

# CFN Conference, 23.6.2011

## Leadership and being a Beacon

### A challenge in testing times

**James Partridge OBE**  
Founder and Chief Executive  
*Changing Faces*





# Living with a disfigurement: the issues

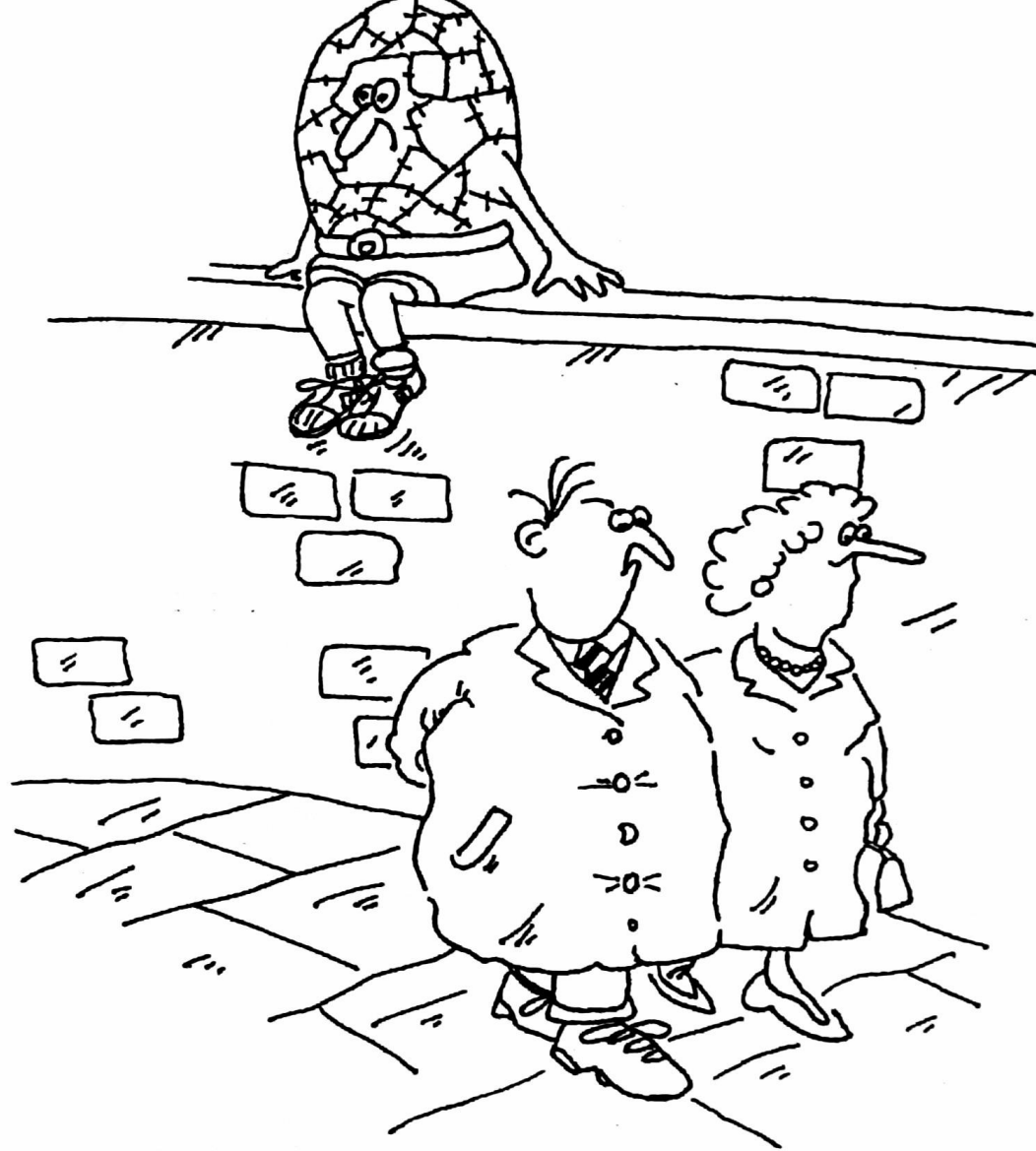
## Common to all:

