

arthritisACTION.org.uk



2016/17 IMPACT REPORT



CONTENTS

2

Welcome from the
Chairman and CEO

3

About us

4

Our impact

7

How we
have helped



WELCOME

Welcome to our very first Impact Report. We are very pleased to be able to demonstrate the impact we have had on the lives of people with arthritis, helping them to live a better quality of life using our self-management approach.

We are a UK charity that's been around for over 75 years. We help thousands of people living with arthritis across the UK to live a fuller, more active life with less pain.

From exercise and dietary advice to mental wellbeing education and networking opportunities, we offer a holistic self-management approach to support people with arthritis and ensure that the condition does not hold them back in any way.

We've had a very busy year with over 73 events organised across 12 regions, developing hubs for social support for people with arthritis, including our Members, in local areas with the highest demand. Our physical therapy service was very successful, with over 500 sessions attended this year; and our nutritional consultations service has also been very popular, with an ever-growing demand for dietary advice amongst the arthritis community.

In addition to our growing networks and Groups, this year saw Arthritis Action giving 20 presentations to external audiences, raising the profile of arthritis and our self-management approach, and sharing the message that lifestyle and conscious choices can have a big impact on improving the quality of life for those with arthritis. All of our external presentations and talks were attended by over 750 people living with the condition.

We have also been working very hard to raise the public and media profile of arthritis. Arthritis Action was featured in more than 20 national and regional titles this year alone, reaching over 9 million people nationwide.

Our Charity continues to grow from strength to strength, with a continued focus on building networks and arthritis communities, and using the best available evidence to offer a self-management approach that can have a life-changing impact for people with arthritis. Thanks to the generous support of our Members, partners and donors, together we can improve the lives of people with arthritis and enable them to have a better quality of life.



Robin Nye

Chair of Arthritis Action



Shantel Irwin

CEO of Arthritis Action

WHO WE ARE

Arthritis Action was founded in 1942 by Charles de Coti-Marsh, who developed a self-help programme for people with arthritis based on a combination of diet and physical therapy.

Our fundamental aims remain the same as in 1942, and we take pride in continuing this longstanding tradition of helping people with arthritis to enjoy a more active life with less pain through self-management, in line with the best available evidence.

We are the only UK charity giving hands-on, practical help to improve the quality of life for people affected by arthritis. We offer healthy eating and nutritional advice, access to physical therapies, exercise tips and pain management techniques to help people take early action against the onset of arthritis, manage the pain it can cause, and enjoy life to the full.



WHAT WE DO

Arthritis Action offers people with all forms of arthritis a holistic self-management service that can be tailored to suit each individual based on their condition, pain level, activity levels, eating habits and lifestyle. Although over 10 million people live with arthritis in the UK, we know that everyone is unique in the way that they manage their symptoms. This is precisely why we tailor our self-management approach to meet individual needs.

Our self-management approach encompasses the following services:



Nutritional and weight management consultations with our registered Dietitian



Identifying the best models for exercise suitable for people with arthritis and other musculoskeletal conditions



Arthritis Action Groups across the country



Subsidised physical therapy consultations with our registered Osteopaths, Physiotherapists and Acupuncturists



Self-management educational events to learn about various techniques for managing both the physical and mental aspects of arthritis



Factsheets, our Members' magazine, electronic newsletters and informational leaflets on a variety of topics including self-management, physical exercise, and mental wellbeing

OUR IMPACT

DIET, EXERCISE & PHYSICAL THERAPY

Dietitian service



93%

were closer to
**NUTRITIONAL OR
WEIGHT GOALS**



93%

gained an increase
in their levels of
SELF-SATISFACTION



*It was amazing
to see the pounds
drop off*



*I enjoyed the
1-1 consultations*

Physical exercise programme: ESCAPE Pain

100%

of people experienced
an **INCREASE** in:



