



**Beth Johnson**  
FOUNDATION

*A future for all ages*

# Newsletter Winter 2021



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**If you would like this newsletter in plain text or another accessible format please email [andrew.colclough@bjf.org.uk](mailto:andrew.colclough@bjf.org.uk)**

**Will someone you know be lonely this Christmas?  
Why not give them some Christmas presence...**



Telephone      Zoom      Private Message      WhatsApp

## You'll Never Walk Alone

It's that time of year again when we look forward to Christmas and the New Year. The impact of Covid is still with us all, and so it's more important than ever that we can have hope about our future. And what better to capture that hope in our hearts than the musical song 'You'll Never Walk Alone' made famous by Gerry and the Pacemakers?

It never ceases to amaze me how some songs and ballads survive through decades and centuries, simply because they speak directly to all of us and reassure us that even in the most difficult of times, others are with us.



Here at the BJF as we look forward to 2022- also the year of our 50th anniversary - we are doing all we can to maximise our charitable services to those in Stoke-on-Trent who need us the most. We know that there are many individuals, together with their carers, who are struggling to manage. Which is why we plan our projects to reach out to those who might otherwise feel alone and without hope.

There will be much to look forward to in 2022, not least a celebration of the difference we have made over the last 50 years and a new commitment to the future. Just like we produced the superb Covid poetry anthology during lockdown, next year we aim to carry on reaching out to those who are most isolated. You never know, there might be many more singing in unison and maybe even composing a new song that will remind us all that through our voluntary efforts, and the services we provide, we can carry on making a difference and bring hope to more hearts. I hope you will join us in looking forward to the next fifty years of the Beth Johnson Foundation.

**Joan Walley, DL**  
**Patron, Beth Johnson Foundation**

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## New Year, New Hopes, New Beginnings...

C.S. Lewis reminds us all that "*You are never too old to set another goal or to dream a new dream.*", and here at the Beth Johnson Foundation we are always quick to remind ourselves and our clients of this. Having survived another year under the shadows of the pandemic, even as its impact appears to be slowly dwindling, there are many older people amongst us who remain fearful of meeting others face-to-face, regardless of how isolated or lonely they may feel. All of our staff recognise this, and fully understand how many older people are struggling whilst adapting to a new sense of normality and we are very aware of the challenges of reconnecting with friends, family and colleagues.

As this year comes to fruition, we need to ‘celebrate the endings, for they precede new beginnings’ (Jonathan Huie), and our achievements here at the BJB during 2021 have been huge! Contacts with clients have remained high (whether directly or via Zoom ©), and we have maintained five active projects: intergenerational practice, dementia advocacy, the PIER project, the Healthy Generations creative approaches to technological engagement, and our Social prescriber has supported many people to seek out appropriate support. Additionally, we have supported carers and our Health Champions have continued to promote and communicate important messages across the health and social care arena.

We consulted with some of our clients with dementia about the best colours for the internal furnishings and signage of our building. We have subsequently acquired financial support to develop our meeting room. We see this room in the future becoming a community hub, and want to ensure better accessibility by the sensitive use of colour, clear signage, the purchase of a hearing loop and Owl technology to promote integrated meetings. The next phase will include two comfortable chairs, a coffee table and new carpets. We have done lots of excellent work, but there is still much to do in 2022!

As we look ahead, we are planning projects that have an integrated approach of using social media as a platform to support our older populations as well as community engagement where people are meeting face-to-face. As 2022 progresses, we are hopeful that if the pandemic continues to recede, more and more local, older people will choose to meet up and connect with others. We are all in the people business, and we all miss so much the direct contact of our clients.

In the words of Frank Sinatra "*The best is yet to come.*" We are all looking forward to 2022; we are all passionate about what we do and the impact we make, and full of creative ideas and ways of maintaining, increasing and developing new approaches to what we do so well. We hope that you all have a happy and peaceful Christmas, and a New Year full of joy and hope. We really look forward to seeing you all next year...

**Emerita Professor Sue Read,  
CEO, Beth Johnson Foundation**



The meeting Owl is a new piece of digital kit used for hybrid meetings where some people are physically present and some are joining remotely via Zoom or Microsoft Teams. It creates an experience of in person participation for the remote participants.



