

Valuable and Vulnerable

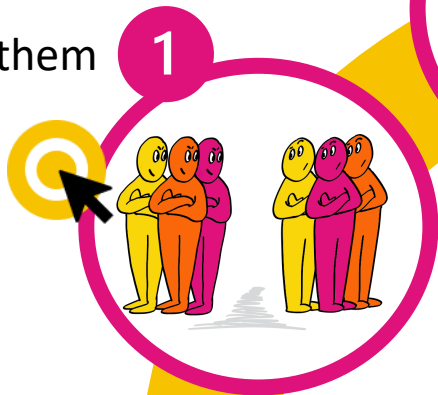


PEOPLE
CAN

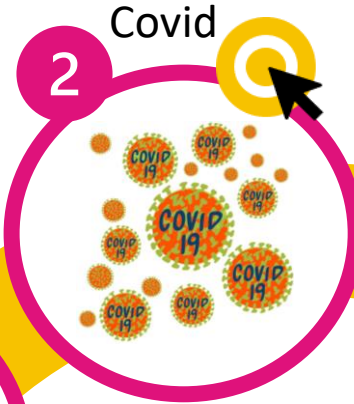
Learning lessons from people who shielded through Covid

An interactive report

Us and them



Covid



Labels



Impact of
labels



Get interactive!



Click this icon
throughout
the report to explore
more content

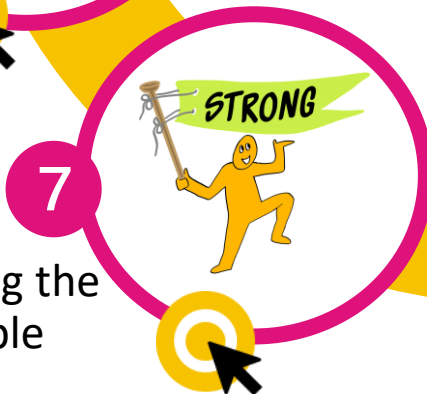
Getting the
balance right



Community
Catalysts and
the project
behind the
learning



Valuing the
valuable



People behind the labels



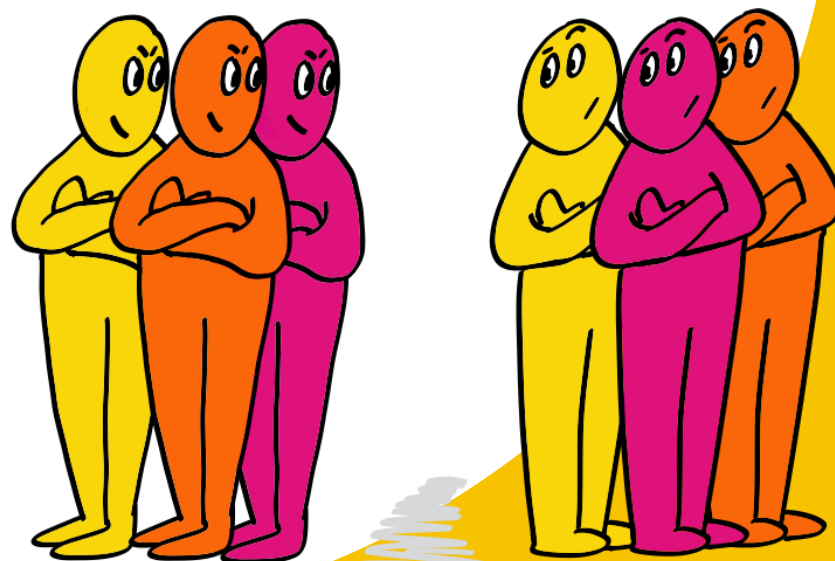
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Us and them



PEOPLE
CAN

- People need to feel part of a tribe
- This leads to a need to label
- Us... that are in the tribe
- Them... that aren't



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PEOPLE
CAN

- Some people are more at risk of serious illness or even death
- To manage this risk the Government decided on the shielding policy
- Shielding has positives and negatives
- One of the negatives was the view that shielded people are 'them' (and not us)



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- We are all vulnerable sometimes
- Some people are more vulnerable to Covid
- Over time we have shifted from a description of people's circumstances to labelling our fellow citizens
- We now routinely use phrases like 'vulnerable people' or even 'the vulnerable'
- The language of vulnerability has become ingrained and everywhere
- Them and us at speed



