit hyperactivity disorder (ADHD) and was dealing with a chaotic family background. She often cared for her younger siblings and regularly skipped school.**

The Junction helped Sarah to access support to manage the challenges in her life and to reconsider her motivations for accessing C-Card. Later, she accessed counselling and joined a peer education group. Through the Junction she has not only felt less isolated and developed her self-esteem and positive links with the community, but also gained valuable skills, knowledge and experience.

**"Winning this award has allowed us to celebrate our strengths and just as importantly tackle our weaknesses through the Development Network and assessment process. It is such a bonus and will be dedicated to sustaining and developing services identified by our young people"**

**Sam Anderson, Co-ordinator, The Junction**





## MULTIPLE SCLEROSIS CENTRE MID ARGYLL LOCHGILPHEAD

[www.mstherapycentres.org.uk](http://www.mstherapycentres.org.uk)

**Multiple Sclerosis Centre Mid Argyll** works to provide a positive environment where those affected by MS can access specialist support. It serves a large rural area of Scotland.

On average in the UK, one in 700 people has MS, yet in Lochgilphead this rate is one in 300. MS services in this area of Scotland are scarce and travel to larger towns for specialist services is difficult. The centre was built in 1996.

The centre promotes a proactive approach to living with MS, focusing on what those with MS are able to do. Activities include dance and movement therapy, yoga, using exercise machines to stop muscle wastage and supportive listening, physiotherapy and hyperbaric oxygen therapy, where breathing in oxygen in a pressurised environment is used to relieve symptoms. It is also a base for monthly sessions with an MS nurse and health authority staff.



**“This award is not only welcome recognition for the absolute dedication of volunteers, members and staff, but is a huge boost to our whole community. The fantastic opportunities this gives our small organisation will help us further improve the quality of life for people in the region”**

**Karen McCurry, Centre Manager, Multiple Sclerosis Centre Mid Argyll**

Multiple Sclerosis Centre Mid Argyll has encouraged the whole community in the town and surrounding areas to use the centre, to help dispel the remaining stigma associated with MS and other disabilities.

### Judges' Comments

The founding of the centre was a significant achievement, produced purely through local fundraising and community involvement. It has since flourished, attracting enough people to make it worthwhile for therapists to travel and

offer classes. It has formed successful links with the MS Society and MS Trust, funds physiotherapy sessions and campaigns for MS nurses.

“This is a truly bouncing organisation, and a hub of activity in an area where there is a clear need for its services and support. For such a small organisation it does an incredible job over the wide geographical area it serves.”  
Claire Hitchcock, Director, Europe and International Global Community Partnerships, GSK.

### CASE STUDY

#### A centre user's perspective

**Fiona, 46, has been a member of the centre since it first opened in 1996, five years after her diagnosis. Her depression led to the breakdown of her marriage and intermittent relapses left her increasingly disabled.**

Fiona attends the centre daily to receive counselling and treatment, where physiotherapy and massage help with mobility and pain. Hyperbaric oxygen therapy relieves pain, improves eyesight and incontinence problems. The staff help her with day-to-day housekeeping and liaise with her other healthcare providers. Following her 'supportive listening' course, Fiona regularly offers an understanding ear to others like her – and those at the centre value her as much as she does them.



## PAUL SARTORI FOUNDATION PEMBROKESHIRE

[www.paulsartori.wales.org](http://www.paulsartori.wales.org)

**Paul Sartori Foundation**, based in Haverfordwest, believes in offering people a choice as to where they should die. It provides a range of home care services and support for people at the end of their life, whatever the diagnosis, and their families.

The Paul Sartori Foundation (PSF), established in 1982, was named in memory of a local priest who had noted the lack of hospice facilities in Pembrokeshire, south west Wales.

PSF operates throughout the county to deliver a free, individually tailored and rapid response – it can undertake assessments and provide care within hours if necessary. Staff are available 24 hours a day, 365 days a year, with the level of help varying from a few hours of respite care to round-the-clock support when a patient is close to death.

