

Design portfolio #1

WE PROVIDE HEALTH AND SOCIAL CARE IN LOCAL COMMUNITIES

Sue Ryder Care

Parliamentary newsletter

ISSUE 4 – DECEMBER 2009

Social care reform must be a priority

Sue Ryder Care welcomed the publication of the government's green paper on social care and the subsequent release of the Personal Care at Home Bill. We held a series of events across England to ensure the views of our service users and their families were represented in our response.

The creation of a National Care Service dedicated to ensuring equitable and improved services is a positive step. We are concerned about the bias towards older people in the paper though: many of those we care for and support are under the age of 65. Sue Ryder Care feels the paper did not focus on improving the quality of care services for those living with neurological conditions, nor does it address the current problems of unmet need and the constantly elevating eligibility criteria bar.



Passage of the Personal Care at Home Bill must be followed in the next Parliament with radical reforms to benefit the many, not just the few. We are encouraged by the attention to this area, but more reform is needed to be undertaken if care is to be improved for all.

Sue Ryder Care pushes for implementation of end of life care strategy

Sue Ryder Care is campaigning to keep the momentum up for implementation of the 2008 End of Life Care Strategy. The Strategy is critical to the improvement of services for people nearing the end of their lives. The one year review published this summer highlighted problems with transparency in funding of end of life initiatives. It can be difficult to identify where money is allocated once it goes into PCT baselines and of life' journey begins. Sue Ryder Care is dedicated to playing its part in ensuring the government achieves its end of life care strategy.

For more information about Sue Ryder Care visit: www.sue Ryder Care.org call: 0845 050 1953 email: info@sue Ryder Care.org

Sue Ryder Care is a charity registered in England and Wales (1052076) and in Scotland (SC039578).

We care for people with end of life and long-term conditions:

- Cancer, Stroke, Brain Injury,
- Multiple Sclerosis, Dementia,
- Huntington's Disease,
- Parkinson's Disease and
- Motor Neurone Disease

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"It means making the most out of life"



Jane Thompson, 45, living with multiple sclerosis

A gift in your will can make all the difference

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TAKE UP THE CHALLENGE AND SUPPORT SUE RYDER CARE

Sue Ryder Care


Exhilarating new route: Chiltern Challenge Walk

Sunday 6 June 2010

Walk 5 or 13 miles through the beautiful Chilterns and enjoy the spectacular surroundings and views whilst raising money for Sue Ryder Care – Nettlebed Hospice

Bring along a picnic or stop off at one of the pubs on the way! All are welcome

Register online: www.sue Ryder Care.org/chilternchallengewalk For more details: 01491 641070 Email: liza.upton@sue Ryder Care.org



Courtesy of Howard Dell, Chiltern Society

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Jeffrey Searle

www.mulberrypromenade.org.uk

Design portfolio #2



Client: Abschliff GmbH (Berlin).

Job: 56-page German-language price catalogue for parquetry and woodcare products. Full colour, with product images throughout, including inhouse photography.



