**Script for hosts**

Please note: this presentation is designed to last for 1.5 hours. The timings for each slide are a guide.

Feel free to edit this script to make it better for your event (especially the bits with grey highlighting).

Good luck!

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| What’s happening on screen? | Script |
| **Slide: Overview** | [Keep this on while guests arrive]  [Go to next slide.] |
| **Slide: Welcome to your Treat me well launch party** | Welcome everyone to our Treat me well launch event in [place]!  My name is [name] and I am hosting the event today.  Today, there are launch parties happening all over the country, involving more than a thousand Mencap staff and Network partners.  There is also an event happening at the Royal College of Nursing in London.  Thank you so much for joining us for the launch of our brand new health campaign.  [Go to next slide.] |
| **Slide: House-keeping**  Time: Spend 5 minutes on this slide | Before we begin, here are a few housekeeping points.  First, we would like everyone here to fill out the sign in sheet for the event.  This will help us find out how many people took part and allow Mencap to keep in touch with you about the campaign.  You can get support from [name] to fill out the sheet.  Secondly, there are no planned fire drills taking place today, so if you hear the fire alarm go off, it’s real!  Please go to the fire assembly point which is [give direction to fire assembly point].  The toilets are [point to where the toilets are or give directions].  We are encouraging all people at Treat me well events to use social media as much as possible.  We want the Treat me well campaign to be impossible to miss online, so please use Facebook, Twitter and Instagram to give the campaign a huge boost on social media, using the hashtag #TreatMeWell.  Lastly, the timings of our event will be [add timings for event. Please also add any other details here about refreshments provided, extra activities or special elements of your event.]  [Go to next slide.] |
| **Slide: A message from Josie, Harry and Jan**  Time: Spend 3 minutes on this slide | Now, let’s hear from Josie, Harry and Jan Tregelles, the Chief Executive of Mencap, who would like to welcome you to the launch.  [Play video]  [Go to next slide.] |
| **Slide: Treat me well in a single sentence**  Time: Spend 3 minutes on this slide | As Jan says, Treat me well is a truly One Mencap campaign.  That means we want everyone in our organization to understand what Treat me well is about and why it’s so important. Everyone has a part to play.  So here it is, in a single sentence: “Treat me well is our campaign to transform how the NHS treats people with a learning disability in hospital”.  When we say transform, that means we want the NHS to make really good changes to hospitals and make them better.  We want everyone here to know that sentence, so that you can use it when you are out with your friends, or when you meet someone new in your local area.  The presentation today will tell you much more about why we are doing this campaign and how you can help.  [Go to next slide.] |
| **Slide: Why are we campaigning?**  Time: Spend 7 minutes on this slide | So, why are we campaigning?  Please note, all of the statistics and figures I am about to share you are in the Treat me well campaign report.  There are copies available on the website.  Over the last year, the Campaigns and Policy team have been doing lots of research into problems people with a learning disability have with their care in hospital.  They talked to lots of our staff at Mencap. Staff told us that many of the people we support were having bad experiences in NHS hospitals.  That’s a big reason why we are launching this campaign.  They also surveyed 500 people with a learning disability to find out what they thought.  They heard that many people wished doctors and nurses would talk to them more clearly with them.  Many people also told Mencap that hospital staff do not give them enough time to explain how they are feeling and to understand their treatment.  The Campaigns and Policy teams also did a survey with 500 health care professionals with YouGov.  This research showed us that hospital staff are being failed by the NHS because they are not being given good enough training on learning disability.  1 in 4 health care professionals said they had never had any training.  This is shocking.  We believe all nurses and doctors should be able to treat people with a learning disability well, and training is a big part of this.  Lastly, Mencap did research through Freedom of Information requests to all NHS Hospital Trusts.  We found out that every trust has a different way of providing care for people with a learning disability, and the quality is very patchy.  We think all Hospital Trusts should have a proper plan for this.  Treat me well is all about making sure all Hospital Trusts are making the right plans for people with a learning disability.  Another big reason why we are launching this campaign is the scandal of avoidable deaths.  When someone dies avoidably it means they would not have died if they got better care.  An inquiry into this issue in 2012 found that 1200 people with a learning disability are dying avoidably each and every year.  The life expectancy for people with a learning disability is much shorter than for the rest of the population, by 17 years on average.  People with a learning disability are much more likely to die of avoidable causes in hospital than the rest of the population.  This has to change.  So these are the main reasons we are launching Treat me well.  People with a learning disability are still having bad experiences in hospital.  Doctors and nurses are still not being trained properly.  And the scandal of avoidable deaths is continuing.  [Go to next slide.] |
