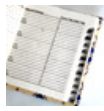


Welcome to the RSA Fellowship newsletter - 21 June 2010

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News and Events



Fellowship directory - sign up now!

Are your details up to date in the new Fellowship directory? Register now and make the most of your Fellowship. This is an 'opt-in' search directory of our 27,000 Fellows, and it opens up new and exciting opportunities for collaboration and engagement, enabling Fellows to connect easily with one another. [Read more...](#)



FRSA Project: Where next for the "Six Towns and a Vale...?"

Following the success of three scene-setting debates, approval has been given for the next stage of the "Six Towns and a Vale in search of a sustainable economic future" initiative, launched by the Mid Wiltshire Economic Partnership together with the RSA. Fellows can get involved in the next stages by contacting the lead Fellow Gerald Milward-Oliver. [Read more...](#)



User Centred Drug Services

The [RSA User Centred Drug Services](#) Project has been working in partnership with West Sussex Drug and Alcohol Action Team for the last year at two sites: Bognor Regis and Crawley. The Project has been primarily working with current and former drug and alcohol users. We already have a number of local RSA Fellows working with the project and the project website is available for all the latest news. [Read more...](#)



West Midlands activities: RSA Academy and the Annual Forum

Following the West Midlands roundtable event in March, there have been a host of activities and current plans emerging for the region, including a "Dragons Den style" event held at the RSA Academy and an Annual Forum being held on **Wednesday 21 July**. [Read more...](#)



RSA Trustee Board members required

Vacancies occasionally arise on our [Trustee Board](#) and we therefore seek expressions of interest from individuals with proven skills and experience of leadership in the private, public or not for profit sectors who wish to be considered when these positions arise. The Board is responsible for the strategic direction of the Society, including ensuring its financial health. [Read more...](#)



Fellow's Profile- Yinka Makinde

Yinka Makinde FRSA talks here about her interest in healthcare, educating people and what inspires her:

"I am a technology consultant working to 'join up healthcare' in England through the use of Information Technology. I work for a large multinational IT company called [CSC](#). As well as linking up all the different parts of the national health system through IT so that they can communicate with each other. Some of the technologies we speak to the NHS about also help to improve their productivity and efficiency, just like in other industry sectors. This entire project is about bringing the NHS into the 21st century and enabling it to operate in a more productive and safe way. Working on such a project, the largest of its kind in the world, is groundbreaking, and hugely transformational and impacts every one of us, including myself as a customer and patient of the National Health Service."

In brief

A selection of activities taking place worldwide...

Peterborough

The second RSA Peterborough Fellows network is taking place tonight, **Monday 21 June** and **every third Monday of the month**.

In Peterborough the RSA will be trialling projects designed to help citizens to participate more in their communities.

The Network event is an opportunity for Fellows to meet informally and discuss personal interests, hear more about our work in Peterborough and explore possible future project ideas for the [Citizen Power programme](#) of work. All welcome. We hope to see you to the Great Northern Hotel, Peterborough from **5.30 - 7.30pm**.



Harrogate

The RSA Harrogate network will launch on **Monday 19 July!**

Taking place in the bar area at The Cedar Court Hotel, Park Parade, Harrogate, it will start at **6.30 to 8.00pm**. It is an opportunity for Fellows to meet informally and discuss personal interests and possible future project ideas. Also being discussed is the network itself and how often Fellows would like to meet, so please come armed with ideas. Email [Marion Simon FRSA](#) to book a place.



Birmingham

The next meeting of the Birmingham Network will be held at 'Number 9 the Gallery' at the kind invitation of Lee Benson FRSA on **22 June from 6pm**. Do come along to hear his philosophy of encouraging and supporting regional artists within a city centre environment as well as viewing what 'Number 9 the Gallery' has to offer. Spaces for this special



"About a year ago I was desperately seeking a channel outside of work for getting involved in transformational change within society at multiple levels – citizen level and governmental/national level, particularly around Health. This led me to join the Fellowship."

On how she could contribute to Fellowship/Society: "My healthcare and technology background lends itself well to Healthcare Behavioural Change and innovation initiatives and projects with the RSA. I've worked as a pharmacist in one form or another for the last 17 years and have worked actively on the National Programme for IT – identifying and implementing technology solutions for NHS organisations to enable them to deliver better quality, cost efficient and productive services to patients."

On what she would change in society given the chance: "My mission in life is to significantly change mindsets and behaviour to empower people to take responsibility for maintaining their health and preventing illness. It's about identifying and making available the enablers which will make it relatively easy for individuals to achieve their health goals. There must be a way to rebrand 'health', make it more of a desirable outcome for ordinary people, make it more accessible, more fashionable even, as well as removing the perception that is it too hard and onerous to achieve."