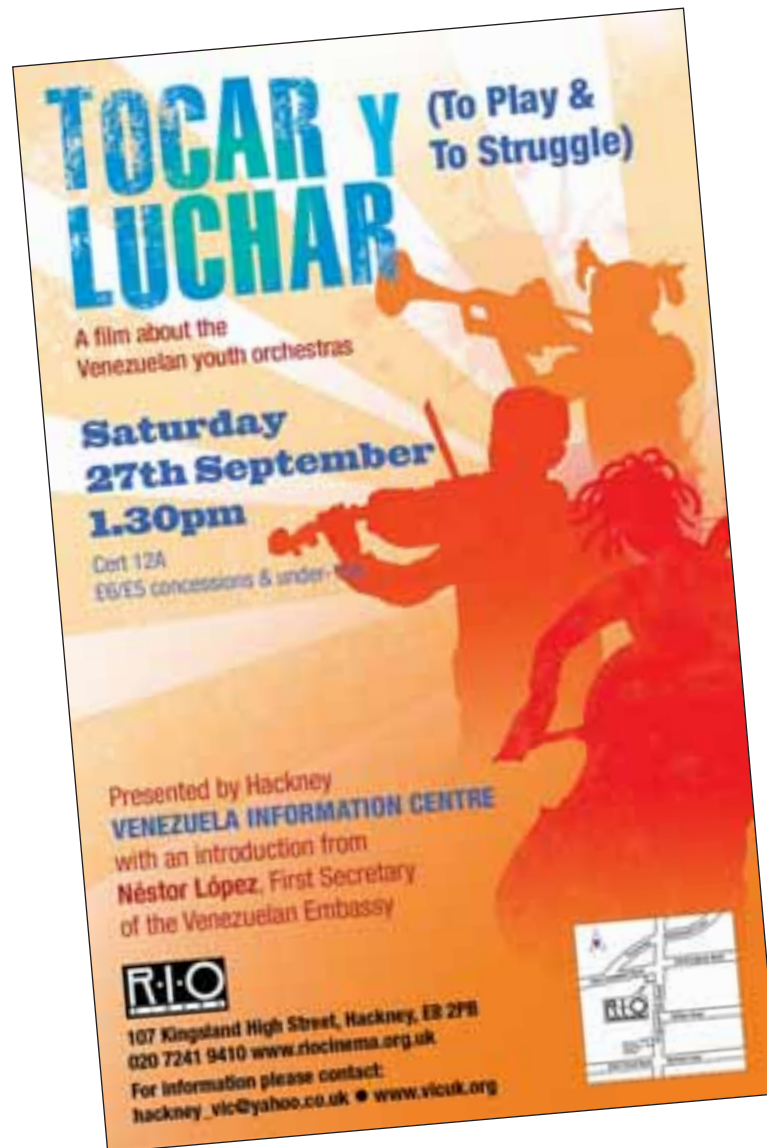
Jeffrey Searle

www.mulberrypromenade.org.uk

Design portfolio #3

Client: Venezuela Information Centre.

Job: Eflyer for emailing to members, advertising a film showing.



Jeffrey Searle

www.mulberrypromenade.org.uk

Design portfolio #4



Client: Liberty.

Job: Booklet setting out Liberty's arguments against ID cards. Designed to be a convenient size for people to take away and keep.

Additional work for Liberty included a range of T-shirts.



Jeffrey Searle

www.mulberrypromenade.org.uk

Design portfolio #5

Client: NUS Women's Campaign.

Job: Poster and DL leaflet to portray a positive image for the union's pro-choice stance.

abortion should be...
as **early** as possible
as **late** as necessary
... a **woman's**
choice

Local contact details:

"No woman can call herself free who does not own and control her own body"
— Margaret Sanger

women's campaign Abortion Rights PRO-CHOICE & PROUD OF IT!

Real choice means:

- never being forced to have a baby against your will
- having proper sex and relationship education at school
- access to contraception, and emergency contraception
- being able to stay in education if you get pregnant
- mums and dads being able to take time off work equally to spend with their kids
- access to childcare services, and adequate benefits
- full access to abortion – as early as possible and as late as necessary

Taking action!

You could take small actions today that could secure the rights of women tomorrow

- 1 Speak up about being pro-choice amongst friends and family
- 2 Write to your MP asking them to support the repeal of the 1991 Human Fertilisation and Embryology Regulations (for email them at writeyourmp@nuffieldaction.org.uk)
- 3 Add your message of support and photo to www.prochoicemessage.org.uk
- 4 Sign up for Action Alerts at www.abortionrights.org.uk
- 5 Join Abortion Rights as a member – the UK's largest pro-choice campaign at www.abortionrights.org.uk

To take it further:
www.abortionrights.org.uk
www.womenonline.co.uk/women

Think you might be pregnant? For free advice and services contact your GP, local family planning clinic or visit www.womenonline.co.uk.
Note: Life and Care are signs of life and do not provide support to the fetus.

"No woman can call herself free who does not own and control her own body"
— Margaret Sanger

women's campaign Abortion Rights PRO-CHOICE & PROUD OF IT!

Jeffrey Searle

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Design portfolio #6

Client: NUS Women's Campaign.

Job: 2-sided A6 flyer to advertise a demonstration. It needed to make clear that two demos were taking place on the same day. (The ink that appears grey here was actually silver.)