| **Slide: Mencap’s past health campaigns**  Time: Spend 7 minutes on this slide | Let’s have a look at Mencap’s past campaigns on health.  We have a strong history of campaigning on health, and lots of things we campaigned for in the past have made things much better than they were.  Right back in 1990s, Mencap ran campaigns like Prescription for Change and NHS for All.  These put the problem of unfair access to healthcare for people with a learning disability on the national agenda.  In 2007, we launched our ground-breaking campaign Death by indifference.  This was a campaign that really got people angry inside and outside the NHS.  By looking at the stories of 6 families who had lost loved ones in hospital, we showed the Government that this was a huge crisis.  That campaign led to the Confidential Inquiry into the Premature Deaths of People with a Learning Disability.  Following up on Death by indifference, we launched Getting it right.  This campaign called for hospitals to sign up to a charter, making a commitment to improving care for people with a learning disability in hospital.  Many, many hospitals signed the charter and made progress towards its goals.  These campaigns show what can be achieved when we use the strength of our organization to call for change.  But campaigning takes a lot of continued energy, and Mencap’s work on health is by no means over.  We are launching Treat me well because we know there are still serious problems to address about the hospital care people with a learning disability receive.  These are problems we think it’s time to fix.  [Go to next slide.] |
| **Slide: Treat me well: what we want**  Time: Spend 7 minutes on this slide | Our campaign will call for two big things to start happening within the NHS.  Training on learning disability should be mandatory for all staff working in hospitals, from consultants and nurses to people working on reception desks and other people-facing roles.  Mencap has been piloting new training on learning disability for hospital staff.  This training has given us a chance to learn about what works best.  We have put together a list of minimum standards for training, which you can read about in the campaign report.  The other big thing we want to see happening in hospitals is reasonable adjustments.  Every person with a learning disability has the right to reasonable adjustments in hospital, but often people are not getting them.  We want every member of staff working in a hospital to know what kind of adjustments might be helpful to their patient.  We also want people with a learning disability, family members and carers to feel confident asking for these changes to be made.    [Go to next slide.] |
| **Slide: What are reasonable adjustments?**  Time: Spend 5 minutes on this slide | When we talk about reasonable adjustments, it can be helpful to think about three main types of changes.  Having more time helps when someone is trying to communicate how they are feeling.  It also helps give the hospital worker a chance to get to know the person better.  An example of a reasonable adjustment which gives someone more time is a double appointment.  Better communication is also helpful. This means using short words and short sentences.  It could mean checking that what you are saying has been understood.  It could mean using other things to help show what you mean, for example pictures or photographs.  Lastly, clearer information is a very helpful reasonable adjustment for many people with a learning disability.  Many bits of information in hospital can be complicated and difficult to read.  Giving people information in Easy Read means that the person being treated can find out about what is wrong with them and why they are being treated.  This short video gives some examples of what reasonable adjustments might help four different people with a learning disability in hospital.  [Play ‘What are reasonable adjustments in hospital’ video]  [Go to next slide.] |
| **Slide: What are we planning to do?**  Time: Spend 7 minutes on this slide | Now we know what the Treat me well campaign is calling for, let’s look at what we are actually going to do.  Treat me well has four main parts.  Firstly, we want to support local campaigners to call for the changes they want in their local hospitals.  We will be working in 75 target areas around the country, training up campaigns groups to launch local campaigns.  These groups will be the experts on what needs to change.  Secondly, we are going to be talk to people who work in hospitals to make sure they know how to treat people with a learning disability well.  Learning Disability Week is from the 18th to the 22nd June this year.  During Learning Disability Week, we will be launching our way for doctors and nurses to join the campaign and become campaigners within their own hospitals.  We will be asking local people to hold events in their local hospital, aimed at raising awareness of the campaign.  Thirdly, we want people with a learning disability, their families and carers to feel empowered to know what good hospital care looks like.  Being empowered means you know your rights and know how to ask for them.  We will be hosting events, publishing booklets and creating films to explain what good care looks like.  You can find three brand new Easy Read resources on the Mencap website that explain what your rights are in hospital, how to get the support you need, and what to go if something goes wrong.  And lastly, we will be having meetings with lots of important decision makers from the NHS.  There are many people in the NHS who decide what hospital staff learn in their training.  Our aim is to get them to agree to make training on learning disability mandatory, which means everyone has to have it.  There will be lots of ways for all of you to get involved in each of these four parts of the campaign.  Just make sure you sign up to join the campaign in a minute.  [Go to next slide.] |
