



Changing Places

local campaigns pack

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Introduction

Sometimes you just need to change one thing to open up a world of possibility. The public buildings that most people take for granted – stations, hospitals, shops, cinemas and museums – are only accessible to us because they offer the most basic facilities. Like toilets....

Standard accessible toilets (disabled toilets¹) do not meet the needs of all people with a disability – or their carers. Many people with profound and multiple learning disabilities need someone to support them to use the toilet, or require the use of a height adjustable changing bench where a carer can safely change their continence pad. They also need a hoisting system so they can be helped to transfer safely from their wheelchair to the toilet or changing bench.

Standard accessible toilets do not provide changing benches or hoists and most are too small for more than one person. This means that many families are unable to go out at all, or if they do they are forced to risk their health and safety changing their son or daughter on a toilet floor. This is dangerous, unhygienic and undignified. Paid carers are legally not allowed to attempt this, meaning that many people with profound and multiple learning disabilities are unable to take part in activities enjoyed by others at their day centre, school or college.

They need a Changing Places toilet, which provides:

The right equipment

- An adult-sized, height-adjustable changing bench
- A tracking hoist system, or mobile hoist if this is not possible

Enough space

- Space in the changing area for the disabled person and up to two carers
- A centrally placed toilet with room either side for the carers
- A screen or curtain to allow the disabled person and carer to use the toilet in private

A safe and clean environment

- Wide tear off paper roll to cover the bench
- A large waste bin for disposable pads
- A non-slip floor

¹People with a disability have told consortium members that they find the term 'disabled toilets' offensive. 'Standard accessible toilets' is a term that people with a disability prefer.

Changing Places toilets are needed by people with profound and multiple learning disabilities, their families and carers. But there are many other people who may have similar needs.

In fact, anyone who has a physical disability or condition that means they need personal support to manage their continence may need Changing Places toilets. For example, some people who have had a severe stroke, some people with acquired head injuries and some frail and elderly people. The number of people with complex disabilities is growing and we are all living longer, meaning many more people are likely to need access to a Changing Places toilet in the future.

The Changing Places campaign is calling for Changing Places toilets to be installed in all big public places including city centres, shopping centres, arts venues, hospitals, motorway services, leisure complexes, large railway stations and airports.

Changing Places toilets should be provided in addition to standard accessible toilets.

The Changing Places campaign has been launched by the Changing Places Consortium – a group of organisations working to support the rights of people with a learning disability to access their community. It includes Mencap, PAMIS, Nottingham City Council, Dumfries and Galloway Council, the Department of Health Valuing People Support Team and the Scottish Executive Same as You Team.

We need people to campaign locally to get Changing Places toilets installed throughout the UK. This campaign pack will help you to campaign for Changing Places toilets in your local area.



Campaigning for Changing Places toilets in your local area – a 6-step guide

Whether you are an individual, a group or a charity, this 6-step guide will help you to run your own local campaign for Changing Places toilets.

If you want to get involved but don't have much time, there is a list of easy things you can do at the end of this pack.

Step 1: Get a campaign group together

Getting together a group of people who want to campaign for Changing Places toilets can make it easier to campaign and help you to be more effective. It will encourage people to listen to you and take you seriously, as well as showing that Changing Places toilets are wanted and needed by many people. Having a campaign group means that you can share tasks out and use people's strengths in the best possible way. Everyone can play a role – people who are willing to send out leaflets are just as crucial to your campaign's success as those who are able to take a lead role.

If you are already part of a local charity or group, the first thing you'll need to do is get everyone in your group fully signed up to the campaign. Or you might wish to form a separate group who will lead the campaign on the group's behalf.

If you are not already part of a group you may know parents, people with a learning disability or other people in your local community you could get together.

You may also want to get other groups and charities in your area on board. In particular, you could contact local branches of charities that are supporting the Changing Places campaign. A full list is available on our website www.changing-places.org and includes:

- Contact a Family
- Capability Scotland
- Enable Scotland
- Headway
- Multiple Sclerosis Society
- Muscular Dystrophy Campaign
- The Brain and Spine Foundation
- The Child Brain Injury Trust
- Scope.

Other local groups and charities that you could contact include:

- Local parents' groups
- Local disability umbrella groups
- Local access groups
- Local Learning Disability Partnership Boards in England
- Partnerships in Practice Groups in Scotland
- The Learning Disability Implementation Advisory Group in Wales.

You can find contact details for these organisations at your local library, in the telephone directory, on your local authority's own website or by searching on the internet.

In addition, you could contact the Changing Places Consortium's two lead organisations, Mencap and *PAMIS*.

If you do not wish to form a campaign group yourself you could find out if there is a local campaign group in your area you could join. Or you could carry out some of the quick and easy campaign ideas at the back of this pack.

Step 2: Decide on your campaign aims

If you are running a campaign as a group, you will need to agree several things.