It also runs a stand-by service, which encourages families to contact staff before help is needed. In this way, an advanced assessment can be undertaken and families have the reassurance of the 24-hour contact number. PSF also arranges equipment loans, free complementary therapy for patients and their families, one-to-one support and bereavement care.

PSF can represent the patient view in forums to share good practice, and its input has led to changes such as the standardisation of information available to carers. It also runs in-house training courses.

### Judges' Comments

The Paul Sartori Foundation offers immediate assistance in a time of real need. It highly deserves the number of local awards and the esteem in which it is held by those affected, the wider community and professionals.

"It is very clear that PSF has filled a real gap in accessing healthcare in this



**"It is marvellous for our small local charity to be acknowledged on a national level and is a sign that we are travelling in the right direction. This award recognises the commitment and enthusiasm of all our paid and unpaid staff, and will be used to extend our services to patients with non-cancer diagnoses"**

**Lorna Johns, Hospice Director,  
Paul Sartori Foundation**

isolated area. It demonstrates all the hallmarks of an outstanding palliative care provider. Their rapid response initiative, as well as the way they have tackled small but key areas of care, are to be commended." Steve Dewar, Director of Strategy, The King's Fund.

### CASE STUDY

#### A couple's perspective

PSF was asked by the district nurse to persuade Gwen Jones, 77, a sufferer of a life-limiting condition, and her husband, to accept its help. Mrs Jones' condition had deteriorated, and Mr Jones was becoming exhausted – he had promised to look after her at home and would not leave her side for fear that he would not be there when she died.

The foundation visited daily to provide personal care, a service difficult to supply to such a rural area. It also offered respite care to Mr Jones, including night cover. Finally PSF took care of Mrs Jones 24 hours a day, ensured Mr Jones was with her at the end, then helped with practical tasks and provided bereavement support.



## STRAIGHT TALKING PEER EDUCATION UK

[www.straighttalking.org](http://www.straighttalking.org)

**Straight Talking** is a national charity which recruits and employs teenage parents to deliver an interactive peer education programme to 13-16 year-old students. They present the realities of pregnancy and parenting to enable teenagers to make wise choices about their future.

Straight Talking is one of only two national charities to focus exclusively on teenage pregnancy and parenthood, yet the UK has the highest teenage pregnancy rate in Europe, affecting 83,000 young people each year. The charity works mainly in London, but also in Essex and Greater Manchester.

The charity has developed a programme of one-hour classes that take participants through the stages of pregnancy, using role-play and games, and highlight the responsibilities of parenting. It has harnessed the experiences of young parents (peer educators) who present the classes. They demonstrate how young parents lose their childhood and social life, often live in poor accommodation and can limit their future through missing out on education and training opportunities.

The charity also offers training, work experience and in-depth support to its peer educators, so that they can also improve their own lives. It is also working to gain accreditation for its Peer Education Programme, so all peer educators can receive a qualification.

### Judges' Comments

Straight Talking is a dynamic and caring organisation, which is very much a reflection of the team that makes it possible. The award recognises how much it has managed to achieve in a short time.

"Straight Talking demonstrates tremendous insight into the community that it works with, and has a dynamic 'can do' attitude. Young people really do listen to their peers and the impact on the lives of the peers themselves is impressive." Peter Wanless CB, Chief Executive, Big Lottery Fund.

**"The recognition this win brings will help us challenge the outrageously unfair, negative media image of teenage parents. We will use it in rolling out our scheme to more schools throughout the UK and to continue our valuable work helping our peer educators back into education, employment and training"**

**Hilary Pannack, Chief Executive, Straight Talking**

### CASE STUDY

#### A young mother's perspective

**Genny, 19, had been convicted of petty crimes, lost her job, been in two relationships with abusive partners and became pregnant by the last. She was left a single mother with no qualifications and no means of escape from poverty. She was angry and negative, with very low self-esteem.**

Straight Talking helped Genny turn her life around. The support of other young mothers from the charity has proved invaluable to her, and educating others has given her a sense of worth. Previously disruptive in staff meetings, she has been formally interviewed and promoted to a head office vacancy, has excellent parenting skills and takes a mature approach to her future.