| **Slide: Our campaign film premiere!**  Time: Spend 5 minutes on this slide | But first, we have a very exciting moment – the premiere of our campaign film.  The Campaigns team made this video with a film crew on the 14th floor of Guys Hospital near London Bridge.  Lots of the extras are Mencap staff!  If you like the film and are on social media, please make sure to share it with friends so as many people get to watch this as possible with the hashtag #TreatMeWell.  [Play ‘Treat me well campaign’ video]  [Go to next slide.] |
| **Slide: Join the campaign**  Time: Spend 10-15 minutes on this slide | Now you’ve watched the campaign film, it’s time for the main call to action for today.  We would like every person at every Treat me well event to take the Campaigner quiz.  By answering some simple questions, you can find out how you can help with the campaign.  The best way to take the quiz is using your mobile phone. Please get your phone out and visit [www.bit.do/TMWquiz](http://www.bit.do/TMWquiz).  Make sure to finish the quiz as the final page gives you a link to sign up to support the campaign.  Until you have filled in the sign up form at the end of the quiz, you are not signed up to support the campaign.  If you would like to complete a paper version of the quiz [give instructions on where to find paper version of quiz, ie on table, or ask member of staff].  Please make sure to hand these in at the end so they can be sent back to the Campaigns team.  There is a prize for the team at Mencap that gets the most people to take the quiz and sign up to the campaign!  [Go to next slide.] |
| **Slide: Use your social media**  Time: Spend 3 minutes on this slide | Now, if you’ve joined the campaign, there’s a couple of minutes to take a photo and share it on Facebook or Twitter.  [Wait while people finish taking photos and post on social media.]  [Go to next slide.] |
| **Slide: Overview of what we have covered so far**  Time: Spend 2 minutes on this slide | Thanks so much for completing the quiz – our main call to action for today.  So what have we covered so far?  First, we heard from Jan, Harry and Josie who welcomed you to this launch.  Then we looked at some of the reasons why Mencap is launching Treat me well, and what we are calling for through this campaign.  We talked about reasonable adjustments and what they are, watched the campaign film premiere, and completed the quiz, our main call to action.  Lots of you signed up to join the campaign, I hope!  Remember, you can find out lots more information about the campaign on the Mencap website and in our campaign report.  [Go to next slide.] |
| **Slide: Activity**  Time: Spend 10-15 minutes on this slide | Now, we are going to spend some time thinking about the campaign in groups.  Get into groups of 4-5 people.  Choose someone in the group to pretend to be a nurse or doctor at your local hospital.  Take turns to imagine having a conversation with them.  1. What would you tell them about the Treat me well campaign?  2. What would you ask them to  do in your local hospital?  You have 10 minutes. Make sure everyone has a go!  [Go to next slide.] |
| **Slide:** **We’re building a movement of health campaigners**  Time: Spend 3 minutes on this slide | In this campaign, there is a role for everyone.  Since the middle of last year, we have begun to train up campaigners all around the country.  It has been great to find that everyone we’ve talked to has been excited about the campaign.  Lots of people have told us they’re ‘In’.  Some of the groups we talked to recorded videos telling us that. Do you want to meet some of the people who sent their videos in?  [Play ‘We’re in’ video]  [Go to next slide.] |
| **Slide: Are you in?**  Time: Spend 10 minutes on this slide | Now is our opportunity to take five minutes to send in a video from this launch event.  All videos sent in from launch events will be added together so we see the full range of people who took part, all over the country.  If you prefer, use your phone to go live on Facebook and tell people what’s happening at the event, using the hashtag #TreatMeWell.  [Depending on the size of the event, ask people to gather together so you can take one video altogether, or tell people they can record their own videos in small groups.]  [Please ask people to send videos to [eve.jackson@mencap.org.uk](mailto:eve.jackson@mencap.org.uk) if small, or get in touch if too large to send.]  [Go to next slide.] |
| **Slide: What’s next?**  Time: Spend 5 minutes on this slide | We are nearing the end of the official presentation for the Treat me well launch.  So what’s next for the campaign?  Anyone who signed up to join the campaign earlier today will begin to get emails which will tell you a story about Rachel and her experience in hospital.  Look out for the episodes of the story which will be released every few weeks.  If you did not sign up earlier today, please go to the Mencap website or social media channels to sign up.  Please start planning for Learning Disability Week when we will be taking our campaign directly to nurses, doctors and hospital workers.  Learning Disability Week is from the 18th to the 22nd June and will be an exciting chance for campaigners to arrange events with their local hospitals.  Finally, if you are interested in starting to campaign in your local area on health, please get in touch with the Campaigns team by emailing campaigns@mencap.org.uk.  More guidance for local campaigners will be coming out later this year, once the campaign is truly off the ground. |
| **Slide: Thank you!**  Time: Spend 2-3 minutes on this slide | Now, all that is left to say is a huge thank you to all of your for coming.  [Add in details of specific people to thank, for example the organisers, any VIPs that attended the event, anyone who helped with refreshments etc].  Don’t forget to keep tweeting and posting about the campaign on social media using the hashtag #TreatMeWell.  Check out the website for more information about the campaign at www.mencap.org.uk/TreatMeWell.  You have all helped us give our new campaign, Treat me well, a wonderful launch.  Enjoy the rest of your day and see you soon! |