- **Who is going to do what in your campaign group.** It's really important that one person leads the group – someone who's good at organising and delegating tasks. You will need someone to act as a single point of contact for all enquiries to do with your campaign. You might also think about who would be able to talk to organisations, who is good at writing letters, who likes carrying out research and who might be the best person to talk to the media.
- **How many venues you are going to target.** You might decide to target just one or two key venues in your local area, or you might want to target lots of different venues within a certain locality. This depends on how much time and how many resources your group have. It's important to be realistic about this – it could be much better to focus all your efforts on a smaller number of really important venues, rather than spread yourself too thin.

- **Which venues you will target.** The Changing Places campaign is calling for Changing Places toilets to be installed in big public places, including city centres, shopping centres, arts venues, hospitals, motorway services, leisure complexes, large railway stations and airports. Think about which venues should be key targets in your local area. You could consider:
 - where it would make the most difference to people's lives if there was a Changing Places toilet
 - which organisations or businesses might be most likely to install a Changing Places toilet, for example if they are well known for being positive towards disabled customers
 - whether there are plans for new buildings like a new shopping centre, major supermarket or leisure complex in your area – it is cheaper and easier to install Changing Places toilets if they are included in the plans for new buildings (see *Step 4 for more information*).
- **How long your campaign will last.** This is entirely up to you and your group. Plus, you won't always know how long you'll need until your campaign has got going. However, it's a good idea to set a rough timetable of action that shows when you hope to see Changing Places toilets installed in your target venues. That's because it will give you a better sense of what stage you're at in your campaign, which can be a big motivating factor for everyone involved. You can easily change the timetable as your campaign progresses.

Once you have decided these things, you should put them all down on paper – this is your **basic campaign plan**. See appendix 1 for a template campaign plan that you can adapt for your own local campaign.

Step 3: Build your case – collecting information for your campaign

You can now start to gather information that will help you build your campaign's case. You need to be able to show organisations that people want and need Changing Places toilets. You also need to tell them why they should provide Changing Places toilets and how to go about doing this.

Some useful campaign materials can be ordered through the Changing Places website www.changing-places.org. You can also direct people to the website for more information. But remember, local authorities, organisations and the local media will be interested in information about your local area, so your campaign will be stronger if you can collect local information. For example, you could try to find out how many people in your area need Changing Places toilets and collect stories from local families.

Below are the different types of information that will be useful in building your campaign's case. You could put all this information into a report that makes a really strong argument for Changing Places toilets in your local area.

The moral case

This is by far the strongest argument for the provision of Changing Places toilets and most likely to convince venues to provide them. How many people truly believe that people with profound and multiple learning disabilities and those with other disabilities should be forced to stay at home because there are no suitable public toilets? Would many people find it acceptable that family carers have no choice but to change their son or daughter on a toilet floor because there is no alternative?

Many people will be unaware of the need for Changing Places toilets. It is important to demonstrate this need and show what life is like for families because of the lack of suitable facilities in the UK.

Getting local authorities, businesses and organisations to understand the issue, agree that this is simply not acceptable in our society, and convincing them to take action to address this is crucial to your campaign's success.

The business case

As well as showing your target venues the *moral* need for Changing Places toilets you can also make an *economic* or *business* argument. This is about pointing out – particularly to private organisations like supermarkets or leisure centres – that if they do not have Changing Places toilets, they are missing out on potential business from disabled people, their families and carers who could otherwise use those facilities. You could use your own local statistics on the number of people who need Changing Places toilets, or UK statistics which can be found at www.changing-places.org

Many families which include a person with profound and multiple learning disabilities are unable to travel more than a short distance from their home because of the lack of Changing Places facilities. Because of this, any city or public venue which installs a Changing Places toilet is likely to attract visitors from far and wide to their local area.

The political and social context

This is about showing that what you're aiming to do fits in with current UK Governments² policy and legislation on equality of opportunity for disabled people. The information below sums up the situation.

Expectations about people with a disability have changed. It is now accepted and expected that everyone has a right to live in the community, to move around within it and access all its facilities.

The Government is committed to improving the life chances and experiences of all disabled people, promoting 'community participation' and 'active citizenship' through its policies. But for some disabled people the lack of a fully accessible toilet is denying them this right.

The Disability Discrimination Act (DDA) was passed in 1995 to end the discrimination that many disabled people face. The Act makes it unlawful for service providers to treat disabled people less favourably, and requires them to make reasonable adjustments to give disabled people access to their service. Since **October 2004** service providers have also been required to make reasonable adjustments to the **physical features** of their premises to overcome physical barriers to access.

From September 2005, further and higher education institutions have been required to make reasonable adjustments to physical features of premises where these put disabled people at a substantial disadvantage.