## STREETWISE YOUNG PEOPLE'S PROJECT TYNESIDE

[www.streetwisenorth.co.uk](http://www.streetwisenorth.co.uk)

**Streetwise** is based in the centre of Newcastle-Upon-Tyne and supports young people in the city and the wider Tyneside area. Its work covers sexual health, drug and alcohol issues and mental health.

Streetwise was set up in 1991 by a group of youth workers to help young homeless people in Newcastle access health services. Since then it has expanded both in terms of geographical coverage and target audience.

Its drop-in system was unique locally when established, and remains the only service of its kind open on Saturdays in the area. It offers STI screening, contraceptive services and counselling, as well as youth work services. The centre acts as a reporting site for hate crimes and bullying as part of the Newcastle-wide ARCH scheme. To ensure it is open to all young people, the charity runs schemes targeted at specific groups and works in both affluent and deprived areas. It has been particularly successful at attracting young men to its services.

Streetwise has developed close links with the local authority, schools and other voluntary organisations. Data and feedback are given to the NHS public health services. It has been working with the primary care trust to enable access to emergency contraception, and Streetwise can be credited with the dramatic increase in screening for chlamydia in Newcastle.



### Judges' Comments

Streetwise is a particularly effective organisation which has gained the trust and confidence of young people and statutory services alike. It is open to ideas and constantly developing new areas of innovation, using surveys to highlight issues and direct future campaigns.

"Streetwise has everything you would look for in a project. It has a fun, accessible style, yet works with serious issues. Its all encompassing approach is highly impressive, as is the way it achieves it, in targeting young men with Star Wars imagery and via a hip hop social club." Bharat Mehta, OBE, Chief Executive, City Parochial Foundation.

**"Being a small organisation in the northeast we sometimes feel overshadowed by national projects. These awards are an incredible acknowledgment and validation of the pioneering work we undertake, and an opportunity for us to look back into our services and improve on what we do"**

Heidi Douglas, Project Manager, Streetwise



### CASESTUDY

#### A young person's perspective

**Susan, 20, suffered a nervous breakdown that led to her to stay in an adolescent mental health unit. She felt rejected by her parents and the health authorities, and was angry and disappointed at the lack of support after leaving the unit. She made several suicide attempts.**

She undertook counselling with Streetwise and it transpired that she had suffered constant emotional abuse from her parents. Fourteen months later she has ceased contact with them, no longer harms herself and is planning on going to university. She credits Streetwise with helping her to stay alive when she was at her lowest and building her self-confidence to enable her to enjoy life to the full.



## UNIQUE – RARE CHROMOSOME DISORDER SUPPORT GROUP UK

[www.rarechromo.org](http://www.rarechromo.org)

**Unique** is a UK charity specialising in supporting and informing families with chromosome disorders, both in the UK and internationally. It has built up a comprehensive database of the lifetime effects of very rare conditions.

New diagnostic techniques and advances in mapping the human genome mean increasing numbers of rare conditions are being recognised. These could account for a child's learning difficulties or other mental and physical disabilities, as well as complex health issues, yet clinicians – and families – have little information on the implications of the disorders, in particular how they will affect their child in the long term.

Unique was founded in 1984 by a mother of two children affected by rare chromosome disorders. The organisation runs telephone and email support, and provides family-friendly information through leaflets and a website. It organises social events and connects families affected by the same conditions.

Unique has developed an accurate database of symptoms, health issues, behaviours and development over a lifetime in thousands of the most rare chromosome disorders. This helps families and clinicians to identify possible issues and enables them to understand the effects of the disorder on the child's development.

### Judges' Comments

Unique has found ways to make complex genetic issues easier for people to understand and is creative in the way that it reaches new audiences. It is staffed by highly motivated individuals, often personally effected by rare chromosome disorders, who demonstrate an admirable dedication to the charity.

