

## Health and Social Care Event

- Confused about the NHS?
- Lost in a maze of health and social care?
- Want to know more about how to get what you need from services?
- Where to go for help?

Then join us at our event on 24th September from 10am-1pm at the Trinity Centre in North Ormesby when people from NHS Middlesbrough and Middlesbrough Council will explain how it all works.

Please contact Middlesbrough LINK if you would like to attend the event.

### Events 2009

#### September

Keep Warm, Keep Well and Flu- National campaign to reduce cold related illnesses and deaths

Organised by:  
NHS Middlesbrough

#### 7th-13th September

Know Your Numbers Week- National campaign to get everyone checking and understanding their blood pressure

Organised by:  
NHS Middlesbrough

#### 14th-20th September

Sexual Health Awareness Week

Organised by:  
NHS Middlesbrough

#### 24th September 10am-1pm

Health Care and Social Care Event

Where at: The Trinity Centre, North Ormesby  
Organised by: LINK

#### 26th September 1pm-5pm

Middlesbrough Town Meal- A chance for those who grow their own produce to get together

Where at: Centre Square, Middlesbrough  
Organised by:  
Middlesbrough Environment City

If you would like any more information on the above events then please contact us on: Free phone: 0800 141 2642  
Text phone: 07525237741

Email: enquiries@middlesbroughlink.org.uk

#### Middlesbrough LINK

302/3 Vanguard Suite  
Broadcasting House, Newport Road  
Middlesbrough, TS1 5JA  
Tel: 01642 230434

Email: enquiries@middlesbroughlink.org.uk  
www.middlesbroughlink.org.uk



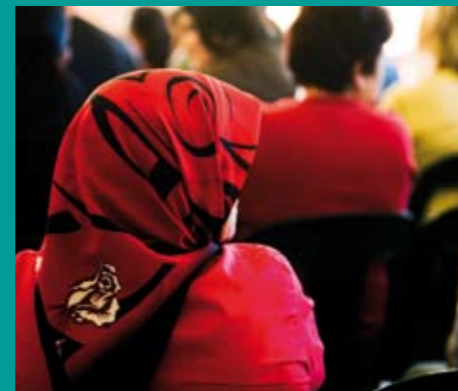
## Community takes to the air

A vibrant and exciting new radio community station has hit the airwaves across Middlesbrough. Community Voice FM (CVFM) started broadcasting on the 19 June 2009. It has been developed by local residents to serve the diverse communities of Middlesbrough.

The radio station represents a unique opportunity for the people of Middlesbrough to contribute to and 'own' a part of the media landscape for themselves. It also provides a perfect platform for local businesses, statutory and voluntary organisations to promote their products and services to local people.

CVFM broadcasts across Middlesbrough, to a potential audience of 147,000 people. You can promote your services, not just to 147,000 pairs of ears, but to an audience that trusts in, believes in and has real enthusiasm for what they are hearing.

If you want to be a part of this unique media experience, call Idrees Rashid on 01642 644309 or visit [www.cvfm.org.uk](http://www.cvfm.org.uk) for more information.



# LINK News

Issue 1 • July 2009

**MAKE IT HAPPEN!**

## Middlesbrough LINK – how we came about.



Pictures on this page show a some of the attendees at the LINK Regional Conference 2009

In 2005 the Department of Health announced that LINKs would be established within each area that is served by a local authority with responsibility for social services. This meant that there would be 150 LINKs across the country. Their roles would be set out in legislation and their primary role would be to enable local individuals and groups to actively influence local care services, from planning and commissioning, to delivery.

Each LINK would be made up of members and participants, including individuals, groups and organisations, with an

interest in their local care services. As the members and participants would be volunteers, every LINK should be established in a way that is inclusive and enables involvement from all sections of the local community, especially those who are not often involved or seldom heard. The Department of Health stressed that it will be important to remember that LINKs are not merely groups of individuals, but will primarily be networks that will bring together diverse groups in the area, and representatives of other networks. (Source: DOH 2005, "Getting ready for LINKs – Planning your Local Involvement")



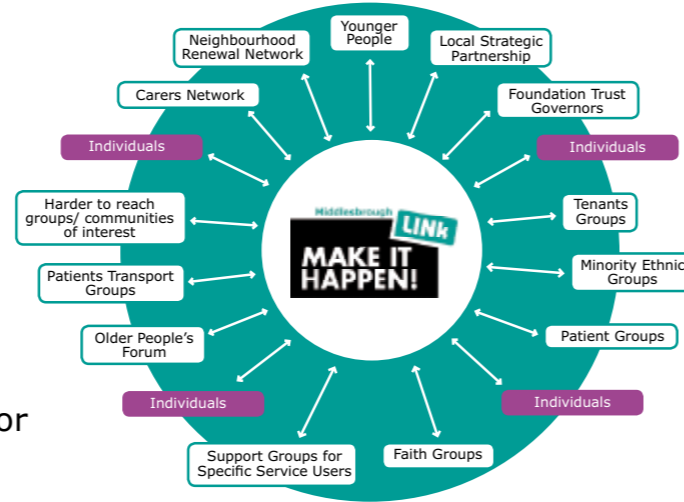
## Have your say

Middlesbrough LINK had a launch event on 23rd March where everyone was invited to come and tell us what areas of health and social care they were concerned with.

