

Changing Faces News

SPRING/SUMMER 2011

Changing
the way you face
disfigurement
faces

Changing Lives and Changing Minds around the United Kingdom

Changing Faces is determined to make our unique support and services available to more individuals with a condition that affects their appearance, and to influence the communities in which they live. To do this we are excited to announce that our presence is going to be extended around the UK.

More than 1.3 million people in the UK are known to have significant disfigurements. Sadly a high proportion of these people will encounter prejudice and discrimination, no matter where they live. Without the right kind of help, many will find it difficult to have full and satisfying lives.

We are developing a new professional – a *Changing Faces* Practitioner (a CFP) – who will

deliver our unique help, in regional and local settings throughout the country. This will mean that *Changing Faces*' services will be much more accessible to many more people.

CFPs will be experienced professionals, with additional training from *Changing Faces*, who will provide a tailor made package of emotional support, social skills training and practical advice. This help, combined with information and self help materials available from *Changing Faces*, will enable individuals and their families to cope with the additional challenges they face as a result of having an unusual appearance. **Changing Faces, Changing Lives.**

CFPs will also advise local health professionals,

teachers and employers to give the best possible support to their patients/clients, students and employees.

This development will coincide with a regional roll-out of our Face Equality campaign. With the help of our Champions, we want everyone in the UK to know how to challenge the negative stereotypes of people with unusual faces and to make sure that they are treated fairly. We want to build on our work in Wales, Scotland and Northern Ireland and increase our influence around England. We want to change the way people are served, met, employed, taught or talked about. **Changing Faces, Changing Minds.**

Changing Faces is seeking seed-corn funding to establish CFP teams in eight locations around the UK over the next three years. These teams will be funded by a mix of charitable trust, local government, NHS and companies working together.

To find out more, contact Carole Easton, Deputy Chief Executive (carolee@changingfaces.org.uk) or visit www.changingfaces.org.uk.



James Partridge, Chief Executive writes:

Dear All,

In uncertain economic times, all charities face uncertain futures and *Changing Faces* is undoubtedly starting to feel the pinch.

Without us, however, people with disfigurements may well face uncertain futures too. They may be unsure whether they will get the treatments, practical advice and emotional support they need from cash-strapped public services and schools. And what of their chances of getting work or the promotion they seek? Will their appearance count against them? Will public attitudes become more stereotypical and less tolerant, and staring and ridicule increase in a recessionary economy?

Changing Faces' whole purpose is to act against those uncertainties. This is why we have taken the decision to make our unique services much more locally accessible and to bring our Face Equality campaign into every community. We want social isolation, prejudice and discrimination to be things of the past.

Aspiring Olympic sprinter Michael Boateng who tells his story inside says, "I don't think I would be the person I am today without *Changing Faces*".

We cannot make such a difference to people's lives without your financial support. *Changing Faces* needs to raise at least £1.5m in the year ahead to grow and reach out to more people. We have very generous pledges of nearly £0.5m which is a great start.

But every pound counts. For example, if everyone who read this Newsletter gave just £10, we would raise £110,000, 10% of the total just like that. So do please consider making a donation, for as much as you can afford, as regularly as you can.

Thank you very much indeed.



Going Digital Going Digital

In this financial climate, mailing our Newsletter in its current form to all 11,000 people is just not possible. We would therefore ask everyone to do one of two things:

Either, if you wish to receive it as a hard copy, please send us the coupon inside, or, if you are happy to receive it digitally, please email us at info@changingfaces.org.uk.

Children, young people, adults and families



Michael Boateng is a media volunteer, a member of *Changing Faces'* Young People's Council (YPC) and also appeared on Channel 4's *Beauty and the Beast: the Ugly Face of Prejudice* earlier this year. Here he tells his story and talks about how *Changing Faces* helped him:

"I am a burns survivor. I was eight months old, I was lying asleep on my mother's bed when I woke up, crawled to the edge of the bed and fell over the side. Unfortunately, I got trapped between a hot water pipe and the bed. I then had to have various surgeries and operations when I was a baby, and two more that I can remember at the age of eight. I have a burn scar which covers the left side of my face and I'm partially blind in my left eye. I also have scars on my thighs and hamstrings from skin grafts.