By December 2006, the DDA new 'public sector duty' will require some public bodies to produce a Disability Equality Plan. Public bodies will have to actively promote equality of opportunity for disabled people. In Northern Ireland this duty is covered by Section 75 of the 1998 Northern Ireland Act. It will be further enhanced by the Disability Discrimination (NI) Order 2006.

For further information on disability discrimination and the law, please see www.drc-gb.org/thelaw

²When we say UK Governments we include the Scottish Executive, Welsh Assembly Government and the Northern Ireland Executive (which was suspended at the time of writing).

This information will add weight to your campaign – showing that you know what you’re talking about and that what you’re doing is in line with the UK Government agenda for improving the lives of disabled people.

Statistics

This is about getting some key facts and figures relating to the need for Changing Places toilets in your particular local area. These statistics can be a vital way of backing up your overall argument. In particular, you can find out how many people would benefit from Changing Places toilets in your area. Remember, this will include people with profound and multiple learning disabilities *and* a range of other disabilities. It *also* includes their families, carers and supporters.

To find this information out, you can contact a range of organisations.

- **Local authorities, councils, NHS boards and trusts.** This is the best place to start as they should hold information on the number of disabled people in their area. But they may not have specific statistics on the numbers of people with profound and multiple learning disabilities or other disabilities who would require a Changing Places toilet. In Northern Ireland you should contact your local health and social services trust.
- **Schools.** Ask them for the number of pupils who use wheelchairs and of those, how many would need a Changing Places toilet.
- **Day centres.** You can find out about these through the local authority and/or local charities. Ask them for numbers of adults with profound and multiple learning disabilities and other disabilities who would require a Changing Places toilet.
- **Local charities and disability or carers’ groups.** They may already have some up-to-date statistics relating to the people they work with.

Case studies

You can collect ‘case studies’ – these are personal accounts from people in your area who would benefit from Changing Places toilets. They can illustrate the issues your campaign is about and show what kind of facilities you are asking for. Case studies are particularly important for getting local media interest in your campaign as they like ‘human interest’ stories (see appendix 4 for more information on working with the media).

Appendix 2 shows some example case studies – to give you an idea of the kind of things you could say in your own case studies. There is also a list of suggested questions you could ask people to help you write your case study.

Technical information

When you approach organisations you'll need to be equipped with information detailing exactly what a Changing Places toilet is. You might also find it useful to tell organisations about existing Changing Places toilets and where they are. You can download and print off all this information from the Changing Places website at www.changing-places.org

Remember, the above information is a suggestion of the things you can find out to make your campaign's case. You may think of other useful things you can find out. The important thing is that you can make a really strong, persuasive argument. And to do this, you need to have all the facts at your fingertips. This can make all the difference when you move onto the next step – Approach the right people.

Step 4: Approach the right people

You're now ready to start approaching your target venues and organisations. This is where your campaign really gets going – as you start to persuade people of your case.

You will want to consider approaching the following people and groups.

- People who are planning to build new venues.
- Public sector organisations, for example, your local authority, hospitals etc.
- Private sector organisations, for example, private, profit-making organisations like supermarkets or train companies.
- Other people who can contribute to your campaign's success, such as the local media.

People who are planning to build new venues

It is cheaper and easier to install Changing Places toilets if they are included in the plans for new buildings. So it is well worth finding out if there are plans for new buildings like a new shopping centre, major supermarket or leisure complex in your area. If there are, you could approach the company directly and try to persuade them of the importance of including a Changing Places toilet in their plan.

You can also influence the decision to include a Changing Places toilet through the local authority – applications for new buildings have to be approved by local authorities, or the Planning Service in Northern Ireland. They must take into account the needs of disabled people when they consider applications for new buildings or building developments. The Department for Communities and Local Government (DCLG) (formerly the Office of the Deputy Prime Minister) has produced some guidelines about this. The Planning Service (Northern Ireland) has produced *Planning Control Advice Note 3 'Access for All'* which has similar information. Here are the key points in this guidance:

- After receiving a planning application, the local authority (or Planning Service in Northern Ireland) planning officers will consider the proposal and recommend whether or not planning permission should be granted. Usually, they will prepare a report about this for a planning committee to look at. The committee will then make a decision. When they do this, they should consider whether the proposed development will be accessible to disabled people.
- Local authorities (or Planning Service in Northern Ireland) should encourage planning applicants to think more about the needs of disabled people, and should give them guidance about how to do this before they make their applications.
- Local authorities should, where possible, employ specialist access officers who are experts on how building developments can meet the needs of disabled people. In Northern Ireland this is organised through Disability Action.
- Local authorities (or Planning Service in Northern Ireland) should also consult with local access groups of disabled people.

