

Celebrating 20 years of the

Advice Line!

The Chest Heart & Stroke Scotland (CHSS) Advice Line first opened in 1995 with just one nurse working part-time. Two decades later we have 5 Advice Line nurses, have answered over 40,000 calls and are the first helpline in the UK to achieve accreditation with the Helplines Partnership Quality Standard 5 times!

The CHSS Advice Line nurses provide a supportive listening ear, details of local support services, and confidential information and advice about all aspects of living with chest, heart and stroke conditions.

Why is there need for the CHSS Advice Line?

Most of us know someone who has been affected by chest, heart or stroke illness. In fact, in Scotland:

- 1 in 3 people have high blood pressure (the number 1 risk factor for stroke)
- Every 45 minutes someone has a stroke
- Every 55 minutes someone has a heart attack



- Stroke is the main cause of disability in the community
- Chest illnesses of various kinds (for example, COPD) are the biggest single reason people use NHS services.

With advances in medical treatments more people are surviving heart attacks and strokes, and living for longer with chest, heart and stroke illness. These conditions often change people's lives and can cause a lot of stress, anxiety, and depression for the people affected and their families. This is where the CHSS Advice Line Nurses come in.

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What do our nurses do?

Our specialist registered nurses provide individual health advice and information directly to patients and carers, as well as to health and social care professionals. All health advice given is independent and based on the latest Scottish and UK clinical guidelines.

If they wish, callers may be sent or emailed CHSS booklets and factsheets with further information, as well as other health information from approved sources. The nurses refer people into local CHSS support services in the community, and signpost them to other organisations providing local support, such as counselling or benefits agencies.

“ I was no longer alone, someone was actually listening to me ”

Calls to the CHSS Advice Line are completely confidential and not time limited. People can contact the Advice Line Nurses free from landlines and mobiles, via email, text message, Facebook and Twitter.

A Text Relay service is available for the Deaf and hearing-impaired. The nurses can arrange for health information to be translated into Braille or converted to a large-print format. Global Voices (a confidential medical interpretation service) also enables callers to speak to a nurse through an interpreter.

The nurses also provide a free, daily Air Quality and Weather text alert service for people living with chest and heart conditions who might be adversely affected by poor air quality, high winds or particularly cold or hot temperatures in their local area.

“ The nurse was very supportive, gave practical advice and was non-judgemental ”

What do people say about the CHSS Advice Line?

Feedback from many of our callers describes our Advice Line as “a lifeline” which:

- empowers people through increasing their knowledge and understanding of their condition
- clarifies questions to ask their GP or other health professionals
- provides reassurance that they do not have to cope with their condition and worries alone

“ Your Advice Line gave me invaluable help which probably saved my life ”

Ask the nurse!

If you or any of your clients, family members or friends would like to speak to one of our Advice Line Nurses contact us in the following ways:

- Call 0808 801 0899 (FREE from mobiles and landlines)
- Email advice@chss.org.uk
- Text Nurse to 66777.
- Contact us through the CHSS website

Our opening hours are Monday to Friday, 9.30am to 4pm.

Do you have any questions about chest, heart or stroke illness?

Ask the nurse
0808 801 0899

Free from landlines and mobiles

Helpline STANDARD Free

www.chss.org.uk

Scottish Charity Number 10018761



Chest Heart & Stroke Scotland

Fundraising Events

Five chances to get involved!

Our fundraising team have been busy preparing for their upcoming awesome events. If you've got the time spare to come help out and volunteer then get in touch with the people below who would love to hear from you!

Coming up:

September 5th - Loch Ness Beast

September 26th - Banchory Beast

Contact: paul.corrigan@chss.org.uk

September 13th - Roadblock Run

Contact: alison.actosta@chss.org.uk

October 18th - Forth Rail Abseil

Contact: chris.marks@chss.org.uk

October 25th - Culloden Run

Contact: paul.corrigan@chss.org.uk

Volunteering is great fun and a wonderful chance to get to meet some of our fantastic supporters.



The Big Abseil

The Big Abseil is scheduled to return in May 2016 from the Finnieston Crane in Glasgow. Registration is already open with an early bird offer where the first 100 participants can sign up for just a £5 initial deposit with a pledge to raise £120.

The inaugural Big Abseil last year raised an awesome £41,000, so spread the word or sign up for this great event today! Visit www.bigabseil.com





New Health Promotion Website

The Health Promotion team along with the tech, web and graphic whizzes have been working hard over the past month to update the Health Promotion website with a fresh new look – check it out here:

www.chss.org.uk/healthpromotion

It is now even easier to find out what events are on offer, with links to Advice & Support, the Advice Line Nurses, Fundraising and more.