Jeffrey Searle

www.mulberrypromenade.org.uk

Design portfolio #7

Client: Palestine Solidarity Campaign.

Job: Glossy prospectus to outline the PSC's activities and encourage membership. Included a folded-over back cover to allow insertion of the latest factsheets, etc.



Jeffrey Searle

www.mulberrypromenade.org.uk

Design portfolio #8



Client: One Society, Many Cultures.

Job: Logotype with colour variations for a new pro-multiculturalism campaign involving the union UNISON.

Follow-up jobs included printed materials, a roller-banner to use on stalls and graphics for their website.

Jeffrey Searle

www.mulberrypromenade.org.uk

Design portfolio #9



Client: West Midlands Hazards Trust.
Job: Logotype and corporate identity, for the Trust and for its specific campaign on asbestos. The design had to be easy to follow, as most of its clients were senior citizens. Included identity guidelines and introductory materials.



Design portfolio #10

Client: National Union of Students.
Job: Tabloid newspaper to promote their organising conference.



Design portfolio #11



Client: Campaign for Nuclear Disarmament.

Job: Well, not a job exactly. These are two submissions to CND's competition for a Seasons Greetings card design for 2008. The design on the left was the competition winner.



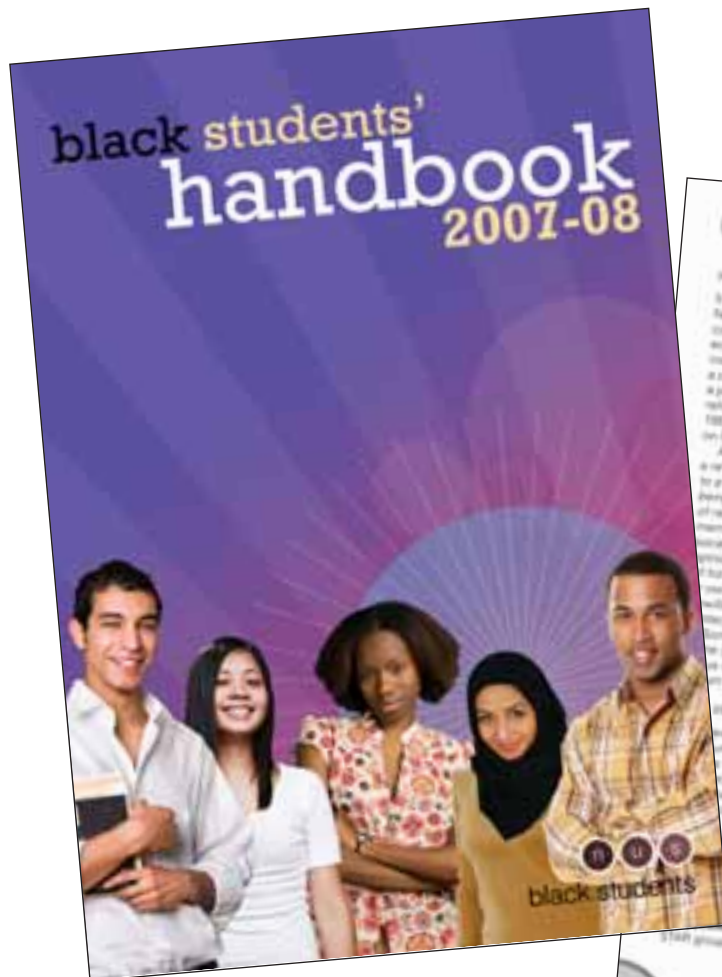
Jeffrey Searle

www.mulberrypromenade.org.uk

Design portfolio #12

Client: NUS Black Students' Campaign.

Job: Handbook to help the orientation of black students in higher and further education. The handbook has been nominated for a British Diversity Award.



Jeffrey Searle

www.mulberrypromenade.org.uk

Design portfolio #13

Client: Campaign for Nuclear Disarmament.

Job: Postcard to promote a demo in Strasbourg. The client was looking for a bright, loud design.



Jeffrey Searle

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Design portfolio #14

Client: Abortion Rights.

Job: A campaigning postcard for members to circulate to MPs.



Jeffrey Searle

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