So you could:

- find out what processes the local authority (or Planning Service in Northern Ireland) goes through to consider the needs of disabled people in any new planning applications, and ask how you can get involved.
- find out if they (or Disability Action in Northern Ireland) employ a specialist access officer and if so arrange to meet with them to explain why Changing Places toilets should be included in plans for all big public places.
- find out if they have contacts with any access groups in the local area – if so you could make enquiries about joining this group or ask if you can attend a meeting to tell them about the need for Changing Places toilets.
- find out what else the local authority does to consult with the general public about new building developments, for example you may be able to view plans which are available in the local library or local planning service, or write a letter to express your views.

You can find details of your local authority by going to www.direct.gov.uk and clicking on 'directories'. You can get contact details for your local access officer from your local authority or you can contact the National Register of Access Consultants (NRAC) by telephoning **020 7234 0434** or visiting www.nrac.org.uk

Public sector – local authorities and hospitals etc.

Local authorities will own or run lots of public places in your local area, such as the town hall, local library, civic centre or leisure complex. They are therefore a key target for your campaign if you will want Changing Places toilets in these public places. The political and social context as well as the moral case (see step 3) will be particularly persuasive arguments here.

You can approach:

Councillors

Councillors are elected to represent people in their local area. They decide the general policies for the council. Those councillors who are cabinet members are responsible for different issues such as planning, leisure and education. The Changing Places campaign is relevant to many of these issues including: equality and diversity, education, health and social services, leisure services, and neighbourhood services. So it's worthwhile finding out which cabinet members are responsible for these issues. You can find this out by contacting your local authority. In Northern Ireland your councillor will not be responsible for education or social services, but can lobby the people who are on your behalf.

Councillors can act as 'champions' of your campaign so it can be very useful to get them interested in Changing Places. To do this, you can write a letter to them that explains what your campaign is all about. You could include with this letter a Changing Places campaign postcard and leaflet (these can be ordered through our website www.changing-places.org). You could also invite them to come and meet some of the people who would benefit from Changing Places toilets.

Council officers

Council officers are paid members of staff working in different departments of the council. They implement the policies that the councillors have decided. As with the elected councillors, this Changing Places campaign is relevant to several different members of staff and council departments. These include: social services or social work departments,

neighbourhood services, city access officer, city architects, housing department, and learning or physical disability officer. As this is a lot of different people and departments, it is probably best for you to find a single point of contact – someone who is prepared to take the lead at the council in installing Changing Places toilets and who can then liaise with all the other relevant council departments.

In most cases, the most likely person to do this would be the head of the learning disability team within the social services or social work department. So, get in contact with them first of all. Phone them to tell them about your campaign and send them some information about your campaign, along with a Changing Places campaign postcard and leaflet. Ask if you can have a meeting with them to discuss the issue. Be persistent with them – if they don't seem interested at first, don't give up! Remember – by agreeing to install Changing Places toilets they are not just doing you a favour – they will also be fulfilling their public duties by meeting the needs of people with a disability and their families and carers.

NHS boards and trusts (health and social services trusts in Northern Ireland)

Your local NHS board or trust, or health and social services trust in Northern Ireland, will have specialist teams and services. Staff working in these services, for example, physiotherapists, occupational therapists and nurses, will be very knowledgeable about disability issues and the type of equipment needed for a Changing Places toilet. They could be a great source of help and information for your campaign. You should be able to get information about your local NHS board or trust (or health and social services trust in Northern Ireland) from their website.

Private sector – local businesses and services

These are privately run services that the public use frequently. These include:

- supermarkets
- shopping centres
- motorway services
- trains and train stations
- airports
- stadiums and concert venues.

The Changing Places Consortium will be campaigning nationally for Changing Places toilets by targeting the major supermarket chains, rail companies and other important private business. But you could contact local branches in your area to ask them to install Changing Places toilets.

Start by phoning these businesses and ask to speak to the manager. Explain briefly what the Changing Places campaign is all about. Follow this up by sending them a copy of your report, along with a Changing Places campaign postcard and leaflet. Next ask if you can have a meeting with them to discuss the issue. Remember you can use the moral case and the business case (see step 3) to persuade them they should provide Changing Places toilets.

Once you get a meeting with someone, hopefully you will be well on your way to getting a Changing Places toilet installed. The next step tells you about how to make sure this happens!

Others who can contribute to your campaign's success

Your local Member of Parliament (MP), Member of Scottish Parliament (MSP), Member of the National Assembly for Wales (AM), or Member of the Legislative Assembly in Northern Ireland (MLA)

It's worth letting your local MP, MSP, AM or MLA know about your campaign. If they want to know more about what you're doing, you could arrange a meeting with them. You could also ask them to speak about Changing Places toilets at public meetings. Although they will not be able to force anyone to do anything, it can be very helpful to have their public support for your campaign.

Your local media

Getting good publicity can help your campaign. It is a great opportunity to get out key messages about your campaign – not only about the need for Changing Places toilets, but also about the reality of life for people with profound and multiple learning disabilities and people with other disabilities. It will help keep up the pressure on your target venues to keep to any commitments they make about installing Changing Places toilets.