## The Support We Have Provided

During the Covid Lockdown we regularly reported on the support we continued to offer to our clients through telephone calls, online virtual Zoom groups and by other means. As lockdown restrictions ease, we are beginning to return to more activities that involve direct client contact but always with due regard to Covid safety.

Here is a summary of the direct client support we have provided with our projects and workstreams in the three months of the Autumn quarter, September through to November. These figures do not include all the work that we do to support people, or the hours put into managing our volunteers and activities.



Thank you to all our staff and volunteers for continuing to provide excellent person-centred support despite the considerable challenges that Covid has presented over the last twenty months.

## BJF Engagement and Involvement

At the Beth Johnson Foundation, we believe that everyone has the potential to make a positive contribution to our community. We aim to promote the voices of older people and to recognise the wisdom and valuable contributions they make to our society, across diverse populations.

Engagement and involvement of older people is at the heart of our work. In recognition of the importance of working alongside older community members, we have established a working group which will take actions to encourage and enable more participation and involvement from both current BJF group members and the wider community.

We will be contacting people in the new year to gain their views and ideas on getting involved and aim to establish a **BJF Advisory Group** which will include older community members. The Advisory Group will be consulted and involved in the establishment of new BJF projects, promotions, events and the evaluation of existing projects.

We are continually learning from our practice and from older community members and feedback and consultations will strongly influence the future direction of the Beth Johnson Foundation.

*Your views and ideas are important to us –  
look out for how you can get involved in the New Year!*



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## Linking Generations Northern Ireland

**LGNI are really excited to share our Idea's Guide for keeping connected over Christmas!!**

2021 has been another hard year especially for intergenerational connections. We want to inspire you to spark an Intergenerational Christmas Connection and have created some resources to help!

Our [An Ideas Guide to Spark Generation Connections this Christmas](#) has been designed specifically for Education settings (schools, colleges and nurseries) to provide some inspiration for intergenerational connections this Christmas!

We have updated our [12 Ways To Do Christmas Differently 2021](#) resource packed full of safe ideas to bring generations together and spread some joy and love. Perfect for schools, youth groups and care settings as well as within your own family.

We have developed an [Intergenerational Christmas Bauble](#). The perfect way to send a message of hope and love to a member of a different generation. This would be the perfect activity to get everyone in the festive spirit and can be used in loads of different ways.

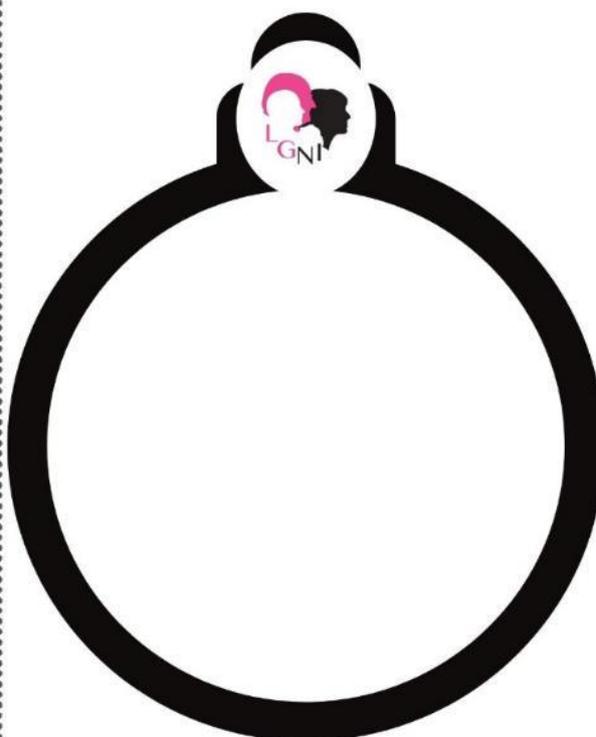
We would love to see your designs and hear your message of hope. Please take photos and tag us on our Facebook page or Twitter @LinkGenNI Tag us on social media or get in touch and we can share your story to inspire others.