I was teased and bullied a lot at school, and got into a lot of fights. One particular name 'Two-Face' was the one that really made me tick. My grades suffered and I think I could have done a lot better. My mum was great - she managed to channel my anger into sports and now I'm an aspiring 2012 Olympic sprinter.

People still stare; some appear taken back and even fearful. Some assume that I have a scar because I'm rough and was probably in a fight. However, when met with a friendly smile and my voice which I have been told can have a reassuring tone, they soon warm up.

When I was only eleven, I had a horrible experience on the train. I was sitting next to my mum and I could feel the piercing glares of everyone around me. I couldn't handle it so I pulled my coat over my head and left it there the whole journey as I shed tears. My mother then decided that enough was enough and sought help. She dragged me along

to Changing Faces in 1998 although I really didn't want to go.

Changing Faces offered me support from the age of eleven to 14. Sharing my experiences with one of their team and hearing the techniques to tackle the stares was

immensely helpful. I later got involved in what is now the Young People's Council. This is a group of young people aged between 12 and 25 that come together once every three months, and discuss campaign ideas and solutions for individuals with disfigurements.

Changing Faces represents exactly what it says: Changing the way our society treats and feels about disfigurement. It's not an overnight process but I have faith in people.

I don't feel I'd be the person I am today without the help of Changing Faces."

To enable us to continue supporting people like Michael, please donate to *Changing Faces*. If everyone who reads Michael's story in this Newsletter donated just £1, it would add up to £11,000 helping us to continue our important work.

Why we use the word 'disfigurement'

Not everyone likes the word 'disfigurement'. Some people prefer words like 'visible difference' or 'unusual appearance' when talking of their appearance. Although 'disfigurement' isn't a word that we particularly like, we use it because it is a succinct collective word widely understood by the general public to describe the effect that any trauma or medical condition or their treatment can have on the appearance of a face or body, making it look different, unusual, scarred or asymmetrical. It is also a word that is enshrined in British law: it is used in the UK's Equality Act 2010 protecting people from discrimination.

Where possible, we encourage the cause of the disfigurement to be spelled out (eg. a person with/who has Bell's Palsy, cleft lip, burn injury, cancer etc.) because this an informative way of describing a person's medical condition.

Success with burn project

The new joint *Changing Faces* and London and the South East Burn Network educational resources were launched in March at the British Burn Association Conference held in Salisbury. Gemma Borwick and Clare Cooper were joined by Liz Pounds-Cornish, Clinical Psychologist at the Stoke Mandeville Hospital who talked about her experience of using the pack in a clinical setting. We are delighted that the feedback on these new resources has been very positive. We are currently working with other UK burn networks who we hope will be using the packs in the very near future. For more information please contact Gemma Borwick, gemmab@changingfaces.org.uk.



Workshops

Children and young people

Island of Adventure

A day full of activities for young people, with a condition that affects their appearance, who are starting secondary school this September.

25 June 2011; London

Beauty: Inside and Out

A fun, pampering day for 13-17 year old young women living with a disfigurement.

Nov 2011; location to be confirmed

A parallel information session for parent/carers will be offered alongside each workshop. Both days aim to provide new skills and strategies which can help to build self-esteem and self-confidence.

For adults

Changing Faces will be running workshops for adults later in the year. At these workshops people can share similar experiences and ideas with each other.

Intimacy

Share and identify concerns around intimacy and explore new ways of relating in intimate relationships.

Beauty: Inside and Out

Explore ways in which your appearance can be a tool for positive communication and improved confidence and dispel some of the myths around beauty and disfigurement.

