

TRAILBLAZERS

Part of the Young Campaigners' Network

ACTION NOW!

THE TRAILBLAZERS' CAMPAIGNS GUIDE

CAMPAIGN...

MAKE FRIENDS...

TAKE ACTION...

LEARN NEW
SKILLS...

MISSION AND AIMS

MISSION

To fight against the social injustices experienced by young people living with muscle disease or a related condition.

OUR VISION

A world where having muscle disease or a related condition is not a barrier to accessing mainstream opportunities, facilities and services.

OUR AIMS

To ensure all young people with muscle disease or a related condition can gain access to the education, employment and services they require.

To build a UK-wide network of young people who campaign and raise awareness on issues that affect people living with muscle disease and related conditions.

To provide all *Trailblazers* with an opportunity to develop new skills, make friends and campaign on issues that are important to them.

INTRODUCTION 1

What is campaigning?	1
The power of campaigning	1

CREATING YOUR CAMPAIGN 3

Preparation is key	3
Identify your aims	3
Choose an appropriate campaign style	4
Planning tasks and dividing work	4
Do your research!	5
Who can help you? Who will oppose you?	5
SWOT	5

COMMUNICATING YOUR CAMPAIGN 7

Get the word out	7
Who do you need to speak to?	7
Contacting your local MP, AM, MLA, MSP	7
Working with government ministers	8
Working with your local community	8
Using the internet	9
Shouting about your campaign	9

KEEP IT LEGAL 11

Legal guidelines	11
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EVALUATING YOUR CAMPAIGN 13

And finally	13
-------------	----

USEFUL RESOURCES 15

INTRODUCTION

“Only six percent of all volunteers are disabled. I am therefore delighted that the Muscular Dystrophy Campaign has set up this network which will provide an invaluable opportunity for so many young adults living with muscle disease.”

Baroness Neuberger, the Prime Minister's
advisor on Volunteering

WHAT IS CAMPAIGNING?

Campaigning is about change.

Campaigns and social movements rely on individuals organising themselves to effect change in their communities and to have an impact. In the United Kingdom and Northern Ireland we have a great history of achieving massive impact through campaigning with often tiny resources.

People's lives have been and are constantly being changed through campaigning.

In 1927 all women got the vote for the very first time. How did women get the right to vote? People campaigned for it.

In 1994 Nelson Mandela became the first black President of South Africa after spending 25 years in prison in apartheid South Africa. Why was he released and why did apartheid come to an end? People campaigned for it.

In 1995 the Disability Discrimination Act came in to law. Why did this landmark legislation come about? People campaigned for it.

Trailblazers is all about passionate campaigning for the things we believe in. We want our campaigns to have a lasting impact on our society.

THE POWER OF CAMPAIGNING

The Disability Discrimination Act has been in force since 1995, yet disabled people still have to struggle for equal access in all aspects of society.

Despite what the law says, not all businesses and educational institutions are prepared to address the needs of disabled people. Furthermore, they can be hesitant to modify their premises or buy necessary adaptive equipment because of the costs involved. Campaigning is a powerful way of encouraging change in our society. It is also an effective way to bring about the necessary changes that society must make in order to comply with the law.

It is important to note that campaigning is not just about attacking failure in society. It also brings together people with the aim of creating greater understanding and compassion.

A good campaign does not only highlight a problem in society, it should also offer a solution. When you are campaigning, remember that criticism is most effective when it is constructive.

Below: *Trailblazers* and MPs meeting in Westminster



CREATING YOUR

CAMPAIGN

“Organising is what you do before you do something, so that when you do it, it is not all mixed up.”

A.A. Milne (Writer)

PREPARATION IS THE KEY

A campaign is aimed at producing a change for the better. In order to achieve this you must be clear in your aims. You should think carefully about the structure of your campaign and you must plan carefully how you will use your time.

Careful preparation can make the difference between a successful and unsuccessful campaign. Unless you have thought things through properly, you will find your campaign going nowhere.

IDENTIFY YOUR AIMS

Before identifying your aims, you must first consider what is achievable with the resources that are available to you. There is no point aiming to send men to the moon if you only have a bunch of sticks from which to build your rocket ship.

Think clearly about what it is that you want to change.

Next, spend a few moments to carefully word your aims.

Laura and Judith get stuck into cinemas

Trailblazers Laura and Judith Merry's trip to the cinema was ruined by staff who branded them as "fire risks" and insisted they move because of their limited mobility.

The Merry sisters had transferred from their wheelchairs to regular seating, as they had done without problem on many previous visits, but on this occasion they were asked to transfer back into their wheelchairs by staff, and moved to the front of the auditorium, where they were too close to the screen to enjoy the film in comfort.

Laura wrote to her local MP and the private equity firm which owns her local cinema, to complain about the way they were treated and to offer her advice to help improve services for disabled people at the cinema.

She received an apology from the cinema and free tickets. The knowledge they gained from this experience has been a launch pad for similar campaigns run by *Trailblazers*.

There is no point having a carefully thought out aim if no-one understands what it is you want to achieve – make sure the language you use is clear and concise.