You can contact your local media at three stages:

- 1.** At the beginning of your campaign – to tell them about the campaign, what you hope to achieve and how you will do this. You could hold a launch event and invite the media to this.

2. Throughout your campaign you could give updates on progress and news on events.
3. At the end of your campaign – to tell the media that Changing Places toilets have been installed.

Appendix 4 has lots of detailed information about how to deal with local media – including an example press release that you can adapt for your local campaign.

Local people

Make sure lots of people know what your campaign is all about. To do this, you could arrange public meetings and presentations to tell local people about the Changing Places campaign, as well as using the local media. You can ask local people to help you by contacting venues and telling them why Changing Places toilets are needed.

You can give them copies of the Changing Places postcards and leaflets to do this (these can be ordered through the website www.changing-places.org). You can also order a copy of the *PAMIS* Changing Places video and show this to as many people as possible. Find out how to do this at www.changing-places.org

Step 5: See things through – get Changing Places toilets installed

By this stage, you will have contacted all your target venues and told them about the Changing Places campaign. Hopefully, this has resulted in some venues agreeing to install Changing Places toilets by a certain date.

The next step is about making sure that things actually happen – that your target venues keep to any commitments they have made to you. To do this, you will need to maintain good working relationships with them. You'll need to be persistent, but also diplomatic – you may need to remind them about what they have agreed to do, but you don't want to alienate them. This is all about good negotiation. Here are some things you can do:

- Make sure that organisations know how to go about installing a Changing Places toilet and where they can get information and advice. Local authorities and most large companies will have their own staff that deal with building and planning issues – but most will not have installed a Changing Places toilet before. Technical information about Changing Places toilets is available at www.changing-places.org. You can also give them the contact details of organisations who can give advice – see appendix 3 for a list of organisations you can put them in touch with.

- Ask organisations for regular updates on how things are going. If there are any problems, you could discuss these in detail and offer to help them think them through.
- Offer to help with testing and be available to give advice on the design of the Changing Places toilet. Helping everyone involved to understand why certain things need to be done in a certain way will ensure that the toilet meets the needs of those who require it.
- When a Changing Places toilet is installed, tell other people about it! You can use these examples to encourage other people to install Changing Places toilets. In particular, venues may be encouraged to follow the example set by another venue of a similar type which already provides a Changing Places toilet.

Step 6: Celebrate success!

Hopefully, your campaign has produced results: your target venues have installed Changing Places toilets, or they've given you guarantees that they will be installed by a certain date. Now is the time to celebrate – and to spread the word about the success of your campaign:

- Tell the Changing Places Consortium about what you have achieved. To do this you'll need to visit our website www.changing-places.org. We can then add your new toilet to our Changing Places map. We can also include information about venues which have made a commitment to install a Changing Places toilet.
- Thank the venue and everyone involved with installing the Changing Places toilet. It is important to recognise and thank them for their hard work and commitment.
- Tell your local media. You could arrange an official opening of a new Changing Places toilet and invite the media to this. See appendix 4 for detailed information about dealing with the media.
- Make sure everyone involved in your campaign knows what has happened. Most importantly, thank them for all their help.
- Tell local schools, day centres and voluntary organisations the location of the new Changing Places toilet and its opening times.

- Be proud of yourselves! Pat yourselves on the back for making a real difference to the everyday lives of disabled people, their families and carers...for generations to come!

Quick and easy ways to get involved

Want to get involved in the Changing Places campaign, but don't have much time? Here are some things you can do:

Tell people about the Changing Places campaign

Campaigns work best when the word spreads around. So, tell as many people as possible about the Changing Places campaign – what it's about and who it affects. You can direct people to the Changing Places website **www.changing-places.org** to find out more information about the campaign, including how they can get involved.

Send out Changing Places postcards, leaflets or videos

Send postcards and leaflets to venues in your area that you think should have Changing Places toilets, or keep a few in your bag to hand in when you visit local venues. These can be ordered at **www.changing-places.org**. You can also order a copy of the *PAMIS* Changing Places video and show this to as many people as possible – find out how to do this at **www.changing-places.org**

Write to your local councillor or local Member of Parliament (MP), Member of Scottish Parliament (MSP), Member of the National Assembly for Wales (AM), or Member of the Legislative Assembly in Northern Ireland (MLA)

You could write to your local councillor or MP, MSP, AM or MLA to tell them about the Changing Places campaign – it can be very helpful to have their public support. If there's a Changing Places campaign group in your area, they might like you to write to your local councillor or MP, MSP, AM or MLA to say that you agree with the aims of the Changing Places campaign.

Respond to planning consultations

Applications for new buildings have to be approved by local authorities (or the Planning Service in Northern Ireland), who must take into account the needs of disabled people when they consider applications for new buildings or building developments. You can respond to local planning consultations and encourage them to install a Changing Places toilet. See page 11 for details of how to do this.