Here's what we came up with:

- There needs to be disability training for all health and social care workers
- Better awareness of and access to services for people from BME and deaf communities
- Blue Badge use and abuse
- Raising Awareness of Health and Social Care issues
- Alcohol and Drug issues in Young People

We are working on all of these issues and need your help and ideas to take this further. If any of these areas interest you then we love to have you join one of our working groups. We will keep you up to date with how we are doing via newsletters and the web site. Let us know if you want to be involved.



## Who we are



### Jenny Shepherd- Chair of Middlesbrough LINK

I worked for many years in Social Services adult care. Following retirement I joined the Public and Patient Involvement forum at South Tees NHS Trust until it made way for LINK.

My particular interest is the point at which health and social care meet – how people get into hospital care and how they get back to community based services.

A lot of things need to come together to make discharges from hospital smooth and community services

effective and even with the best intentions they don't always happen.

### Rukhsana Siddique- Core Group Member

I currently work as a Community Development Worker at Stockton International Family Centre with Black Minority Ethnic women in Middlesbrough. The purpose of the project is to promote an understanding of services provided, increase uptake and improve equality of access from targeted groups.

The service has been commissioned by the four Primary Care Trusts in the Tees Valley and consists of Community Development Workers working with Black Minority Ethnic (BME) communities of all ages across the Tees Valley. I can identify gaps in health and

social care services to BME communities, be the point of communication between community and statutory services and advise on the training and education of staff. Being involved in Middlesbrough LINK helps me to do all of these things.

If you would like to talk to me about my work please ring me at Stockton International Family Centre on 01642 612400.

### Danielle Pope- Host Staff- Community Engagement Worker

I have been working as a Community Engagement Worker for Middlesbrough LINK for two months. I feel that the issues the LINK has raised are extremely important issues to tackle and I can't wait to get stuck in and start helping the LINK to make a difference.

## What is Middlesbrough LINK?

Middlesbrough Local Involvement Network (LINK) is a network of local people, organisations and groups who want to strengthen the quality of local health and social care. This is your chance to join in, have your say and be heard.

Middlesbrough LINK will:

- Ask local people what they think about their local health and social care services and how they can be improved
- Give you the chance to be involved in how the local health and social care

**We're keen to know what matters to people in our community, so that together we can act on concerns, ideas or suggestions**

- services are planned and run
- Feedback your suggestions and get an answer within a set time
- Refer to the local 'Overview and Scrutiny Committee'

We're keen to know what matters to people in our community, so that together we can act on concerns, ideas or suggestions. If you would like your voice to be heard, get in touch and get involved. Write to us at:

### Freepost

Middlesbrough LINK

Call us on:  
Free phone: 0800 141 2642  
Landline: 01642 230434  
Text phone: 0752 523 7741  
Email us on:  
enquiries@middlesbroughlink.org.uk

## Middlesbrough LINK's first project

Even before it was fully formed the LINK was learning about issues that were concerning the people of the town. **One of these was the uses and abuses of Blue Badges and disabled car parking spaces.**

We decided to investigate!

We got together to

- Find the number of badges being used
- Find the current enforcement measures
- Find how many dedicated spaces are available for blue badge users in the town, in Supermarkets, at James Cook University Hospital, at GP practices and PCT offices.
- And of course we wanted to ask Blue badge holders for their experiences

So far we have discovered that -

5309 badges issued in Middlesbrough in the year to March 2007

74 designated disabled bays across Middlesbrough Council car parks

480 penalty charge notices were issued in the year to March 07

Routine inspections of blue badges by parking enforcement teams identified 60 incidents of misuse in the same time.

113 disabled parking spaces at James Cook Hospital with 32 within the barrier car park.

The hospital is considering whether to make the area around both entrances a Red Zone area as some Blue Badge holders and taxis block the entrances making it impossible for

ambulances to get through.

Shopmobility has surveyed and audited the shopping areas and has lots of ideas for improvements.

The Primary Care Trust (PCT) has accepted that there are problems of access to its building and are planning improvements.

There are to be government changes to the scheme to standardise the assessment for awarding badges and to give Local Authorities more power to take up abuses.

Our questionnaires have gone out to groups and individuals and we are currently looking at all of the responses in order to write a report. We are also planning to have an open meeting in the Autumn to tell everyone about our results and hear about the councils plans to fight misuse.