If you've not already checked it out, you can also find the link to our testimonials page:

www.chss.org.uk/healthpromotion/testimonials

A big thank you to Dave Mitchell, Dale Potter and Jason MacMillan for all their help, patience and expertise!

For any Health Promotion queries or links to corporate contacts, please contact:

healthpromotion@chss.org.uk

or phone our Corporate Team on **0300 1212 555**.

- Megan Dabb, Health Promotion Specialist

Corporate Sponsorship



The staff at Johnston Carmichael, accountants have chosen CHSS as their charity of the year for 2015/16!

Johnston Carmichael are one of the top 20 accountancy firms in the UK with 11 offices in Scotland and 620 staff! Already teams of staff are taking part in the Beast Races and Roadblock Run.

A LASTING WAY TO SUPPORT SCOTLAND'S HEALTH

Why are they so important to us?

If legacies just suddenly stopped coming in, we would need to cut our services drastically and could no longer support the thousands of people in Scotland who need us. If we are to continue our work in the future, we need to spread the legacy message now to as many people in Scotland as we can.

Did you know....?

- Up to 40% of our voluntary income comes from Gifts in Wills (between £2 to £3 million) each year.
- 83% of our legators are female.
- Top 3 professions were teacher (1st), secretary (2nd) and nurse (3rd).
- Only 1.7% of our legacies came from outside Scotland.
- Top 3 best areas for legacies are: Midlothian (1st), Glasgow (2nd) and Aberdeenshire (3rd)
- Our most common fellow beneficiaries (funds split with other charities) were Cancer Research UK and RNLI.

In 2014, the Charity joined the Remember A Charity Consortium, encouraging more people in the UK to leave a gift in their Will for good causes. Find out more here: www.rememberacharity.org.uk.

A date for your diary! Remember A Charity in your Will Week is 7th - 13th Sept 2015 – look out for national and local coverage.

We are all ambassadors for the Charity, so if anyone you meet shows an interest in remembering CHSS in their Will, please encourage them to visit our website <http://www.chss.org.uk/supportus/give-to-us/legacies/>.

Of course, it is their choice and theirs alone, but if our cause is close to their hearts and they want their bequest to stay in Scotland - we are pointing them in the right direction!

Legacy Booklets are downloadable from our website and also available at all our offices. Contact Vanessa.rhazali@chss.org.uk if you would like one.

The best chance we have of securing future legacies for CHSS is by spreading this important message, so please play your part when you can, where you can. Thank you so much!

- Vanessa Rhazali, Head of Individual Giving



Meet Heather.

Since her Gran died, she's determined that no-one copes alone with chest, heart or stroke illness.

Make the end a new beginning

A gift in your Will can mean life to those suffering from chest, heart and stroke illness in Scotland. The funding that gifts in Wills provide is crucial to our work.

We are Scotland's Health Charity

Research • Advice • Support • Action

0300 1212 555 | gifts@chss.org.uk | www.chss.org.uk



“CHSS is a brilliant charity to remember with a Gift in your Will because they do great work, funding life-saving research and provide much needed advice and support.”

Retail

Booming Boutiques

Perth boutique is open and proving a major success, taking over £4,200 on the first day!

Next up will be a new Boutique store in Stirling. The fit out is progressing well and is set to open up on Saturday 29th August.



Perth Boutique,
44-50 High Street



Give us your foreign money!

Our foreign currency campaign has been running in stores collecting people's spare foreign coins to raise additional income for CHSS. Some shops have seen a lot of interest and are fast accumulating coins. If anyone has any at home they can also be taken in head office, there's a collection can at reception or see Megan in retail.



It's cardly Christmas but...

It might seem early to be thinking about Christmas, but our cards are out in the stores and bringing in lots of valuable funds! If you're at all in doubt we can reveal that the cards have taken over £10,000 to date already!

Our brochure is also in production and cards are available to buy at reception in head office. We have some awesome Oor Wullie and The Broons cards amongst the 104 designs this year so come find the design that's made for you!





British Deaf Association

Health information for people in the deaf community is difficult to come by.

Lorna Stevenson and Juliet Mackellaig from Advice & Support recently met with Katie Mowatt from the British Deaf Association (BDA) as part of our work "Tackling Barriers". CHSS has previously worked with the BDA on a script about stroke, with Katie signing in British Sign Language (BSL), and the Tackling Barriers team has been keen to follow this up with other projects.