## Intergenerational Christmas Bauble

Let's all make some new connections this year!  
Use our template to design your own Intergenerational Christmas bauble!

1. Decorate your bauble. Use pens, pencils, paints or glitter!
2. Add a Christmas message or wish.
3. Cut out your bauble and add some ribbon.
4. Share your bauble with someone from a different generation. This could be a member of your family, a neighbour or with a local school or care setting.
5. Don't forget to take a photo and **tag us on Facebook @LinkGenNI** We can't wait to see your designs!



[Download LGNI Intergenerational Christmas Bauble 2021](#)

Vicki Titterington, Manager – Linking Generations Northern Ireland

[Visit the Linking Generations Northern Ireland Website](#)



Linking Generations  
Northern Ireland

# Healthy Generations Project

The Healthy Generation's Team has continued to deliver our sessions virtually over the Autumn months, fortunately we have also been able to delivery some face to face sessions for the first time since March 2020. The team have picked up from work commenced in February 2020 with Oak Priory, Abbey Hulton and made new connections with St Johns Centre, Trent Vale. We have been cautious with community sessions taking into account all of the Covid-19 Risk Assessments and community members acceptance or reluctance to meet together inside. We feel that we are making positive steps to continue safely, in the community and shall continue our online virtual sessions.

The Health and Wellbeing sessions are delivered as a rolling programme of sessions covering 5 topics: Emotional Wellbeing, Physical Wellbeing, Diet & Nutrition, Art & Wellbeing and Digital Skills.

Alongside these sessions we host regular Zoom support sessions, remembering our strap line

## 'Physically distanced; Socially connected'

- Monday Mood Boosters - Emotional Support
- Chuckles & Challenges - Social Support
- Maggie's Poetry Moments – Poetry for Wellbeing
- BFG – Bereavement Friendship Support Zoom
- Art for All - Art for Wellbeing
- Local History – Zoom support session

We are pleased that we are now able to continue to offer at least one session daily and this will continue into the winter months.

Comments from attendees of Art for All group

*"I'd be lost without it"*

*"I've enjoyed the zoom sessions very much"*

*"All of you at BJ have been such an encouragement throughout the past months."*

The team were pleased to hold their first face to face group at BJF. An event that many had looked forward to, seeing their new found zoom 'friends' in person.

Healthy Generations were chosen as a partner by Technology Enabled Care Team to distribute 'My Health Kits'.



We were joined by Dr Ruth Chambers the Digiwellhealth team. It was a great opportunity for group members learn more about the 'My Health' kits, these kits containing useful equipment and information to enable you take care of your own health and wellbeing.

*"I have found these very useful. The scales are great. The egg poacher was a real hit especially as \*\*\*\*\* loves poached eggs but is very fussy about them but it he liked them done in the egg poacher."*

For the winter season we have come together with BJF Carers Support to offer seasonal Craft sessions

*"The art class has been very encouraging I have framed some of my paintings and am giving them as Christmas presents."*

*"I am going to have a go at making Christmas cards"*

### Social Media

Our media pages are a good tool to promote the project and also link in with themed days/events'. The Zoom group members are happy to contribute artwork, pictures, poems to support our digital promotion.

<https://www.facebook.com/BJFHealthyGens>

**The Beth Johnson Foundation**  
**Carer Support Service & Healthy Generations**  
would like to invite you to our online  
'Christmas Crafts' workshops  
Take some time out for some creative fun!  
Come to one or come to all, open to people aged 50+  
in Stoke-on-Trent and North Staffordshire

**Wednesday 1.00pm - 2.30pm on Zoom**  
17th November - Christmas Card making  
24th November - Paper Christmas Decorations  
1st December - Christmas Wreath Making  
8th December - Salt Dough Decorations

Contact us for joining details and for a list of the  
simple materials you'll need for each session.  
**Telephone: Amanda - 07867 003313**  
or Clare 07458 021350  
**Email: [healthy.generations@bjf.org.uk](mailto:healthy.generations@bjf.org.uk)**

**BJF**  
Beth Johnson

## Tech Support

Healthy Generations have been providing one-to-one digital tech support for new clients who want to remain independent and living in their own homes. Participating in the Healthy Generations programme means that through remote telephone support, email exchanges, one to one and group peer Zoom support, clients have been able to start or reconnect with their journey of digital inclusion with increased confidence that they will be supported throughout. It's a wonderful development of the Healthy Generations project, one which we aim to continue into 2022!