Doing Good Things

Explore

Examples of vulnerability labels used in the press and media



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CALL FOR BIDS

New COVID-19 Funding to Assist the Vulnerable Elderly

Applications due no later than 8 July 2020



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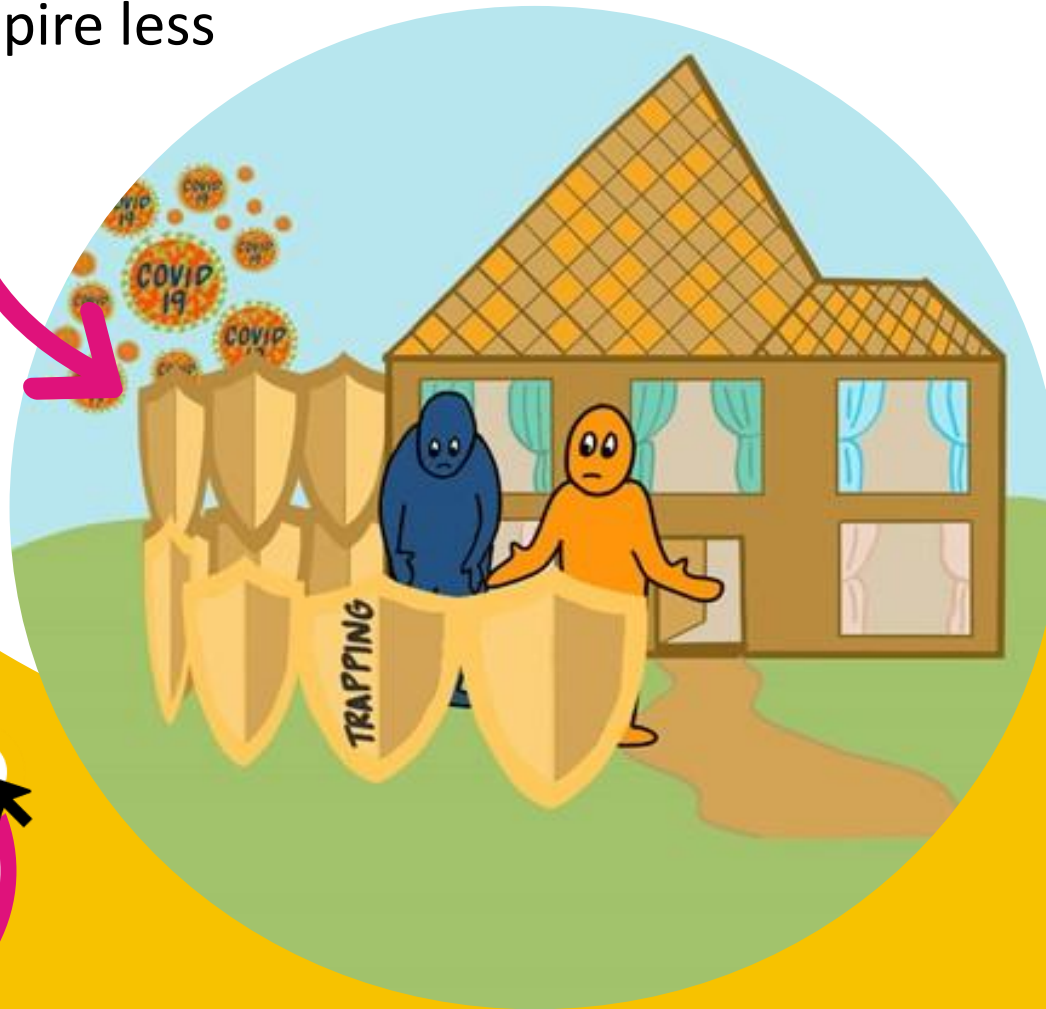


Back to Labels

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Impact of labels

- The vulnerable label harms
- It makes people think other people are worth less - as problems not part of solutions, as needs to be met not citizens to be valued
- It makes people believe the hype – to value themselves less, to expect less and aspire less