We discussed potential initiatives that include scripting some new film clips about COPD for the BDA website, and discussing how any existing CHSS materials might be adapted to suit the deaf community. The BDA have offered deaf awareness training for CHSS staff, and we hope that this will be the start of an ongoing partnership between the two charities.

If you're interested in learning more about some of the issues that surround being deaf, here is some further reading:

The British Sign Language (Scotland) Bill is currently making its way through Parliament and is expected to be passed in Autumn 2015. The Bill asks for relevant public bodies to prepare and publish their BSL plans.

You can learn more here:

http://www.scottish.parliament.uk/ResearchBriefingsAndFactsheets/S4/SB_15-05_British_Sign_Language_Scotland_Bill.pdf

Did you know that people who are deaf have a shorter life expectancy? The deaf charity SignHealth produced a report relating to the experience of deaf people within health care which can be found here <http://www.signhealth.org.uk/health-information/sick-of-it-report/sick-of-it-in-english/>. It is also available in BSL.

For more information please contact Anne Towe the Tackling Barriers Co-ordinator at tackling.barriers@chss.org.uk



A Day In The Life: Human Resources

Introducing Carol Pake & Lynsey Shafi

When we were asked to write an article for the Staff Newsletter, I said “oh no!” Why? You may ask. Because I was given a word limit! For those of you who don’t know me, I can write (and talk) for Scotland. For those who don’t know Lynsey, she is a multi-tasking HR Ninja!

Lynsey and I started with CHSS in May. We were both originally on agency contracts, Lynsey as HR Administrator and myself as HR Manager. I was delighted to announce that in July, Lynsey was successful for the permanent HR Administrator post. What about my future? Let’s wait and see!

Our appointments meant we had to hit the ground running which didn’t really affect us as we both have a “can do” attitude. We have been able to build up really good working relationships with others as we try our utmost to break down barriers and establish an HR Department that you can trust.

Lynsey and I always start our day with a good morning and a wee chat about our night before. We then look at the list of tasks each of us prepared the night before leaving CHSS and then start our day. We also end our day on a positive note. We have infectious laughs and talk to ourselves when doing our work which is funny at times, especially when we do want to talk and we aren’t listening! To us, it brightens our day and keeps our working environment light hearted and enjoyable, it’s natural and based on our shared values.

“ Our role as HR is to provide advice, guidance and support to managers and staff within Chest Heart & Stroke Scotland ”



L-r: Our welcoming HR team Lynsey Shafi and Carol Pake look forward to getting to know you

Lynsey is the first point of contact for HR queries which works well for us. Whilst our job responsibilities are different, we firmly work as a team.

Whenever someone calls, comes into the office or emails us, we treat them all the same, with courtesy and respect. No day is the same and the plans we had for the day can change, particularly when an HR “emergency” arises.

So, if we haven’t met you, we look forward to at some point in the future. If we have met you, it has been great working with you and we would love to see you again.

-Carol Pake, HR Manager

HR FOCUS: Recruitment

In future staff newsletters, we will let you know more about what HR does and how we do it. For our first article, we thought it would be useful to give you an insight to recruitment.

Recruitment is a key activity as HR is normally the first point of contact for candidates and that first impression of CHSS should create a positive, customer focussed and professional image.

We are involved at the early stages of recruitment, particularly if we are looking at a new post or where the post requirements have changed. We also liaise closely with recruiting departments on application pack preparation, setting closing dates and, where possibly, identifying interview dates.

We have a busy role in interview preparation by supporting recruiting officers to prepare the shortlisting pack, confirming to candidates if they are or are not progressing to interview, preparing the interviewer pack, issuing unconditional offers and unsuccessful letters/emails.

The recruitment journey doesn't stop there. We have employee files to make up and new starter details to payroll, amongst many other activities.