Confidence



Strength



Ability



Understanding



Pain
management



Their sense
of control

Physical therapy service

94%

of all people
requesting an
APPOINTMENT were
offered one within

5 DAYS

100% RECEIVED:



an appointment
of **OVER
30 MINUTES**



FULL SATISFACTION
from their physical
therapy service



HANDS-ON
treatment



an appointment with
a clinician/practitioner
OF THEIR CHOICE

OUTREACH & EVENTS

Overall



73 EVENTS

were organised this year, spread over 12 areas with 20 external presentations. Over **750 PEOPLE** living with arthritis attended

Annual General Meeting & Conference

100%

SATISFACTION on our expert talks on breathing and keeping moving



Self-Management Events



97%

would **RECOMMEND** the events to their family and friends



100%

were **SATISFIED** with the events



96%

increased their **UNDERSTANDING** of their condition



100%

increased their **CONFIDENCE LEVELS**



100%

increased their **SENSE OF CONTROL**

Groups

80%

agreed that the Groups made them **UNDERSTAND THEIR ARTHRITIS BETTER** and meet others with the condition



100%

would **RECOMMEND AN ARTHRITIS ACTION GROUP** to their family and friends

90%

agreed that attending the Groups has **IMPROVED THEIR DAILY LIFE** and enabled them to share hints and tips on living with the condition

External presentations

95%

were **SATISFIED** with the presentations

93%

would **RECOMMEND** the presentations to their friends or relatives

MOST USEFUL TOPICS:

- pain management
- exercise and staying active
- understanding chronic pain
- healthy eating

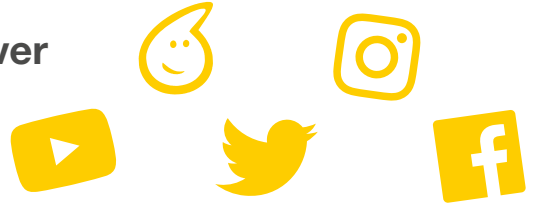


FUNDRAISING, PR & DIGITAL OUTREACH

Social media

Our social media platforms have reached over

700,000 PEOPLE



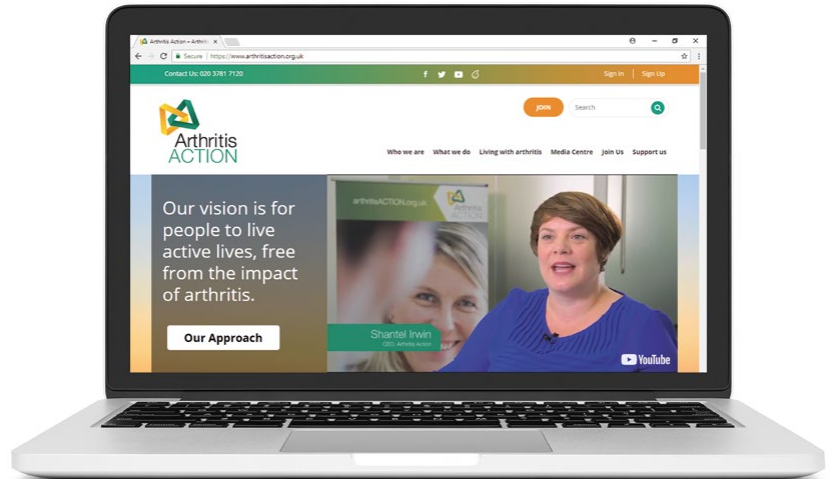
Website

101,500

visitors to our site

242,000

page views



PR

We reached **OVER 9 MILLION PEOPLE**, with an estimated coverage worth **OVER £90,000**



Fundraising

£475,000

was raised through fundraising this year

HOW WE HAVE HELPED

Charlotte Walker, 41

Charlotte was diagnosed with osteoarthritis at the age of 34, and was subsequently diagnosed with fibromyalgia and joint hypermobility.



"I'm not sure what caused my arthritis but I know that genetically, arthritis runs in my family, so does fibromyalgia. When I was first diagnosed, it was strangely a relief because I had a name for my condition, so I could go away and research it. However, reading material can be quite depressing because arthritis is a long-term condition that has no cure.