- **INTRA-PERSONAL:** low self-esteem in 'good looks' culture; prevailing belief that good looks and success go together; links with baddies, low IQ etc
- **INTER-PERSONAL:** self-confidence challenged in dealing with other people's reactions; many problems can be traced back to social interaction difficulties (eg: staring, teasing, comments, questions, playgrounds, school, public places, strangers, relationships, employment)  
*People experience a loss of "civil inattention that most people take or granted" and yet also a sense of isolation*
- **MEDICAL:** unresolved questions about medical/surgical choices/access
- **ALL VULNERABLE TO:** exclusion, ridicule, stigma, social isolation, depression
- **LACK OF HELP:** poor access to and lack of psycho-social help in NHS, school and work



Changing  
the way you face  
disfigurement

faces



*"It's remarkable what modern  
surgery can do!"*

# ***CHANGING FACES* today**

**Mission:** To create and work for a better and fairer future for people of all ages with disfigurements from any cause in the UK and around the world

## **Changing Lives**

promoting self-esteem and confidence

- by offering practical advice, emotional support and social skills training
- by making this help available in self-help format (eg: via the website) and through Changing Faces Practitioners

## **Changing Minds**

promoting fairness and face equality for everyone

- by raising public awareness, promoting inclusive schools and workplaces
- lobbying for anti-discrimination legislation and better mental health/psycho-social care

# CHANGING LIVES

- We aspire to have teams of **Changing Faces Practitioners** in regional settings and within the NHS
- They will be trained by *Changing Faces* to deliver the **FACES** package which helps people (and families) adjust by:
  - F FINDING OUT – about their condition and its treatment
  - A ATTITUDE – developing a positive outlook/beliefs
  - C COPING with their feelings including anxiety, anger, loss
  - E EXCHANGING experiences with others
  - S SOCIAL SKILLS TRAINING to manage others' reactions

# CHANGING MINDS

- The Face Equality campaign aims to:
  1. Raise awareness of unconscious facial prejudices
  2. Provide new information, familiarity and ideas
  3. Challenge key audiences who may perpetuate these prejudices to change
  4. Strengthen the anti-discrimination legislation
  
- It is targeted at key audiences:
  - The general public – posters, social networking
  - Employers – ‘Face Equality at Work’
  - Schools
  - Health system
  - Media, film and art
  - Policy-makers and opinion-formers

To anyone who looked  
at me and thought I'd  
never achieve anything  
look at me now



Changing  
the way you face  
disfigurement *faces*

See why Lucas  
chose to star in  
our face equality  
campaign at  
[www.changingfaces.org.uk](http://www.changingfaces.org.uk)

Changing Faces is a Registered Charity No. 1010223. Changing Faces, The Square Centre,  
30-32 University Street, London, WC1E 6JA, Telephone: 020 4602 575, [www.changingfaces.org.uk](http://www.changingfaces.org.uk)

To anyone who  
looked at me and  
thought I'd never have  
the confidence to  
do anything  
look at me now



Changing  
the way you face  
disfigurement *faces*

See why Max  
chose to star in  
our face equality  
campaign at  
[www.changingfaces.org.uk](http://www.changingfaces.org.uk)

Changing Faces is a Registered Charity No. 1010223. Changing Faces, The Square Centre,  
30-32 University Street, London, WC1E 6JA, Telephone: 020 4602 575, [www.changingfaces.org.uk](http://www.changingfaces.org.uk)

To anyone who looked  
at me and thought  
I'd never have anything  
to smile about  
look at me now



Changing  
the way you face  
disfigurement *faces*

See why Harry  
chose to star in  
our face equality  
campaign at  
[www.changingfaces.org.uk](http://www.changingfaces.org.uk)

Changing Faces is a Registered Charity No. 1010223. Changing Faces, The Square Centre,  
30-32 University Street, London, WC1E 6JA, Telephone: 020 4602 575, [www.changingfaces.org.uk](http://www.changingfaces.org.uk)

Are you only  
comfortable –  
looking here?



**Stand out.**  
Show your support for face equality.  
[www.changingfaces.org.uk](http://www.changingfaces.org.uk)

Changing  
the way you face  
disfigurement

Changing Faces is a Registered Charity No. 1010223. Changing Faces, The Square Centre, 30-32 University Street, London, WC1E 6JA, Telephone: 020 4602 575, [www.changingfaces.org.uk](http://www.changingfaces.org.uk)