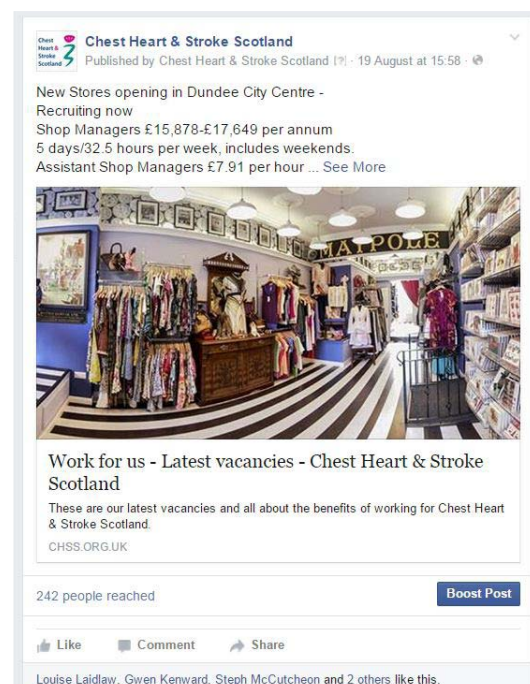
We are planning a number of developments in recruitment:

Recruitment advertising

We plan to simplify recruitment and make the process more cost effective in various ways such as using social media. We are reviewing our current advertising agency to cut our advertising costs, get recommendations of where to advertise and potential target audiences, plus feedback on what has been the most successful method. We would hope that the advertising agency would assist us in promoting CHSS. We are redesigning our adverts by making them more attractive, appealing and to the point by simplifying the text for media publications. This will in turn reduce costs.

Online applications and social media

We are working with the Digital Communications Manager to move to online applications and to integrate publishing vacancies on the website with social media, which will result in savings on time spent working with these channels. We are also exploring options for further increasing efficiency and making cost savings by using digital platforms.



Checklists

We will continue to review and create, where necessary, to ensure all pre-employment and post employment checks are received.

We hope this article gives you a flavour of what we do in recruitment. Watch out for our articles in the next newsletter!

- Carol Pake, HR Manager

E strategy Update

Contemplating the long and winding cyber highway: What place does Social Media have in volunteering?

Social media, like volunteering is an interactive two way dialogue. It helps to build and sustain our volunteer community within CHSS. More and more charities are using the internet and social media to involve volunteers at the very heart of their causes and campaigns. Competition to recruit and retain volunteers is getting fiercer and we have had to ensure that we keep up with developments in social media to support our volunteer programme.

CHSS Website and Volunteering

There are now over 1 billion websites worldwide and most users leave a webpage in less than 15 seconds if we do not do a good job in grabbing people's attention. The volunteer page on our website is one of our main digital media tools and we keep this up to date with volunteer news and developments. If you have something you would like to include please do let me know.



Twitter

We use Twitter to promote our volunteer program by linking it to our website so potential volunteers know when recruitment campaigns begin. We follow over 1,200 accounts of people and organisations and over 3,000 follow us. This helps to increase the profile of volunteering and the CHSS brand.

For my work with the Scottish Volunteering Forum I use twitter to share developments of the group @PaulJOkroj



Facebook

90% of the information that comes to the brain is visual and the brain processes visuals 60,000 times faster than text. Need convincing? It's much easier to draw a circle than describe it! I have found that if we use great images such as links to infographics that more people that see them on Facebook interact with us and share the post.

When a new volunteer joins us we send them a welcome email and ask them to follow us on Facebook and post on their own page that they are volunteering with us. We also ask volunteers to share any Facebook posts we send them, with their friends and family.

This is how Facebook helps us:

Promotion

Advertising volunteer role vacancies via our Facebook page is an incredibly powerful and cost effective way of advertising. People who already have a connection with us and already "Like" our page can be a great source of volunteers.

Information

Getting general information to our volunteers in a cost effective manner- the sort of information that may once have been covered in the paper based newsletter.

Communication

Communicating directly with volunteers - this is especially useful if something positive or unexpected has cropped up such as a volunteer winning an award.

Recognition

Using social media to recognise the efforts of our volunteers and using it as a very immediate way of thanking them for their contribution to CHSS

E strategy Update (continued)



LinkedIn

The world's largest professional network is great for volunteers to raise their profile and list their volunteer experience and training when looking for employment. We can advertise volunteer roles on the site and if you have not already done so have a look at the CHSS LinkedIn site.

www.linkedin.com/company/chest-heart-&-stroke-scotland/employee-insights

Blogs

I converse with colleagues in other organisations through blogs and online forums and now make use of SLACK to communicate with the Scottish Volunteering Forum members across Scotland.

Social Media Volunteer

We have recently recruited a new volunteer in PR to support the Digital Communications Manager, Jason MacMillan to prepare, implement and deliver a pilot programme looking at the work of the CHSS Advice Line Nurses and how they can improve their web content and user engagement.

