

Name of your Organisation:	Just Treatment (hosted by NEON)
Name of the project TFN funded:	Empowering patients to win the care they deserve and a better NHS
Date Funded by TFN:	23/03/2020
Were you able to undertake your project as planned?	No
If no, please outline how the project has changed.	At the time of submitting our application the COVID pandemic was in its very early stages. It became clear by the time of our pitch that the world was being fundamentally changed by the virus. We therefore, as outlined in the virtual pitch, shifted away from a specific focus on mental health to apply our theory of change to build a broad, patient-led movement to defend the NHS and win patients the care they deserve, using the pandemic as a moment to draw a line in the sand over NHS cuts and privatisation. We recruited leaders affected by the pandemic, spoke to people affected in every one of the 650 constituencies to get their views, created a crowd-sourced set of demands for the NHS, and built a people-powered campaign of over 20,000 people to win the changes needed. Whilst the underlying organising strategy and overall goals remain unchanged, the issue focus has shifted. However we are making plans to return to the campaign focused on mental health in the months ahead as - hopefully - the pandemic begins to have a less severe impact in the UK.
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	We set out to organise patients to win better care and a better future for the NHS, applying our proven campaign tactics to the fight for equitable, quality healthcare as COVID made such action more urgent than ever. Key achievements in our new work to defend the NHS in this time - for which the funding from TFN has been essential - include: - Launching a campaign on a call with over 350 supporters and Michael Rosen (https://www.theguardian.com/books/2021/jan/25/michael-rosen-backs-campaign-for-big-funding-rise-for-nhs) for a New Deal for the NHS (https://www.nhsnewdeal.org/demands) off the back of a nationwide crowdsourcing campaign, soliciting ideas for the future of the NHS from over 1500 people from every single one of the 650 UK parliamentary constituencies and winning political support for the demands (https://www.independent.co.uk/voices/reforms-nhs-funding-new-deal-b1801437.html).

- Increasing the size of our supporter list six-fold to over 20,000 people in less than three months, many of whom have taken repeated actions to help in the fight for a better NHS. This far exceeds our target of reaching 3000 campaign supporters.
- Training up 60 volunteers to take significant campaign actions, and recruiting 12 new patient leaders who have been personally affected by NHS cuts and privatisation from a highly diverse range of backgrounds (<https://justtreatment.org/news/2020/9/29/centring-racial-justice-in-the-nhs-new-deal>) to shape the strategy of our campaign and deliver our NHS New Deal Plan to Win (<https://www.nhsnewdeal.org/our-plan-to-win>). Again - this exceeds our target of 10 new patient leaders.
- These leaders have spoken in the media, to politicians, and at workshops, panel discussions and rallies (including alongside Bernie Sanders and the head of UNAIDS). The power of this approach is captured by the words one of our patient leaders, Dinah, who has suffered as a result of poor mental health care within the NHS: "I want to use my experience to motivate, encourage, and support others coming forward, so that together, we can all be part of a movement that will bring about a new era for our NHS - one in which no one has to battle to get the care they need."
- Implementing a new distributed organising strategy; doubling the staff team; expanding our policy focus from just access to medicines to cover the whole health system; and generating over £5000 from a new push for individual donations - all whilst coping with a pandemic that significantly complicated our work.
- Securing multiple media hits including on Newsnight, Sky News, BBC World, LBC, BBC World Service and many more, pressing the case for an equitable response to the pandemic and access to COVID vaccines.
- During this time we were also awarded a Sheila McKechnie Campaign of the Year award (https://smk.org.uk/awards_nominations/plan-b-on-orkambi/) for our work to secure fair access to the cystic fibrosis medicine, Orkambi.

Overall, we are extremely proud of the success we have had in this most challenging of years. We have supported and given voice to a diverse group of people who are often marginalised in policy and political debate, we have grown our campaign movement, shaped public debate on the NHS and COVID response, increased our organisational capacity and funding. The contribution of TFN to this has been critical - and we believe there is a serious opportunity for