Add your voice

If there is a Changing Places campaign group in your area they will want to hear from local people who need Changing Places toilets. You could support them by giving them some information or short quotes about why you need Changing Places toilets and the difference it would make to your life if these were available in your local area.

Visit the Changing Places website

You can visit our website for information on the location of Changing Places toilets and keep up-to-date with campaign developments. You can also encourage other people to do the same. This will help us to show that there is a high level of demand for Changing Places toilets and that there is wide-spread support for the campaign.

Become a Changing Places toilet spotter

Let us know if you find a Changing Places toilet. If this is not already on our website we can add it to our map of Changing Places toilets so that other people can make use of the facilities. Tell us what you think of it! You can complete the Changing Places postcard checklist to do this. For information go to **www.changing-places.org**

Write an article

If you are a member of a local group or organisation, ask them to include a short article on the Changing Places campaign in their newsletter. A template article is available on our website **www.changing-places.org**

For more information about the Changing Places campaign and to order copies of the Changing Places postcards and leaflets, visit www.changing-places.org

Appendices

Appendix 1: template campaign plan

The following is a template campaign plan that you or your group can use and adapt. You don't need to follow it exactly – but it should help you think about the things you need to decide on at the beginning of your campaign.

[Name of group/area] Changing Places campaign plan

Introduction

Changing Places is a national campaign asking for Changing Places toilets for people with profound and multiple learning disabilities and other disabilities. The campaign is being run by a consortium of organisations including Mencap, *PAMIS*, Nottingham City Council, Dumfries and Galloway Council, the Department of Health Valuing People Support Team and the Scottish Executive Same as You Team. The ultimate aim of the campaign is to get a Changing Places toilet installed at every major public place by 2016. To make this happen, the consortium is asking local organisations to run their own campaigns for Changing Places toilets in their areas. This document sets out the campaign plan for the [name of group/area] Changing Places campaign group.

Who

List members of your campaign group here and what their responsibilities are. Include their contact details.

Where

We will campaign for Changing Places toilets within the [insert town or county name] area. These include:

- **insert names**
- **of venues**
- **here**

You can put these venues in order of priority if you know which ones are your most important targets.

When

We will campaign for Changing Places toilets to be installed in the venues listed above by the following dates:

- **Venue – date**
- **Venue – date**

If you are not sure whether it will be possible for Changing Places toilets to be installed by a certain date, you could decide on a target date for those venues to make a commitment that they will install a Changing Places toilet. You may need to be flexible about this – but having a deadline to aim for can help motivate your campaign group and remind your target venues about the urgent need for these facilities.

Other useful information

You can add in here anything else important that you and your group agreed at the beginning of your campaign.

Appendix 2: example case studies and suggested case study questions

Example case studies

Here are a few examples of personal case studies that show how someone would benefit from Changing Places toilets. This shows you how you can use real stories of people in your area to bring out the issues that your campaign is all about.



Toby and Julie

“Toby and I found a Changing Places toilet in Milton Keynes shopping centre – so we now know that there’s somewhere we can go that caters for Toby’s needs. But it really would make a world of difference if we had facilities like this closer to where we live.”



Sara and Linda

“I’m determined Sara should have the chance to take part in our local community, and we go out somewhere every day. Now that Nottingham city centre has a Changing Places toilet we have far more freedom and choice – it’s made such a difference to our lives.”



Fiona, Anne and George

“Fiona loves getting out and about – cycling in the local park, shopping, bowling and visiting friends. Like all parents, we want Fiona’s life to be as full and happy as possible, but the lack of Changing Places toilets really restricts the things we can do.”



Kunal and Kunjalatta

“Kunal hates being stuck indoors, and I hate not being able to include him more when I go out. But it’s a real struggle. If there was somewhere to change Kunal we could go out together more often and stay for longer – without worrying about having to get home.”

Suggested case study questions

Here is a list of information you should try to find out when talking to people who are going to provide case studies. Obviously, the subjects of your case studies should only answer the questions they want to. You can adapt this list to the particular points you want to make in your case study.

- **Contact details** including best times of day to contact.
- **Details of the disabled person** such as the things they like to do and their support needs.
- **Questions about Changing Places toilets:**
 - What features of a Changing Places toilet are needed?
 - What restrictions does the lack of suitable public changing facilities place on the daily routine of the disabled person, their family and their carer?
 - Have they any negative experiences of trying to use unsuitable facilities and what do they do when facilities are not available?