## Our volunteers

The Healthy Generations volunteers continue to give their time freely to offer support on the zoom sessions and to help build confidence and up skill new clients to the project by offering Tech-Support, by telephone and over zoom. Tech-Support volunteer opportunities are available for anyone wishing to join us.

## To the future

Healthy Generations will continue to provide Heath & Wellbeing sessions and Zoom Group Support sessions into the New Year and look at new areas of work, different themes and engage with the local community.

Quote from participants

*"BJF saved me during lockdown 2 and enabled me to open my mind to more in depth appreciation of Art, Poetry and Local history."*

*"Enjoy the ups and downs of the close knit group, sharing and caring and keeping the old brain ticking"*

*"Thanks and keep up the good work and I can keep progressing and giving something back too"*

*"Hopefully giving you something back for all your efforts in keeping us sane and positive in a practical and digital way as we continue our journey out of the Covid years"*

For anyone interested in attending our sessions or further information please do contact the team:

**Jane Snape 07939 321841**  
**Amanda Carter 07867 003313**  
**Clare Dawson 07458 021350**

Email: [Healthy.generations@bjf.org.uk](mailto:Healthy.generations@bjf.org.uk)

[Visit Healthy Generations on the BJF Website](#) or visit our [Facebook Page](#)





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# Carer Support Service

*Digital Inclusion for Older Carers*

Informal carers play a vital role in supporting others, often family members with long-term health conditions. With ageing populations, the need for their role is increasing, and there are more than 2 million informal carers in the UK aged 65 or over.

Older carers' face multiple additional challenges; pride can prevent them asking for support, their own declining health makes the physical aspects of the caring roll more difficult, they have concerns around who will care for their loved one if they can no longer fulfil the role. All this while coping with their own multiple losses, often restricted lives, social isolation and loneliness.

As covid restrictions ease, people have more freedom than they have had in a long time. But winter brings additional challenges, and we know there are many people out there who will still feel unsettled at the thought of venturing out – especially if they are caring for someone who could be at risk of serious complications if they fall ill. Ongoing isolation and the inability to safely access support with their own wellbeing will continue to be an issue for many people. But the **Beth Johnson Foundation Carer Support Service** are here to help.

**Carer Support Service**

*Digital Inclusion for Older Carers*

The **Beth Johnson Foundation** is delighted to be a partner to the **Stoke-on Trent All Age Carers Support Service.**

This valuable service Provides a single point of access for all Carers, ensuring that they have access to a wide range of support services, information, advice and guidance.

**BJF** **nsc.** **NHS** **Stoke-on-Trent**

Carers say that providing care can be extremely rewarding, but it can also bring with it many challenges. The emotional and physical demands of caring for a loved one and focussing on their wellbeing often means that the carer neglects their own. Finding support and building connections with people safely remains harder than ever.

In this digital age we have worked with older people and carers to understand the needs people have in accessing support and information online. We can offer 1:1 support to help explore the options that are available to use digital tech to access information, make new connections and look after your health and wellbeing from the comfort and safety of your own home.

We can support people in Stoke-on-Trent who are 50+ and are in a caring role to become more confident in using digital technology, to find online information and to understand the use of apps. And we can connect carers to BJF's Healthy Generations project where they can join other people in a range of creative groups and activities to build social connections and reduce isolation.

We can help you to get the most out of any technology you may have; whether you need help finding and using suitable apps for your phone, would like to learn how to join video calls or have a piece of equipment you are not sure how to use!

As the new year starts, we will be offering our **'New Year, New Choices'** sessions; a programme of zoom groups looking at topics around health and wellbeing, bringing carers together in a supportive, informal environment to look at simple steps that they can take to help look after themselves – and to make some new connections along the way!