	future growth that we must take to safeguard the NHS and patient care.
What portion of the project did TFN fund?	5%
How many direct beneficiaries did the TFN funded project reach?	12
How many indirect beneficiaries did the TFN funded project reach?	20000
Were you able to leverage further funding as a result of TFN support?	Yes
If yes, how much were you able to raise?	We have managed to secure an increase in individual giving thanks to the investment TFN allowed us to make in our digital campaigns and list growth strategy - generating over £5000 in income.
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	No
If yes, please can you provide details of the support you received?	
Has the training you received from TFN better prepared you in pitching your organisation to potential funders?	Yes
Has TFN increased your capacity to raise further funds?	Yes
How important was TFN funding in helping you achieve your objectives?	We would have found it difficult to achieve our objectives without TFN funding
Since presenting at TFN, has your organisation undergone any other significant changes?	No - although a large strategy review at OSF means our core funding is at real risk and we are working hard to increase our income to ensure the work can continue.
Do you have any other comments or feedback on the experience of the TFN process?	I really enjoyed the TFN process - and although it was frustrating not to be able to pitch in person, the virtual pitch worked well. I wonder though, if there might be more opportunity to create more

	interactive moments that could allow us to chat with TFN members - for example a zoom presentation and conversation? I have also found Jennie and the others in the TFN team to be super responsive and helpful. I'm very grateful for all their support.
Can you tell us any personal stories to highlight the value of the project?	One of our new patient leaders is Dinah. She has been badly affected by the cuts, privatisation and disorganisation of mental health services for many years - she is using that experience to fight for better mental health care for all. (https://tribunemag.co.uk/2021/02/why-we-need-an-nhs-new-deal/) "Over the course of my short life, I have seen first-hand many of the dramatic changes to the NHS that ultimately left it unable to cope when Covid hit. This year has been unlike any other, but cuts, fragmentation, and privatisation all meant the NHS has been failing to care for patients like me properly since long before the pandemic. "Since I was young, I've grappled with my mental health...Fresh out of my teens, I arrived at a point where I accepted that I was struggling and decided to seek help...(I was) referred me to the local mental health team and told to wait. I heard nothing back for about a week, despite having explained that I was feeling suicidal. "I continued to self-harm, so I booked another appointment...I was added to a CBT waiting list. I waited over a month and nothing happened. After that, I gave up for a while. Chasing my own mental healthcare was exhausting... "Last autumn, I discovered Just Treatment and the vital work they do. Their vision of social justice fuelled by patient leadership, experience, and stories resonated with me, and I began to volunteer. "Over decades, the NHS has been eroded from all angles by politicians and private corporations who seek to profit from our health needs. Its structure is now fragmented, and its systems disconnected. Whole factions of the Service have been privatised, and staff are underpaid and overworked. "We believe that everyone has the equal chance to enjoy a healthy life. This should not be a privilege - it's a human right. And we hope that our stories will move people into action: we're organising in every corner of the country, bringing together a network of patients and activists who will take the demand for an NHS New Deal to our political decision makers." -----

	We have also been working with Carol - an NHS nurse forced into retirement early in the pandemic - to help highlight the devastating impact COVID has had on health workers, and other key workers, especially those who are people of colour. (https://justtreatment.org/news/2021/5/12/z6r6412mi6uqyfy8fq3kwuucejcr56) "It's just been a rollercoaster. I've lost two uncles and a cousin in this pandemic. All Black, all male. This pandemic has hit Black and BAME people hard...My sister has counted up all the family friends we've lost. Last year she counted twelve. This year she's added five - and we're only just in May. "When you think about the disproportionate amount of BAME people, particularly Black men, who've died during this pandemic - so many of them are frontliners in key jobs. So many wanted to give back and serve their country, and doing so has put them at great risk. "And then they are rewarded with a 1% pay rise! Boris Johnson doesn't think anything of us, not a thing. Those words that he used - letting the bodies 'pile high' - he just has no idea." ----- Izzie is living with cystic fibrosis and has been shielding since the start of the pandemic as she is at heightened risk from the virus. She has been campaigning for fair global access to COVID vaccines with us - highlighting her own vulnerability and the risks her family members in India are also facing. (https://justtreatment.org/izzie - https://www.facebook.com/watch/?v=879972339489285) "I have cystic fibrosis, and COVID poses a huge risk to my already damaged lungs. This means I have been isolating since March, and will have to carry on isolating until I get vaccinated. "Currently, big drug companies have a monopoly over the vaccines they develop - meaning they can charge high prices and the vaccines cannot be manufactured by anyone else. These companies are focused on selling their vaccines in countries where they will make the biggest profits, meaning vaccines will be priced out of reach for millions of people outside rich countries - meaning my family in India may have to wait years before they are safe. "We all agree - nobody should die because they can't get access to a vaccine. If we act together - we can make sure the drug companies share their research and drop their harmful monopolies."
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