

Download and order materials

You can download resources and order printed copies at www.mndcharter.org/campaign-materials

Further information

If you'd like to talk to someone about ways to bring the *MND Charter* to life, please email campaigns@mndassociation.org or call 020 7250 8447

Your local MND Association branch or group contact details are:

PO Box 246, Northampton NN1 2PR
Telephone: 020 7250 8447
Email: campaigns@mndassociation.org

 @mndcampaigns
 @mndcampaignsWLS (Wales)
 @mndcampaignsNI (Northern Ireland)
 /mndcampaigns



Bringing the MND Charter to life: Ideas for action after adoption

A guide for councils and councillors



Thank you for adopting the motor neurone disease (MND) Charter and committing to making a difference to people living with MND and their families and carers in your community.

There are many things you can do to bring the MND Charter to life – here are a few ideas.



Promote the resources

- Give the *Guide to MND* for councillors booklets to all elected councillors.
- Keep copies of the full *MND Charter* and postcards in common areas of your offices for colleagues to read.
- Frame and display the *MND Charter* adoption certificate and posters, in public places of the council offices.
- Distribute the resources to all staff, professionals and partner organisations providing services to or supporting people with MND and their carers.

Celebrate your commitment

- Organising a celebration event is a great way to publicise your support and raise awareness of MND.
- This can be as simple as booking a room in the town hall or other council building, arranging a couple of short speeches and inviting some guests.
- Running the event like a drop-in for councillors, with a photoshoot opportunity, works well.
- Local newspapers and radio stations have picked up the *MND Charter* story around the country. Feel free to use the template press release to promote the event before and afterwards.

We can provide advice and support along the way.

Start the conversation



- Identify key programme leads and frontline staff to talk about the *MND Charter*.
- Create a news item for your website including supportive quotes from you and your fellow councillors*.
- Use the council's social media channels to promote your support*.

* Sample wording is included in your *MND Charter* adoption pack

Share your news



We're keen to hear about your experience of adopting the *MND Charter* and the difference it has made.

Send us your:

- stories
- pictures
- blogs
- video clips

We will promote your work to other councils and the public.

Talk to us



- Talk to us about what works well and what could be improved for people living with MND, particularly in relation to:
 - social care
 - housing and housing adaptations
 - support for carers
 - end of life care
 - co-ordination and integration.
- Tell us about the place of MND and neurology in your strategic plans. If you're in England, invite us to talk to your Health and Wellbeing Board.
- Talk to us about groups and forums in the area (e.g. your local MND Association branch or group, neurological network, hospices or charities) and their activities.
- We can provide training and educational resources for frontline staff - talk to us about what might work for you (England and Wales only).
- Talk to us about other ways of raising awareness and volunteering opportunities.

We look forward to working in partnership with you.