The caring role can be diverse, and many people do not identify themselves as Carers and do not seek help and support. If you know anyone who is aged 50+ and provides care to a family member, friend or neighbour, then please get in touch!



To find out more about the BJF Carer Support Service or make a referral contact:  
**Amanda Carter on 07867 003313 or email [carers@bjf.org.uk](mailto:carers@bjf.org.uk)**

**[Visit Carers Support Service on the BJF Website](#)**

**The Beth Johnson Foundation Carer Support Service**, is delighted to be a partner to the **Stoke-on-Trent (SOT) All Age Carers Service** led by **North Staffs Carers**. This valuable service provides a single point of access for Carers of all ages and ensures that Carers have access to a wide range of support services, information, advice and guidance. The service brings together a range of partners to provide holistic support; enabling Carers to feel better supported so they are able to make informed choices about their caring role and own health and wellbeing. For more information about the SOT All Age Carer Support Service visit:  
<https://www.carersfirst.com/s-o-t-all-age-carers-service>

## New Year – New Hopes A Social Prescriber Link Worker’s Perspective

With a new year comes new hopes and for all of us I’m sure this also brings thoughts of continuing to move forwards in the Pandemic. As a Social Prescriber I hope 2022 brings more face to face connections, more friendships formed, companions found, improvements of people’s physical/emotional wellbeing and support for those in need.

The end of the year compared to the very difficult start has brought light that services can open their doors again to connect more people in the community physically. I have been lucky enough to attend some of the wonderful groups based in the Leek Moorlands area that have now returned to meeting face to face. In physically seeing first-hand the impact these groups have on people’s wellbeing you can see the difference that all involved are making and how Social Prescribers all over the country are playing a crucial part in this connection process.

Hope is the seed that grows and with it comes new ideas, new confidence, new opportunities and, for services, hopefully an expansion of all that is already taking place in our communities and more. Continuing to recognise each other and all that we provide is also very important too, from promoting each other, signposting and connecting to celebrating the good that each and every service/group/club brings to the community. It may be a thankful smile to those who played their part in getting Christmas lunches to many isolated people in the community, an e-mail of thanks for a speedy response from support service or words of thanks to a volunteer who played an essential part of the delivery of many services - all keeps the fire burning.



So I would like to close on the note of sending out the **biggest of thank you’s** to all the services/groups/volunteers out there that do a fantastic job of playing their part in making a difference to the lives of the people in our communities. Merry Christmas and Happy New Year.

### Lianne Burton, Social Prescriber Link Worker

Some of the lovely comments from 2021 about Social Prescribing support:

*“You are so positive and the love you have for your work shines through, thank you for getting me the help that I needed”*

*“I feel like a new man, thank you for helping lift a dark cloud”*

*“Your support has been so helpful, I have a plan for the future now”*

*“It’s been really nice to have someone to talk things through with, it’s helped me see more clearing and get things in perspective so I can face things with a positive mind set”*

## Community Health Champions Consultation

BJF is working in partnership with VAST supporting the Community Health Champions project and to ensure that health messages are effective and appropriate for older people, in October 2021 we undertook a consultation with BJF group members and volunteers.

Consultation took place over Zoom and in person, both in groups and individually. 36 individuals gave their feedback and the subject was discussed in eight different groups including: Bereavement Friendship Groups, Health and Wellbeing Groups, Dementia Peer Group and Volunteers Support Group.

There were some very lively discussions, with strong views voiced on an issue which has impacted everyone, but in particular older people in our community. It is clear from the responses that older BJF members are very concerned about the ongoing Covid-19 pandemic and are worried that the general public are not taking steps to reduce risks to themselves and others. As older community members they are acutely aware of the impact of severe illness and death and feel that the government and public health messages need to be clearer and more effective.

We sent a copy of the consultation to the Public Health representatives and also to all the local MPs and we will be using some of these ideas to create some messages from BJF –ensuing publicity and support is appropriate and impactful.