Appendix 3: useful contacts

Changing Places Consortium

For more information about Changing Places visit
Website: www.changing-places.org

For all enquiries in England, Wales and Northern Ireland contact

Telephone: 020 7696 6019
Email: ChangingPlaces@mencap.org.uk

For all enquiries in Scotland contact

Telephone: 01382 385 154
Email: PamisChangingPlaces@dundee.ac.uk

Centre for Accessible Environments

Nutmeg House, 60 Gainsford Street, London SE1 2NY
Tel/textphone: 020 7357 8182
Fax: 020 7357 8183
Email: info@cae.org.uk

Commission for Architecture and the Built Environment (CABE)

The Tower Building, 11 York Road, London SE1 7NA
Tel: 020 7960 2400
Website: www.cabe.org.uk

UK Government

Website: www.direct.gov.uk

Disability Rights Commission

DRC Helpline, Freepost MID 02164, Stratford Upon Avon, CV37 9BR
Tel: 08457 622633
Website: www.drc-gb.org

Disability Rights Commission (Scotland)

First Floor Riverside House 502 Gorgie Rd Edinburgh EH11 3AF
Tel: 0131 527 4000
Website: www.drc-gb.org/scotland/

Disabled Living Foundation (DLF)

380-384 Harrow Road, London, W9 2HU

Tel: 020 7289 6111

Helpline: 0845 130 9177

Textphone: 0870 603 9176

Website: www.dlf.org.uk

The DLF can give contact details for all DLF centres throughout the UK.

Learning Disability Implementation Advisory Group (Wales)

C/O Alyson Collins

Welsh Assembly Government

Cathays Park

Cardiff

National Register of Access Consultants (NRAC)

Nutmeg House, 60 Gainsford Street, London, SE1 2NY

Tel: 020 7234 0434

Website: www.nrac.org.uk

Appendix 4: dealing with the media

This appendix includes:

- General tips for dealing with the media
- Press release template

General tips for dealing with the media

Using the media (like newspapers, TV and radio) is an important part of campaigning. It is one of the best and cheapest ways to make sure everyone hears about your campaign. But it can be difficult to tell whether the media will cover your story. If you follow the advice below, you will have a better chance of success.

Get prepared

- Decide what you want to tell the media. What are the most important things you want to say about your campaign? You need to be able to tell them what is happening, why, when, and where – and who it involves.

- Find out who your local media are. By reading the local newspapers, listening to the local radio and watching the local news on TV you will be well informed. The better prepared you are about the sort of stories they cover; the more likely journalists are to take you seriously.
- Before you send a press release, phone the news desk and find out their deadlines and lead times. Newspapers will often work to a deadline of a couple of days, while radio and television stations have forward planning desks which will want to know about things several weeks in advance.
- When you are ready to send a press release, phone the news desk and ask for the best email address to send your story to. Ideally you want a specific person's email address but if they give you the generic one then that's OK.
- Find out if there is anyone in your campaign group who has experience of dealing with the media or who knows people who work in the media. They may be able to help get your campaign news into the media.
- Remember that there are lots of different types of local media, like radio stations, county magazines, local associations' newsletters, local free newspapers and newsletters, and internet sites.

What makes a good story?

Journalists like something new and interesting to write about. They also like 'human interest' stories. These are stories about particular people as an example of the general points you are trying to make. The ideal story is a combination of news and case study. But be prepared because a journalist might want to interview the person featured in case study further – make sure this would be OK before including them in the press release.

Media hooks (things that will get the media interested)

- Link your story to something happening nationally or something that another organisation is doing. For example – if the local authority is planning to close some or all the public toilets in the town centre then this could be a good issue to 'attach' your Changing Places press release on.
- Offer to give a comment to local radio talk shows on national or local stories that are related to your campaign.
- Use photos. These could be ones you take yourself, or you could organise a photo opportunity. You will need to be able to email the picture – ensure your picture is a high resolution jpeg (300dpi) – this means it is of a quality a newspaper or magazine will print.

Press releases

A press release is a document you send to the media. Here are some useful general pointers about press releases:

- They should be short and snappy to get the message across quickly and simply.
- Give your press release a short and interesting title that will make journalists want to read it.
- Put the most important information in the first paragraph. Make sure it says what the story is about and who it affects, where and when things will be happening, and why people should know about this story. These are the five Ws – who, what, where, when and why.
- Use local facts for local media, backed up by national information. For example, “The lack of accessible Changing Places toilets affects on average 100 families in (enter town), however this is a nationwide problem. To highlight this problem, (enter group name) has joined the UK-wide campaign, Changing Places...”
- Include a short quote from someone who is closely involved in your campaign.
- Use simple language and avoid jargon.
- Add a ‘Notes to editors’ section. This is where you put your contact and general information about your organisation.
- If a particular event is happening, make sure you send a press release with plenty of time – remember to check your deadlines.
- If you are sending a press release, but don’t want the media to say anything about it before a particular date, you can write “Embargoed until [time and date]” at the top of the release.
- Always make sure you follow up your press release with a phone call to see that the journalist has received it. You can ask them if they will cover the story and if you can help in any other way.