"This cutting-edge organisation really does live up to its name in producing



a database, the only one of its kind in the world. The database is respected by geneticists and other clinicians, and is greatly valued by the families. This does Unique extraordinary credit and makes it a clear winner." Justine Frain – Chair of Judging Panel; Vice President, Global Community Partnerships, GSK.

**"We are absolutely delighted to receive such a great accolade for the work we feel so passionate about. This timely award will enable Unique to continue making a huge difference to our member families who are living day-to-day with rare chromosome disorders and extend our core services to our ever-increasing numbers"**

**Dr Beverly Searle, Chief Executive Officer, Unique**

### CASE STUDY

#### A sufferer's perspective

**Leo, 37, has the rare chromosome disorder trisomy 8 mosaicism (T8M). Some cells in his body have an additional chromosome 8, leaving Leo with physical, behavioural and educational challenges. For 30 years he and his family had no understanding of T8M. However, Leo's parents contacted Unique when his general condition and health deteriorated.**

Unique found 94 T8M histories in its database, using this information in conjunction with researchers' data to produce comprehensive leaflets on the disorder. Finding out about his condition has helped Leo come to terms with it. Through the chromosome support group, he and his parents have gained invaluable knowledge on the condition. Leo has recently started part-time employment.

## THE DIFFERENCE A GLAXOSMITHKLINE IMPACT AWARD CAN MAKE

**GSK and The King's Fund** have been working in partnership to run the GlaxoSmithKline IMPACT Awards for 12 years. Our reviews of previous winners have confirmed the importance of winning the Award.

We were frequently told that winning had a huge effect on an organisation, and that the improved status they received affected the way funders viewed them. The award also gave an important morale boost and motivated those involved. Many organisations received additional funding and expanded soon after winning. The assessment and feedback, professional photographs, films and help with publicity were also extremely valuable.

Growth and success for an organisation also brings with it many challenges, particularly around management, leadership and infrastructure. In our reviews many winners told us that they would like us to keep in touch after the award and would benefit from further support to help them manage this important stage in their development.

### THE GSK IMPACT AWARDS DEVELOPMENT NETWORK

**The Network started in 2008 and has been an exciting new development for the GSK IMPACT Awards. It provides a free tailored programme of support to meet organisations' training and development needs, which is in addition to the Award money.**

The GSK IMPACT Awards Development Network is funded by GSK and hosted by The King's Fund, which has over 30 years' experience of providing leadership and skills development to senior staff in the health sector.

Those who participated in 2008 were overwhelmingly positive about the programme. Commenting on the high quality of the training, its relevance to their work, and the credibility they gained as community leaders through the GSK / The King's Fund training experience. They also placed enormous value on working with other organisations facing similar challenges.

The winning and highly commended organisations for the 2009 GSK IMPACT Award scheme have been offered this unique training opportunity.

The training focused on financial management and governance, different aspects of leadership and approaches to evaluation. A leadership trainer facilitated all of the sessions with trainers, experts in their field, leading the workshops. We have found this to be a very effective approach, which leads to real changes in practice.



**"I feel energised and re-motivated in my role and determined to keep moving forward and making changes to secure our future"**

**"Meeting with others facing similar challenges is reassuring and they were supportive. I gained a new understanding of leadership"**

**"It was great to have this as part of the award"**

### APPLYING FOR A 2010 GLAXOSMITHKLINE IMPACT AWARD

The 2010 GlaxoSmithKline IMPACT Awards will be launched on 1st July at:

**[www.kingsfund.org.uk/gskimpactawards](http://www.kingsfund.org.uk/gskimpactawards)** where guidelines and an application form will be available.



## HIGHLY COMMENDED AND RUNNERS-UP

### HIGHLY COMMENDED

Each organisation receives a **£5,000 unrestricted donation and access to the GSK IMPACT Awards Development Network, hosted by The King's Fund.**

#### **Cancer Counselling Trust**

([www.cancercounselling.org.uk](http://www.cancercounselling.org.uk))

A national charity based in London which provides support and information to cancer sufferers and their carers as well as counselling support to professionals working with cancer.