To receive further information or to express your interest in workshops for both adults or children and young people, please contact Matthew Austin on matthewa@changingfaces.org.uk.

Are you interested in joining the Young People's Council (YPC)?

The YPC runs in both England and Scotland. If you are a young person age 12-25 years old and would like to use your own experiences to help others and make a difference to how appearance is viewed in society, then get in touch. Please contact matthewa@changingfaces.org.uk for further information.

Study days

The Psychological and Social Aspects of Disfigurement study day is a chance to explore models developed by *Changing Faces* that can be adapted by health and social care professionals to take into their work settings.

23 June 2011; *Changing Faces*, London

3 October 2011; *Changing Faces*, London.

To find out about these and other one day courses, please email: gemmab@changingfaces.org.uk.

Health

Education

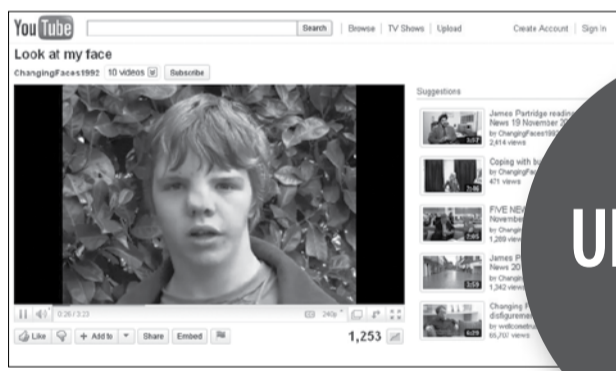
New face equality teaching resources

In March 2009, *Changing Faces* received government funding to create curriculum resources that would address negative attitudes and behaviours which young people may show towards people with disfigurements. This resource, for Years 8 and 9, aims to help students, teachers and support staff to become more disfigurement-confident and increase inclusion within school. Teaching resources have been created for Art, Drama and English. They are available for FREE at www.changingfaces.org.uk. If you would like further information please contact education@changingfaces.org.uk.

Anti Bullying Week 2010

The theme for Anti Bullying Week 2010 was 'Taking Action Together' and *Changing Faces* used the opportunity to highlight the impact of appearance-related bullying. Lucas Hayward, one of the stars from the Children's Face Equality campaign, was busy spreading the word by appearing on BBC Breakfast, BBC Radio Leicester and BBC East Midlands Today and in the Mirror and the Leicester Mercury. He also created a video about his experience of being bullied, and with help from Urban Young Actors, a short film which included tips on what to do if you are being bullied. You can watch the video and find out more information here: www.changingfaces.org.uk/Education/Bullying. A big thank you to Lucas and his family and friends!

If you are being bullied or your child is, and would like some advice or support please contact our schools team on: schools@changingfaces.org.uk.



Bringing face equality to Scotland and Northern Ireland

Following on from the successful launch of the Face Equality campaign in Wales, further events launched the campaign in Scotland and Northern Ireland. We are grateful to Barclays for sponsoring all these events.

In October 2010, Adam Ingram, Minister for Children and Early Years for Scotland spoke at a special reception at the Scottish Parliament in Edinburgh. Around 100 people attended the event which was opened by Malcolm Chisholm MSP and which included speeches from Tam Baillie, Children's Commissioner for Scotland and actress, Juliet Cadzow who starred in the popular children's programme Balamory, and YPC member, Lisa Kerr.

This was followed in February 2011 by the launch of the campaign in Stormont, at the Northern Ireland Assembly, hosted by Alex

Beauty and the Beast: the Ugly Face of Prejudice

This six-part Channel 4 series started in early February 2011 and brought together two people who were defined by the way they look but perceived beauty in very different ways, one having a facial disfigurement, the other obsessed with beauty and their appearance.

The series included a campaigning strand presented by one of our Face Equality Champions, Adam Pearson, which explored the invisibility and discrimination faced by people with disfigurements at work and in industries such as fashion, music, film and TV.