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## Volunteers Voice

I have really enjoyed the past year in my role as a volunteer for BJF. One particular aspect of this has been the chance to support and talk with, and then eventually meet with, the clients who are part of the Bereavement Friendship Group. This was especially challenging due to the Covid restrictions. However, due to the determination of Andrew and Hilary this service has provided the clients with the chance to meet, support and share with others their thoughts and feelings of their individual bereavement journeys.

## Good to meet you!

BJF recently welcomed Councillor's Abi Brown and Ally Simcock, from Stoke on Trent City Council for a meeting to talk about any plans for the future in the city for services for older people. We discussed our projects; Bereavement Friendship Groups, Carers Support, Dementia Advocacy, Healthy Generations, Social Prescribing and PIER (Haywood Hospital Patient



Information Education Resource Centre) to give them an overview of what we do. The discussions were productive and we are grateful for some suggestions we were given. We look forward to more contact in the future, always nice to chat about the city over a cuppa and cake. Thank you. Prof Sue Read, CEO

## Thank You to RJS Solicitors

Three foundation members from RJS Solicitors visited the Beth Johnson Foundation for the first time on the 19th October to meet members of our staff. RJS have kindly donated a sum of money to help us to update our large meeting room to ensure it is more accessible for older people with sensory, physical and/or cognitive impairments. The grant has enabled us to purchase a hearing loop and (following consultation with our clients) to update and pilot our internal signage with appropriate use of colour and incorporating images to ensure clearer messaging. Internal doors have been painted in bolder, contrasting colours to ensure that people with visual impairments can distinguish them better.

These simple steps help make all our visitors feel welcome and to ensure they can clearly access our building. Eventually, we will have new carpets and blinds, multi-functional tables and chairs, a comfortable seating area, and new technology so that we can offer a flexible space where we can hold integrated meetings for those who want to come to Parkfield House and those preferring to Zoom in from home.



On behalf of the staff, volunteers and the Board of Trustees, we would like to sincerely thank RJS for their generosity and also for finding the time to visit us at the Foundation.

As a charity, every single penny helps us to maintain our services and to ensure that we provide the best possible resources for the older communities that we serve.

## Patient Education and Resource Centre (PIER)

The end of a year is always a time of reflection for the PIER project, so as we look back over the past 12 months, we see that many aspects of providing information and support for people with arthritis, has had to adapt to the restrictions created by the Covid pandemic.

At times it has felt like we go two steps forward and three steps back. However this has not dampened any of our enthusiasm. As we move into 2022 we have several new projects of work lined up. We are currently steaming ahead with our partners, both old and new, to refresh the PIER project in a new and exciting way.

Of course we could not do any of this without our fantastic volunteers, who have remained loyal and committed throughout this challenging time. Online meetings, and most recently face to face meetings have been held regularly, where we have been able to keep the momentum of the project going by supporting each other.

In October we held a number volunteer Tea Parties, outside in the garden, inviting a small number along at a time. It was so good to see everyone face to face and to catch up on all the news.



Smiles all round from our PIER volunteers

Sadly we had to cancel our Christmas get together –Covid again! However we plan to make up for this in the New Year – maybe a Valentines event – you never know!

## Good news for all you Tai Chi lovers - we're back!



We begin delivering our popular Community Tai Chi sessions for people with arthritis, again in January 2022.

The sessions will take place in the following venues:

- St Werburgh's Church Hall, High Lane, Burslem, Tuesday afternoons
- The Quaker Meeting Room, Leek, also Tuesdays afternoons

There will be a few weeks when we take a break for holidays, so for a full lists of dates and more information about Tai Chi sessions, including how you can join please contact [June.brammar@mpft.nhs.uk](mailto:June.brammar@mpft.nhs.uk)

**Wishing everyone a joyful, safe Christmas and a happy New Year from everyone at the PIER**

**June Brammar, Project Manager**

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## Discover Digital – New Project

Digital technology has transformed our lives and is now central to things such as communications, work, public services, shopping and leisure. The Covid lockdown has increased our dependence on the internet and it is more important than ever that everyone has basic digital skills.

We are working with partner organisations to develop an exciting new community based initiative to help older people in Stoke-on-Trent to use digital technology. We are looking to find volunteers willing to learn basic digital skills that they can share with others to help us reach all parts of our diverse community.