#### **Child Bereavement Charity**

([www.childbereavement.org.uk](http://www.childbereavement.org.uk))

Based in West Wycombe, providing a nationwide support and information service for those affected when a baby or child dies, and offering training for professionals whose work brings them into contact with bereaved families.

#### **Harrow Association of Disabled People**

([www.had.org.uk](http://www.had.org.uk))

Enables disabled people in Harrow to access their rights, live independently and gain equality through advocacy, advice and training.

#### **National Rheumatoid Arthritis Society**

([www.rheumatoid.org.uk](http://www.rheumatoid.org.uk))

Assists people with Rheumatoid Arthritis and their families by publishing guides, running a telephone helpline and raising public and government awareness.

#### **The Nerve Centre Kirklees**

([www.thenervecentrekirklees.org.uk](http://www.thenervecentrekirklees.org.uk))

Based in Huddersfield, the centre provides therapy, campaigning, social and leisure activities, training, information and signposting for those affected by a chronic neurological condition, as well as for their family and friends.

### RUNNERS-UP

Each organisation receives **a £3,000 unrestricted donation.**

#### **Everyman Project**

([www.everymanproject.co.uk](http://www.everymanproject.co.uk))

A London-based charity which helps men to change their violent or abusive behaviour through counselling and a national helpline. It also offers support to their partners.

#### **National Gulf Veterans and Families Benevolent Association**

([www.ngvfa.org.uk](http://www.ngvfa.org.uk))

Assists those connected to the Gulf wars or any other desert conflict by providing counselling, information, representation at pension tribunals and respite breaks.

#### **NAZ Project London**

([www.naz.org.uk](http://www.naz.org.uk))  
Works to address the sexual health and HIV needs of black and minority ethnic communities in London.

#### **PIPS Project**

([www.pipsproject.com](http://www.pipsproject.com))

PIPS (Public Intervention for the Prevention of Suicide and Self-harm) offers a range of services to reduce the incidence of suicide in Belfast, as well as raising awareness and counselling bereaved families.

#### **Sickle Cell Society**

([www.sicklecellsociety.org](http://www.sicklecellsociety.org))

A London-based national organisation established to combat the lack of understanding and inadequacy of treatment for sickle cell disorder sufferers and to improve their quality of life.

The GSK IMPACT Awards are operated in the UK and in the Philadelphia area of the USA.

In the UK, the GSK IMPACT Awards are operated in partnership with The King's Fund. The King's Fund is a charity that seeks to understand how the health system in England can be improved. Using that insight, it helps to shape policy, transform services and bring about behaviour change. Its work includes research, analysis, leadership development and service improvement. It also offer a wide range of resources to help everyone working in health to share knowledge, learning and ideas.