Planned events:

- Thunderclap amplifies our message with the power of the crowd. Thunderclap is a tool that lets a message be heard when you and your friends say it together. Think of it as an "online flash mob." We will ask all of our supporters to join a Thunderclap, and everyone will share the same message at the same time, spreading an idea through Facebook, Twitter, and Tumblr that cannot be ignored. We plan to do this for Volunteers' Week next year.

- Create short promotional videos on volunteers and upload them to YouTube and our website.

If we can improve productivity and contribute to the overall mission of the organisation by using social media in one or more forms then it is certainly worthwhile. I am certainly learning a lot!

- Paul Okroj,
Volunteer Development Manager

New Publications

The following resources have been updated and are now in stock and available to order via the usual channels. The updated pdfs are also on the website.

- F2 Salt
- F3 Cholesterol
- F40 Losing weight

Please can you make sure that any old versions are taken out of circulation.



Meet the Council & Committee

Hazel Fraser

Chair of the Executive Committee and CHSS Vice Chair

I have been a trustee and on the CHSS council for about 10 years now. I have chaired the Executive Committee since November 2012, and been joint vice chair. I believe the first women to do this for CHSS.

The Executive Committee meets 5 times a year and the committee has a wealth of experience from a variety of backgrounds and is a pleasure to chair. The committee oversees CHSS's strategy, including major community support services, Action Research, Practice Development and Travel Awards. It also discusses Research and Development proposals. The committee also receives reports from Directors Margaret Somerville and Linda Morrow on Advice and Support and Community Services respectively.

My background is as a nurse qualifying in 1980 and I have worked in stroke for over 20 years and currently work full time as a stroke co-ordinator in NHS Fife. I first worked in stroke as a research nurse and I jointly founded the Dundee Stroke

Recovery club in 1992, running this until taking up my current post in Fife in 2002. I have co-authored a book "Stroke Explained" and articles on secondary prevention. Over the years I have been involved in several stroke SIGN guidelines, 3 Best practice statements, and a number of STARs advancing modules as well as CHSS stroke4carers and more recently selfhelp4stroke.

My current role encompasses service development, including thrombolysis, research and audit, and I am part of the team delivering STAT (Stroke and TIA assessment training) I also run nurse led TIA and secondary prevention clinics. I previously chaired the Scottish Stroke Nurses Forum and continue to sit on their committee and lead the conference planning group and have current responsibility for the SSNF newsletter.

In my personal life, I live in Blairgowrie with my partner Bruce. He is a keen biker (the motorised kind!) and I ride pillion on our motor bikes. We also have a campervan and enjoy holidays in Scotland as well as the Lake District and Yorkshire. I am also granny to Lily and Poppy in Dalgety Bay and Freya in Aberdeen and have a cat called mischief.



Hazel did the honours of opening the new CHSS Perth boutique in July, seen here with the store staff and volunteers.

WELCOME

Community Stroke Services

Community Stroke Services are pleased to welcome Jackie Slater as the new Regional Manager for the South East.

Jackie has come to us from Deaf Action where she worked for over 10 years in a number of management roles. Jackie works full time and is currently based within the Community Stroke Services section within Head Office.



CONGRATULATIONS!



Retail

Congratulations to our Edinburgh Davidson's Mains Shop Manager, the newly married Mrs Sharron Fraser (nee Hyde) who tied the knot on July 11th.

100th Staff Newsletter!

This marks the 100th issue of the staff newsletter, so what was CHSS life like back when the newsletter began?

The staff newsletter was started by Jayne McKerrow back in 2000 and taken on by PR at the end of the year from edition 8, as Jayne started her role as Regional Manager West for what was then known as the Volunteer Stroke Service.



Our logo back in 2000

Those were the days when we had a comma in our name, when the Advice Line was only 5, before we had our famous abseils and exciting collection of walks and runs. We had a handful of shops and big ideas.

That handful of shops have since multiplied to over 30, our events sell out and make a splash across the papers, and our services are more extensive and far reaching. We have over 115 Communication Support Services, over 160 affiliated chest, heart and stroke groups, and a growing Cardiac & Respiratory Support Service.

Sounds good, right? But don't forget our e-learning resources and support tools, our now completely free advice line, our numerous free publications, the 1,500 volunteers who choose to support us, our countless community fundraisers and the support we're able to supply for welfare and research grants... we achieve a lot, so my apologies if I missed some!

You're all a part of what makes this happen, so thank you, be proud and look forward to what the next 100 issues will see!