PEOPLE
CAN

"COVID-19 put me in a position in which I was at risk of being defined by my impairments, rather than my personality or the things in my life that I have control of"

Explore

Vicci's
opinion
piece



Explore

Graphic
showing how
people feel
when they are
labelled

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PROTECTING PEOPLE
IN THIS WAY **CAN**
MAKE PEOPLE FEEL

X DEPENDENT

X COCOONED

X STIGMATISED

X BEATEN DOWN

X WORTHLESS

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PROTECTING PEOPLE
IN THIS WAY **CAN**
MAKE PEOPLE FEEL
X DEPENDENT
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X BEATEN DOWN
X WORTHLESS

Back to Impact of labels

"COVID-19 put me in a position in which I was at risk of being defined by my impairments, rather than my personality or the things in my life that I have control of"

Vicci Livingstone-Thompson

Valuable AND vulnerable project co-production group member and CEO of Inclusion Gloucestershire



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Read Vicci's
full opinion
piece

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Back to Impact of labels

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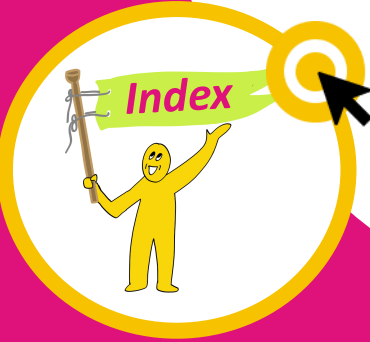
Getting the balance right



It's about getting the right balance



- Everyone is vulnerable and everyone is valuable
- Sometimes people need protection to keep them safe
- Sometimes people need to shine and grow and connect and give
- Its all about getting the balance right
- People should feel protected when they need it but never feel trapped





PEOPLE
CAN

- Every human being has value
- People are friends, parents and partners, workers and bosses, volunteers and active citizens, campaigners and change agents
- When we get the balance right people can make their 'valuable' shine brighter than their 'vulnerable'
- Here are some people who are doing just that

Explore

Collection of stories

Explore

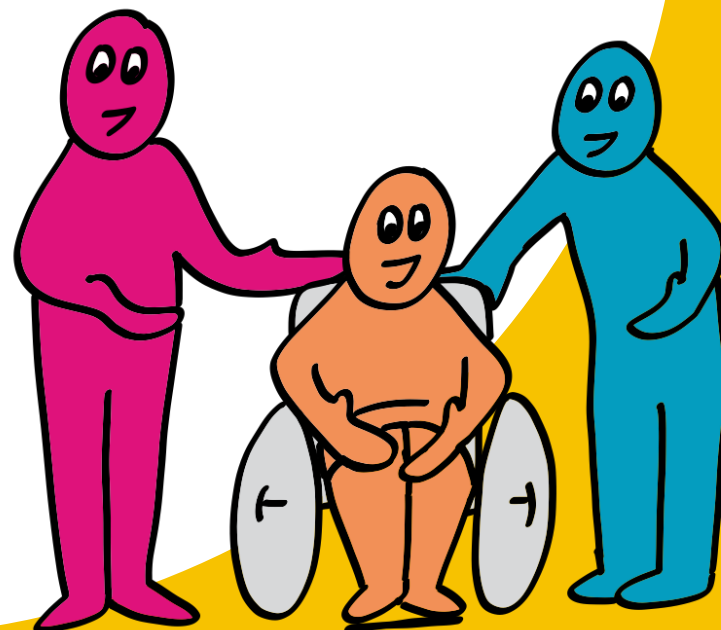
David's opinion piece

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"An important part of your value to others may well come out of...vulnerability"

David O'Leary
Executive Director of the project to establish a group member and Personal Development Coach at
Alzheimer's Research UK

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Stonewater

Things
with wings

Dance as a
way to lead

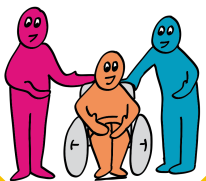
Linda the
author

Coventry
Peace
Orchard

Threading
tales
together

Explore

More
stories



Back to
People behind the labels

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"An important part of your value to others may well come out of...vulnerability"

David Derbyshire
Valuable AND vulnerable project co-production group member and Personal Development Coach at
Asperger's Heroes CIC