The King's Fund charity registration number 1126980



### WINNERS

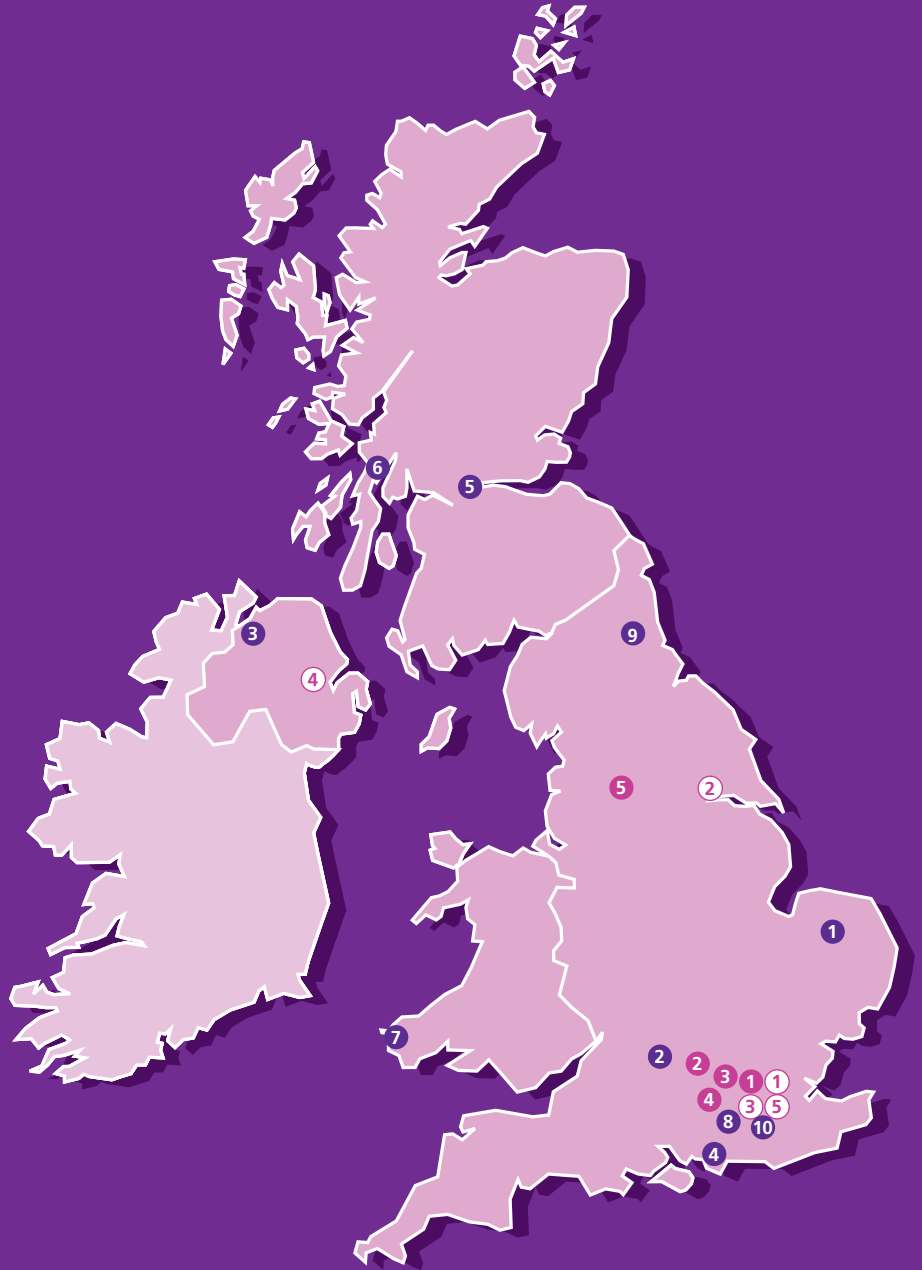
- 1 **beat**, UK
- 2 **The Clive Project**, Oxfordshire
- 3 **Derry Well Woman**, Northern Ireland
- 4 **Infertility Network UK**, UK
- 5 **The Junction**, Edinburgh
- 6 **Multiple Sclerosis Centre Mid Argyll**, Lochgilphead
- 7 **Paul Sartori Foundation**, Pembrokeshire
- 8 **Straight Talking**, UK
- 9 **Streetwise**, Tyneside
- 10 **Unique**, UK

### HIGHLY COMMENDED

- 1 **Cancer Counselling Trust**, London
- 2 **Child Bereavement Charity**, UK
- 3 **Harrow Association of Disabled People**, Harrow
- 4 **National Rheumatoid Arthritis Society**, UK
- 5 **The Nerve Centre Kirklees**, Huddersfield

### RUNNERS-UP

- 1 **Everyman Project**, London
- 2 **National Gulf Veterans and Families Benevolent Association**, UK
- 3 **NAZ Project London**, London
- 4 **PIPS Project**, Belfast
- 5 **Sickle Cell Society**, UK



### Contact

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(with 'GSK IMPACT Awards – UK'  
in the title field)

### Website

www.gsk.com/community

TheKing'sFund