**Help us make sure that nobody gets left behind in the digital age.**

If you would like to become a Digital Champion, please email [volunteering@bjf.org](mailto:volunteering@bjf.org) uk or call 07770 016978

## Dementia Advocacy

The dementia advocacy project is getting back to normality regarding face to face to visits to clients. Looking forward concerning visits to care homes, their policy around Professional visitors has increased Professionals currently have to evidence via a COVID pass that they have been vaccinated.

The project is not able to promote the service it offers due to the ongoing increase of numbers of referrals. Referrals received continue to have mulit layered issues and complex.

Looking to the future the project has heard informally that it will be refunded from March 2022- March 2023. The project is funding by Stoke and North Staffs CCG's, previous funding came from PCT's and joint commission. The project has been providing Dementia advocacy since 1998 therefore with the news of further funding the project will have been running in 2023 for 25 years. Some record!!!

We hope in the future to continue to provide the high service we offer providing dementia advocacy alongside exploring other avenues relating to gaps around dementia the Beth Johnson Foundation have identified.

Since the go ahead from Central Government that groups could meet the peer support group have met at West End Hub due to BJB not allowing groups to meet aware of the safety aspect of staff and volunteers.

However, yippee!! we have been given the go ahead to return to BJB for the Peer support group meetings. Members voice "thank goodness it feels like we are going back home"



Photo of the group saying a fond farewell to West End Hub and a big thank you to the kindness shown by the hub.

The Dementia advocacy peer support continues to flourish indeed two new members have been recruited. In the new year the group will be working together on the new Enquirers project funded by Innovations in Dementia looking at “Does dementia testing need testing”. We are hopefully in the new year that funding can be sourced to replicate the group across the City.

Photograph showing our first meeting back at BJJ welcoming two new members. Members saying how much they feel they are able to relax back at “home”



Dementia advocates and peer support group members are raring to explore future developments around all aspects of dementia. Advocates keen to ensure the person living with dementia has a voice and members of the Peer support group eager to show you can live well with dementia.

**Betty Machin, Dementia Advocacy Manager**

[Visit Dementia Advocacy on the BJJ Website](#) or visit our [Facebook Page](#)

## BJF – Social Media Platforms of the Future.

The implementation of Covid-19 social distancing restrictions resulted in the move away from physical contacts and adjusting to different daily operations. Many organisations, including charities have adopted digital technology to improve efficiency, value or innovation.

BJF should be proud of the agility and resilience that has been demonstrated during this pandemic. We have successfully delivered our services by using digital technology. Face to face meetings with clients have been replaced by various sorts of digital technology (i.e. zoom meetings, emails, texts etc.). However, as a result of the pandemic the landscape is changing, the demand for our services rose and funding dropped, which means we do need to deal with the challenges of these extraordinary times.



Social media offers charities an easy route to promoting their cause. The platforms each provide ample opportunity to communicate with potential funders, reach new audiences and raise awareness about essential elements of service delivery. Whether we are trying to raise funds for a specific project or on an ongoing basis, social media can be great boost to our fundraising. However, with so many channels to choose from, it can be difficult to know which the right ones for our particular goals are, or what tactics will work for each platform.

Platforms such as Facebook, Instagram Twitter etc. require constant tending to get results, replying to people who have interacted with our organisation and constantly adding fresh content. Looking forward, this is the future. We do need to adjust to that in order to survive. I am aware that quite a few individuals are already using these platforms for their own project's purposes. Nevertheless, there is a need to identify a whole organisational approach to this area.

The Board would be extremely interested to hear about your current experience/s using these platforms and even more important to get your views on the way forward in this area. BJF has already demonstrated the ability to adjust to new ways of operation and I have no doubt that together we will be able to adopt the right approach for efficient use of these platforms.

Please feel free to email me all your comments and ideas [drzivamir@gmail.com](mailto:drzivamir@gmail.com)

**Professor Ziv Amir**

Chair – Beth Johnson Foundation (On behalf of the Board)

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**Best wishes for a Happy New Year!**

**Beth Johnson Foundation**

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