Getting the most from interviews

- Organise in advance the people who are going to give an interview. Make sure they know all about your campaign. Find out when they are free to go to interviews.
- Make sure they understand the sorts of words they should use in the interview. Unfortunately, lots of people in the media still use words that some people do not like when talking about disability. For example, some journalists may say someone is ‘mentally handicapped’ rather than ‘a person with a learning disability’.
- Find out as much as you can about the interview, like where and when it will be, who is giving it, what questions they will ask, and if it will be live or pre-recorded.

- Get prepared – think about the three main points you want to make. Practice giving answers to the questions you think the journalist will ask.
- Keep your cool. If you make a mistake, and it is a pre-record interview tell them and ask to start again. If you are doing a live interview and you make a mistake, stop, take a breath and say “What I mean to say is...”
- If you are going to appear on TV, wear smart clothes in plain colours. Patterns do not work well on television and don’t wear jewellery which jangles as this can distract from what you are saying. And remember to smile – you are the expert and the journalist is there to learn from you!

Press release template

Contact: [enter name], [enter phone number and enter email address]

Date: [enter date]

[**Enter headline.** For example, “Don’t flush people’s rights down the loo, come to a toilet tea party instead!”]

[**Enter town and name of organisation**] is holding a [**enter name of event**] on [**enter date**] at [**enter location**], to launch its involvement in the national Changing Places campaign. The [**enter name of event**] is from [**enter time**] and it is open to all.

Changing Places aims to highlight the desperate need for accessible Changing Places toilets in the UK. The campaign is being led by a consortium including Mencap and PAMIS.

The Changing Places campaign was officially launched on 19 July 2006 at Tate Modern in London. Many thousands of people in the UK require the use of adult changing facilities. This includes people with profound and multiple learning disabilities, some frail elderly people, and some people with spinal injuries.

A Changing Places toilet is fitted with a height-adjustable changing bench, a hoist and enough space for two carers to assist. Without these facilities many people’s lives are restricted as they cannot leave home to go shopping for long periods, visit attractions or travel by train.

[**Enter name of person**], spokesperson for [**enter name of organisation**] explained:
[**Enter quote.** For example: “I care for my daughter 24 hours a day. She was born with complex health needs and uses a wheelchair. Because of the lack of toilet facilities I can not leave the house with her for long. My daughter has the same rights as everyone else. This should include being able to go shopping knowing she can be changed in a clean and safe environment and not have to sit in soiled clothes until I can get her home.”]

As part of the campaign, [**enter name of organisation**] is asking people to write to their local councillor – as well as large companies – asking them to include a Changing Places toilet in all their further designs and buildings. For those wishing to attend the [**enter name of event**] please call [**enter contact details**] for more information or visit [**enter website**].

-Ends-

Notes to editors

Changing Places – (enter name of town)

- For more information call [enter contact details]
- **[Enter information on event.** For example, the LDG party will be at County Hall on 12 August 2006 from 4.30pm – 6.30pm in the Gamble Room. Journalists and photographers are welcome. Please call [insert details] for more information.]
- **[Enter name and description of organisation.** For instance, We Care is the leading parents and carers group for people with a learning disability in Wiltshire/Grampain. We help and support over 300 families.]

Changing Places – national

- The Changing Places Consortium comprises Mencap, *PAMIS*, Nottingham City Council, Dumfries and Galloway Council, Department of Health Valuing People Support Team and the Scottish Executive Same as You Team.
- The Changing Places campaign is working to highlight the desperate need for Changing Places toilets across the UK.
- At present the majority of people who need to use such facilities are forced to have their continence pads changed on the floor of standard accessible toilets. This puts the carer and the person they care for at risk of injured backs, bruises and possible infection from dirty toilets.
- A Changing Places toilet is different to a standard accessible toilet (disabled toilet³) and needs to be included in building designs.
- Changing Places toilets should be provided in addition to standard accessible toilets (disabled toilets³).
- As part of the national campaign, the Changing Places Consortium is asking big companies (especially retail outlets), town planners, councils, building contractors and architects to consider the needs of people who use Changing Places toilets when considering new builds or refurbishments.
- To find out more visit **www.changing-places.org**

³People with a disability have told consortium members that they find the term 'disabled toilets' offensive. 'Standard accessible toilets' is a term that people with a disability prefer.

The Changing Places Consortium

The Changing Places campaign has been launched by the Changing Places Consortium – a group of organisations working to support the rights of people with a learning disability to access their community. It includes Mencap, PAMIS, Nottingham City Council, Dumfries and Galloway Council, the Department of Health Valuing People Support Team and the Scottish Executive Same as You Team.

MENCAP
Understanding learning disability

pamis 
In partnership with people with
autism, learning disabilities and their carers

 **Nottingham**
City Council

 **Dumfries
& Galloway**
COUNCIL

Valuing People
Support Team

 **SCOTTISH EXECUTIVE**