Averaging 2m viewers a week, and also one of Channel 4's recent top five most praised programmes, the series has been received positively but its title (which *Changing Faces*



Adam Pearson and Louisa Maskey, MLA. The event was attended by over 60 people including Olivia Nash, a popular northern Irish actress and comedienne.

Olivia said: "I am delighted to see the launch of the Face Equality campaign in Northern Ireland. Whilst *Changing Faces* has been providing invaluable support to individuals and families such as my own for a number of years, it is important for everyone in Northern Ireland to learn more about barriers faced by people with disfigurements."

Attendees also heard from Chris Hill, plastic surgeon, and Jodie Hinds, a burns survivor, on the importance of *Changing Faces*' work.

If you think you can help to create a better and fairer place for people with disfigurements in your area, please get in touch with *Changing Faces* in your country or region. To find out how, visit: www.changingfaces.org.uk.



Olivia Nash and her grand daughter Livi Curran.

Media, communications and campaigns

tried hard to get changed) has had some predictable criticism. Some reviewers have also suggested there was too much focus on the 'beauty addicts' and not enough on the challenges faced by people with disfigurements.

However, the dignity, courage and confidence displayed by the people with disfigurements who featured have been widely commended, just the kind of positive portrayals we are advocating (rather than those of the 'shock-docs' or medical documentaries).

Congratulations to our Champions, Michael Boateng, Susan Campbell Duncan, Leo Gormley and Adam for making this breakthrough on prime-time mainstream television!

Let us know what you thought of the series by emailing us on info@changingfaces.org.uk. If you missed it, you can watch it again at www.channel4.com/prejudice.

Children's Face Equality campaign scoops an award

The Children's Face Equality campaign won the *Children and Young People Now Award* for the Health and Wellbeing category in November 2010! The award was presented at a glamorous ceremony at the Royal Horticultural Halls in London and Lucas and Max from the campaign were there to receive it.

A big thank you to *Children and Young People Now* for this wonderful accolade and to everyone who has made this project such a success - in particular Harry, Lauren, Lucas and Max who are the stars of our campaign. Thank you also to DDB London, our advertising agency, who provided their work for free and everyone who has donated free media space.

Face Equality at Work – get your employer to become a member today!

The Face Equality at Work Membership Scheme now has 34 members which include Marks and Spencer, Royal Mail, Shell UK and Tesco. Employers who join the scheme show that they are committed to creating a culture and practice of inclusion and equality for all.

If you think the company you work for would be interested in becoming a member please contact Sally Mbeve, Policy Adviser for Employment at: sallym@changingfaces.org.uk

Training for employers and staff

Changing Faces provides a series of interactive training sessions to help create an inclusive culture and overcome barriers to:

- recruiting, retaining and managing people with disfigurements;
- providing an excellent customer service.

Clare Harris, Associate Director of Legal Resourcing at Hogan Lovells LLP who recently attended a training event said: "The training we received gave us all the confidence to confront our fears and any unconscious bias we had about doing or saying the wrong thing when recruiting staff with disabilities. Not only was it useful and practical, it was also great fun."

Please contact Cathy Ferrett, Training Adviser for Employment, to find out more: cathyf@changingfaces.org.uk.

UK Network

Employment

Support the EuroChampsChallenge!

Never done before, The EuroChampsChallenge is set to be the ultimate and unique challenge and all for a good cause! Robin Blacklock and a team of friends will visit the grounds of 21 clubs which have won the European Cup before finishing at Wembley ahead of the 2011 UEFA Champions League Final. The challenge is also to recruit Medallion Men – players who have won the Cup – to meet at each ground along the way. Robin has been inspired to take on this challenge by his seven-year-old son, Angus.

Angus has a condition called Microtia which means he was born with one ear. This affects his hearing and also meant that the inside of his mouth wasn't properly formed (a sub-mucous cleft palate) which has had an impact on his speech. According to Angus, the best things in life are football, The A Team and Match Attax!