On a recent bit of inspiring news: "'Walk the Walk' or the 'MoonWalk' was started 13 years ago when 13 women power walked the New York City Marathon in their bras to raise money and awareness for breast cancer. What started out as a one-off fundraising event has grown in to a multi-million pound charity raising to date in excess of £55 million for vital breast cancer causes. The charity was founded by Nina Barough (*editor's note: Nina is also a Fellow*). On Saturday 15 May, I took part in the London MoonWalk and completed the half marathon power walk. The final total participant numbers for the event have not yet been released, but last year 15,000 women (and a sprinkling of men) took part in the half or full marathon challenge raising £6 million! This is such a formidable effort and an ingenious way to motivate ordinary women to get healthy and fit (during their training) for a good cause. Whilst I was doing the walk, it got me thinking, what lessons can be learned from the MoonWalk and what ideas can be borrowed to encourage and motivate children to get fit and healthy for other causes."

"I recently spoke to several Fellows about the projects they are working on. Malcolm Noble about his 'Chelmsford' project; Mark Hope about the 'Woodend Arts Association' and Emma Drew about her work on an ex drug offenders project. All of them gave me really interesting perspectives on running projects."

"In the context of my mission stated earlier, I am kick starting a pilot project in East London looking at childhood obesity, with an initial focus on the parents of overweight children between the ages of 2 and 5. The project aims identify 2-3 key vital behaviours being exhibited by parents [of these children] who are not succeeding in managing their child's weight. The project aims to test whether there is a better solution that can be designed and implemented to achieve long lasting change in individuals within communities around obesity.

I would like to connect with and speak to Fellows who:

- Have a desire to make a difference in health related behavioural change
- Have worked on similar projects
- Have worked in Newham or other East London Boroughs and have some experience of the communities and their needs in these areas.

..and might be interested in getting involved in my project."

If you would like to connect with Yinka and get involved with her project, you can contact her [by email](#).

Know of an inspiring Fellow whom you'd like us to feature in the next newsletter? Please [contact us](#) and let us know their name and details.

And finally...

We hope you enjoyed this issue of the newsletter. We want this to work for you so please let us know your thoughts about the content and format.

Trouble reading this email? [View the latest and previous](#)

summer Birmingham Network meeting are limited so please RSVP to [Keith Horsfall](#). See the [West Midlands web pages](#) for more details.

RSA

Join us on **Monday 12 July, 6.30pm** for



Destino: A

Contemporary Dance Story [Book your place now](#). Alan

Davey, Chief Executive of the Arts Council joins a panel to discuss the unique artistic project - DESTINO - and how its lessons can inform and challenge future arts policy.

This screening is in association with the Arts Council England.

Alternatively you can [listen](#), or you can subscribe to our [podcast](#) for past events.

Filmed events are available to watch on [RSA Vision](#).

London

The next quarterly event in the Social



Entrepreneurs

network is taking place on

Wednesday 14 July at the offices of a social enterprise based in Soho. [Register to attend](#). The online [Social](#)

[Entrepreneurs group](#)

includes a new Fellows

spotlight, currently featuring

Sophy Copland FRSA. *Friday*

Socials have also started on

Friday mornings in the

Gerard Bar from **8.30am -**

10.30am, offering Fellows

the chance to meet with other

Fellows in social enterprise.

[Join](#) the Social

Entrepreneurs group for

more details.

USA

Visit the [American Coffee House](#) for



details of US

meetings, including two

opportunities for Chicago

Fellows this week: [I wish I](#)

[worked there](#) with Kursty

Groves on June 24 and the

[Transatlantic Network 2020](#)

[reception](#) on June 25. See

what Fellows are saying

about [improving the](#)

[Fellowship experience](#) from

Philadelphia to Pittsburgh.

Live chat and welcome

wagons – what would make

you more engaged as a

Fellow? All Fellows are

welcome to comment and to

attend network meetings

when travelling in the US.

Contact [Lynn Broadbent](#).

[Nominate a Friend](#)

Do you know someone who

you think should be a

Fellow? Do you have

newsletters online.

Any news?

Communicating the activities of the Fellowship is the first step to creating the Fellowship network. As an RSA Fellow if there is anything you are doing in your area which other Fellows should know about and can get involved in, [please contact us](#).

We will only include items which relate to the goals of the RSA, where Fellows can get actively involved. Any decisions will be at the editor's discretion.

You have received this email as a Fellow of the RSA.

If you do not wish to receive this newsletter, you can [unsubscribe](#). You might miss out on the latest RSA news!

colleagues, friends or contacts who could benefit from the opportunities of Fellowship?

[Tell us who and why](#), and we'll send an invitation citing your recommendation. Please note, you will need to log-in and have your membership number handy to complete the form. If you have any questions, please contact [Laura Billings](#).