**Stand out.**  
Show your support for face equality.

Changing  
the way you face  
disfigurement *faces*



**Stand out.**  
Show your support for face equality.  
[www.changingfaces.org.uk](http://www.changingfaces.org.uk)

Changing  
the way you face  
disfigurement *faces*

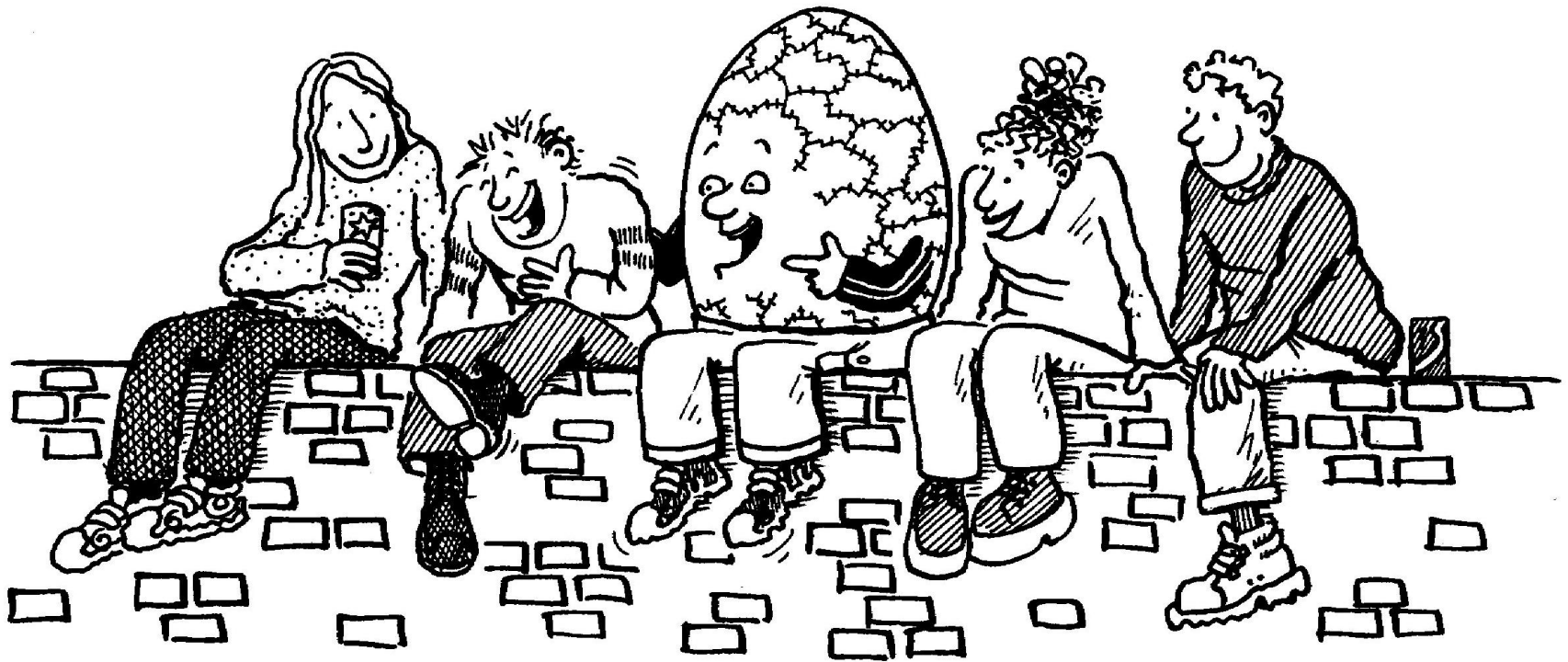




**Changing**  
the way you face  
disfigurement

**faces**

**Our vision: confident people living in a  
society that embraces face equality**



# Leadership

- Background to my leadership skills
- Social entrepreneurship with an evolving strategy
- Leadership characteristics for leading
  - the cause
  - the charity
  - the team

# Being a Beacon

- The joys
- The isolation
- The challenge

# Testing times

- Today's challenges in leading in
  - the cause
  - the charity
  - the team



## How to contact *Changing Faces*

- *Changing Faces*
- The Squire Centre
- 33-37 University Street
- London WC1E 6JN
  
- Tel: 0845 450 0275
- Fax: 0845 450 0276
- Email: [info@changingfaces.org.uk](mailto:info@changingfaces.org.uk)
- Website: [www.changingfaces.org.uk](http://www.changingfaces.org.uk)
  
- **We rely entirely on voluntary donations and grants...**
  
- **Write to: [jamesp@changingfaces.org.uk](mailto:jamesp@changingfaces.org.uk)**