

A guide to creating a Digital Outreach poster or pamphlet on personal services

Well done for deciding to gather and display recommended services which are delivered in a locality because that will help you to meet new people, whether you act alone or in a group. It will also help people with increasing to delay call for emergency help, and so also comfort their friends and family especially non-local ones. Gathering information from scratch and maintaining existing data are equally valuable activities because of natural business churn, as new organisations start while around one third cease to trade within around three years.

How to start?

Decide the locality of your focus, and which services you will seek from the list in Panel A. Everyone's poster or pamphlet will be different, so a locality should have more than one. Take time to understand the legal bit in Panel B and to see the variations in recommendations as exemplified in Panel C. [Panels A, B and C are overleaf.] Some people succeed well by collecting a couple of recommendations, while others will measure success in gathering up to ten.

Finding locally-recommended services

Before starting to ask around, look for relevant services in local guides, directories and press, including online sources such as community websites and Facebook. If you are maintaining an existing set of recommended services delete those you find which are now not in business.

Ask around for recommended services, and double-check the already-recommended ones so that they are dropped if warranted by some poor feedback. Find people who have first-hand knowledge having recently adjusted to changed needs, perhaps due to increasing immobility or recently starting out in independence with a personal assistant. Also ask local community groups (for example lunch or craft clubs) and businesses (for example cafes or hairdressers) if they would kindly note any recommendations which their customers or staff mention for the list of services which you provide.

Checking recommendations

Contact each recommended service provider and discard the recommendations for providers who have stopped delivering in the locality or who prefer not to be freely included. Recommendations need not include websites as most people either look up the details on their mobile or phone straight through.

Display the findings in a poster or pamphlet, and store a copy locally

Produce a poster or pamphlet in a design which attracts you, perhaps using a computer. Give the *locality* covered, and that the selection of services is made *to help people delay calling on emergency help*. Give the *authors' names and date*, the *recommendations* and (in small print) *the exact words as in Panel B*. All ideally should be within 2 A4 pages.

Display the poster or pamphlet in public places, perhaps the library, local shops, GP surgery and CAB. Offer to lodge a copy with those recommended and any community website.

Congratulations, you have created something useful!!

Panel A Self-managing independence

Home-based living is sustained by arranging services where needed with suppliers, friends, family, neighbours and employees. Services include those which are to:

- change a duvet
- replace a lamp bulb
- keep a home clean
- tidy a garden
- deliver food – ingredients and/or ready meals
- deliver medication
- deliver massage, reflexology or Reiki sessions
- offer a range of mobility aids and stair lifts
- convey a person to an appointment
- act as personal assistants
- provide personal alarm systems
- provide respite care
- offer chiropody/podiatry services
- deliver hairdressing services
- provide bereavement counselling
- clear living areas of clutter
- write/revise wills and related instructions
- check/keep an appointments diary
- sort day-to-day money (e.g. get cash and pay bills).

The services above *augment* what the public sector can do... ..i.e. *without* privatisation.

Panel B Terms and Conditions

Recommended services are collected and displayed for education purposes only, and are freely included on permission of the organisation concerned. No liability is accepted for products and services promoted within the recommendations or any sponsors' advertorials.

Panel C Example Recommendations

Merry Maids Moray: 01343 610410:

'Helping you to do your housework, and so friendly, too. Merry Maids guarantees satisfaction.'

Art Therapy at Green Tree Art Studio, Ferness, Nairn: 01309 651319 or 07860 867118:

'Having the opportunity to try new creative activities has given me focus and purpose again. I have learnt how I can express thoughts and feelings, through my artwork. Having a calm and welcoming place to visit where I can talk over a cuppa has helped to give me renewed hope and direction. I have been able to regain a perspective on life and art is now a new companion for me.'

The Co-operative Food Stores:

'Thank goodness for the Co-op Food's free home delivery and the fact that one isn't pushed into ordering online.'