"I joined Arthritis Action in 2014, I like that they are all about empowerment. They push people to do their self-care and management, so it is nice to be involved with an organisation which promotes that. Arthritis Action has supported me in terms of positively advocating self-management. Their website is very clear, concise, and easy to use, and contains lots of information because education is key. Arthritis Action has changed my life because there is also the support side of it; they offer me the opportunity to meet others, and it's really nice to have the outlet to talk to like-minded people, joining groups or picking up the phone and talking to the team who can point you in the right direction.

"My mental health previously wasn't great especially when the pain was bad. You sort of grieve the person that you lost, because you realise that you can't do the things that you used to be able to do. Now I can do the things that I used to do and have come out of the other end, and that is from the support of Arthritis Action."

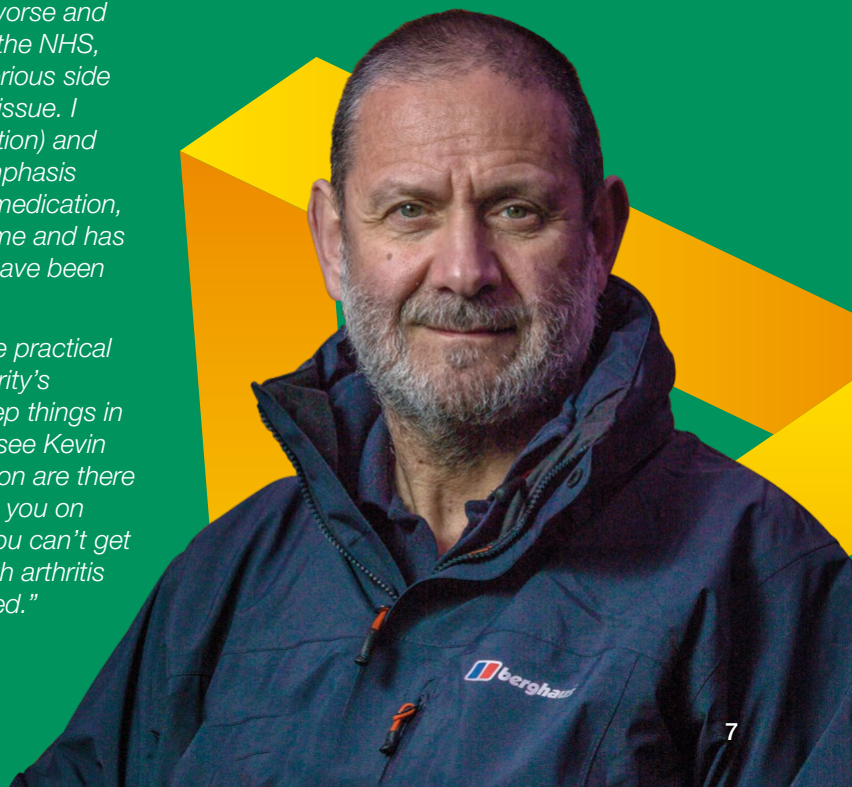
Jack Martin, 63

Jack was diagnosed with rheumatoid arthritis in 1989, caused by wear and tear.

"I wasn't happy when I was diagnosed as it was confirmation that I have a problem in my joints. I didn't get any support from doctors or from my family, and I wasn't told to take medication.

"I joined Arthritis Action in 1991. I decided that I needed to get something done about this problem before it got any worse and I wasn't happy with what was available from GPs and the NHS, they like to give you steroids and serious drugs with serious side effects, and I believe that wasn't the way to tackle the issue. I came across the Arthritic Association (now Arthritis Action) and became a lifetime member. Although back then the emphasis was on offering remedial treatment and homeopathic medication, their self-management approach has remained the same and has helped me improve my symptoms. Diet and exercise have been particularly helpful.

"Arthritis Action offers emotional support along with the practical help. I go regularly to see Kevin Young, one of the Charity's Associated Practitioners, for monthly treatments to keep things in check. I see a chiropractor every two weeks and then see Kevin for acupuncture and soft tissue massage. Arthritis Action are there when you need them, they're there for you, they'll take you on board and give the type of help that you need which you can't get from your GP or the hospital. I believe other people with arthritis should join the Charity to receive the help that they need."





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