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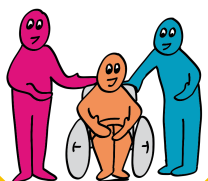
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Read David's
full opinion
piece



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People behind the labels



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Valuing the valuable



We all have a role to play in seeing and valuing the valuable – **explore more** 

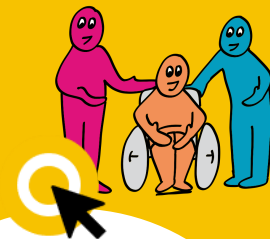
Some people can do a bit more and they include:

- Policy makers, supporters and commissioners – **explore more** 
- Communication leads and the media – **explore more** 



Explore 

Anna's opinion piece



Explore

Feedback from people who have been involved in the project



All of us

Things I can do

- ✓ Value all that you are good at and care about
- ✓ Remember you have something to offer
- ✓ Find opportunities to create, contribute, lead and give
- ✓ Let your valuable shine
- ✓ Create opportunities or role models for others who might have lost sight of their valuable

7



Back to valuing the valuable

Policy makers, supporters and commissioners



Things I can do

- ✓ Recognise everyone has something to offer – valued citizens not just 'service users'
- ✓ Remember life is not all about needs and services
- ✓ Develop policy, commission and offer services that take account of what people can do – not just the support they need
- ✓ Value approaches that give people a chance to create, contribute, lead and give

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Back to valuing the valuable

Commentators and the media



Things I can do

- ✓ Understand that everyone has things that make them valuable
- ✓ Use language that reflects this
- ✓ Only use vulnerable to describe a specific circumstance or situation – never an individual or group of people
- ✓ Give space to the positive as well as the negative
- ✓ Give a strong voice to people with personal experience

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Back to valuing the valuable

Thanks for challenging this damaging stereotype

Our organisation is adopting a strength based approach going forward, we got involved with this project as it focussed on the strengths a customer can build on rather than focussing on any vulnerability or their inability to do things

I look forward to the outcomes of the project continuing to influence the media, and the government, and society in general

I was able to be creative during the dark season...

This helps to balance my mental health, and give something beneficial to the local area & community



7



Back to valuing the valuable

"If I put you in a room with a lion, you would be vulnerable"

Anna Severwright

Valuable AND vulnerable project co-production group member and convenor of Social Care Future



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Read Anna's full opinion piece



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Back to valuing the valuable

8 The project behind the learning



PEOPLE
CAN

- 6-month project funded from the Government's Coronavirus Community Support Fund
- A focus on the positive and coproduced throughout
- Partnership with people who were formally or informally shielded and their supporters in 6 areas of the Midlands and South.
- Aimed to shine a light on what makes people valuable and challenge the rhetoric around being vulnerable
- Helped people to find creative ways to make a positive difference, while physically distanced
- Actively challenged and influence perceptions

Explore

Sian's video
and opinion
piece

Explore

Project
outcomes

Explore

Information
about how
to get in
touch

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Mentored and talked valuable with **12** shielded people



6 people started a group or activity. **40** more shielded people involved



Commissioned **8** animators who unlocked the valuable in **88** shielded people



Worked with **8** organisations who connect with shielded people



Trained or supported **60** of their staff and volunteers. Helped them see and value the valuable



Social media campaign and **5** events to share and shout about valuable

8

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Back to the
project behind
the learning

"The most important lesson we have learned is about the power of language, to empower as well as alienate. We may all be vulnerable sometimes but we are also ALL valuable. Let's remember that."

Sian Lockwood

Valuable AND vulnerable project co-production group member and CEO of Community Catalysts

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Watch Sian's
video and
opinion
piece 

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Back to the
project behind
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For more information

Get in touch



www.communitycatalysts.co.uk

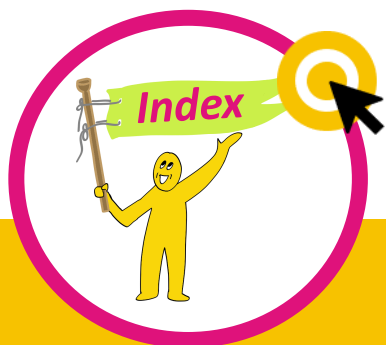


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