Companies who have already shown their support include Ford, Marks and Spencer and Sony. The aim is to raise £100,000 for Sick Kids Friends Foundation and *Changing Faces*, both charities that have supported Angus and his family. To find out more about the challenge and give support, visit: www.eurochampschallenge.com.

Future Newsletters

In the future, our Newsletter may only be available in an email/PDF format. Please complete the form below to give us your email details so we can ensure you keep receiving it. Please also fill it in if you do not have email or you would like to stop receiving this newsletter. Send your coupon to: Newsletter, *Changing Faces*, The Squire Centre, 33 – 37 University Street, London, WC1E 6JN. Alternatively email info@changingfaces.org.uk with "Newsletter" in the subject line and your full name and address with your response.

Title (Mr, Mrs, Ms, Dr, other)
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 Surname
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 Postcode
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 I would like to receive the Newsletter by email, please keep me on the mailing list.
 I would like to be removed from the Newsletter mailing list permanently.
 I don't have an email address, so would prefer to receive a hard copy.

Fundraising

Run in the British 10k for Changing Faces

This year the British 10k run will take place on 10th July. All six places allocated have been filled but you can still run for us and there is no fundraising target. Registration will cost £30 and you can register at www.thebritish10klondon.co.uk. If you would like to find out more, email: sophiee@changingfaces.org.uk.

Donations

We rely entirely on voluntary donations to continue our work. Your gift will enable everyone to face disfigurement with confidence. For example:

- £10 means we can give a Mum some strategies over the phone to help her handle people's reactions to her new baby's birthmark.
- £70 enables us to support a man in a one-to-one counselling session to deal with the trauma of an accident that has left him with facial scarring.
- £100 enables a teenager to attend a *Changing Faces* workshop and find out how to handle teasing and bullying about her missing fingers.
- £250 enables us to visit a school to advise teachers and parents on how to help a child make friends.

Your details are on our database because you have shown an interest in our work in the past. If your address details have changed, or you wish to be removed from our list, please email info@changingfaces.org.uk or telephone 0845 4500 275. We would like to phone you about our fundraising campaigns. If you would like to hear more about this, please email Sophie Erskine: sophiee@changingfaces.org.uk; alternatively call 0207 391 9279.

Please accept my cheque/postal order made payable to *Changing Faces*
 Title (Mr, Mrs, Ms, Dr, other)
 First name
 Surname
 Address
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 Please treat my donation as Gift Aid (please tick box).
 I confirm that I am a UK taxpayer and will pay an amount of income tax or capital gains tax at least equal to tax the charity reclaims on my donation in the tax year (currently 25p for each £1 I give). *Changing Faces* Registered Charity No. 1011222
 Amount £
 Date
 Signature
 For further information on setting up a monthly Standing Order, please tick box
 Please send this form together with your donation to: *Changing Faces*, The Squire Centre, 33 – 37 University Street, London WC1E 6JN. **Thank you very much.**

CEO wins Beacon Prize for Leadership

In November, our CEO James Partridge, was awarded the Beacon Prize for Leadership. James is one of nine recipients of the 2010 Beacon Prize and joins the list of previous famous Beacon winners such as Sir Bob Geldof, Jamie Oliver and environmentalist Zac Goldsmith, who have all been recognised for their work. The award has been described by former Prime Minister Gordon Brown as the 'Nobel Prize of the charity world'.



Carol concert success

Changing Faces held its third Advent Carol Concert on a very cold and snowy night. Despite the bad weather, many people attended and helped to raise £6,000. There were readings from Kirstie Allsopp, Geoffrey Palmer, Jan Ravens and Andrew Vallance-Owen from BUPA. Thank you to everyone who battled against the weather and attended to make it another memorable evening.

This Newsletter is also available in plain text and, on request, on CD

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