Keep it brief. There will be plenty of time and space for you to elaborate on the details of your campaign in other places. Your statement of aims should ideally only be a sentence or two long, delivering the main message in a punchy fashion.

Finally, make the aims impact focussed – let people know that the achievement of these aims will lead directly to an improvement in people's lives.

Examples of statement of aims

- Government to ensure all public leisure facilities are fully accessible to everyone and that no individual is excluded from joining in all activities.
- All public transport providers guarantee that all vehicles, stations and platforms are accessible to everyone, giving all people the same independence.



Laura and Judith Merry meet Simon Hughes MP at Westminster to share their concerns

Dave fights for access to stadiums

As a fan of Carlisle FC, Trailblazer, David Gale spends many weekends travelling up and down the country following his team. Over the course of his travels, Dave has been to many a shoddy football grounds that lack adequate provisions for people with mobility difficulties.

Determined to improve access to sports stadiums for people with any form of disability, Dave has been in touch with the Football Association (FA) and its constituent clubs to seek change for the better.

Dave has Becker muscular dystrophy and finds that although some stadiums have provisions for wheelchair users, there is often little consideration given to the needs of people who have mobility difficulties but do not use a wheelchair. For example, having a banister on the stairs would be of great help to people like Dave, yet many stadiums lack these simple provisions.

Thanks to Dave's efforts, a lot of the groundwork for campaigning on access to sporting grounds has been laid out.

If you're interested in getting involved email:
trailblazers@muscular-dystrophy.org



David Gale being interviewed for ITV news about his campaign.

CHOOSING AN APPROPRIATE

CAMPAIGN STYLE

In order to deliver your message in the most effective way, you should style your campaign in a way that is best suited to your target audience.

First think about who it is that you want to reach out to and then consider the best way to get their attention.

For example, if you wanted to talk to your local council, an informal letter full of 'shizzles', 'nizzles' and 'fo'rizzles' from the urban dictionary is unlikely to get a reply. At the same time, something overly stuffy and pompous is unlikely to get a response from a younger audience.

Think about who you are writing for and choose your style appropriately.

PLANNING TASKS AND DIVIDING WORK

Once you have identified your aims and your audience, you can begin to think about how your campaign will work. How will it change minds?

Having a clear structure is key to the success of any campaign. It will help you to ensure that your campaign is both time and cost effective.

You may find it helpful to organise the people helping you with your campaign into separate groups who will each focus on a specific part of the campaign. For example, you could have one team of people who are responsible for the field work and research, another team who are responsible for organising the logistics of your campaign and another team who are responsible for getting media coverage.

Remember, trying to do everything by yourself can be very stressful and will probably not help you achieve your campaign objectives.

DO YOUR RESEARCH

Every successful campaign needs to be backed up by relevant facts. Having the correct information is essential in persuading people to join your cause and making sure you impress the people you need to influence.

Make sure you have all the factual information you need to back up your claims. For example, if you want to campaign for better access to rail services in your area, you should first find out:

- what kind of provisions are already available
- how many stations in your area do and do not have disabled access
- how many people in your area are affected by a lack of provisions for disabled people.

Having all this information will form the foundation of your campaign.

When sourcing facts and figures, you may find it helpful to check in the "Useful resources" section in this guide.

THE CAMPAIGN CYCLE



WHO WILL HELP YOU?

WHO WILL OPPOSE YOU?

Your campaign will be much more effective if you are able to get the backing of the organisations, MPs and Ministers who deal with the issues relevant to your chosen area of campaigning. To do this you will need to present them with the research that you have done, which will provide them with a reason to back you.

Identifying the people who are able to help and getting them onboard will make you and your campaign more effective and strengthen your argument. At the same time, you should also be aware of anyone who might try to oppose your campaign.

SWOT

If you are having trouble clarifying where your support and opposition will come from, it may be helpful to do a SWOT analysis. This stands for Strengths, Weaknesses, Opportunities and Threats.

A good way of doing this is to construct a simple table with headings for each of those categories.

Strengths	Weaknesses
Opportunities	Threats

Now you can set about identifying the things which will go into each category. This is a good way of knowing the things you will need to address before the campaign will start to show results.

Don't be put off if at first you and your campaigning team list more weaknesses than strengths – this often happens and highlights where you need to maximise your efforts. It's also good to update your SWOT analysis every few months to make sure you are dealing with the situation as it currently is.

COMMUNICATING YOUR

CAMPAIGN

“We must remember that one determined person can make a significant difference, and that a small group of determined people can change the course of history.”

Sonia Johnson, Women’s Rights Activist

GET THE WORD OUT

This is key. Now that you have laid the groundwork for your campaign, you are ready to get the ball rolling. This involves talking to the right people and giving them the necessary information to back your campaign.

Remember at all times to make your argument clear and concise!

WHO DO YOU NEED TO SPEAK TO?

As part of your campaign research, you will need to find out who the key decision makers are in your local area. Ask yourself, who are they? When do they meet? Who sits in on their meetings? How are they appointed in the first place?

Having background information can help you put together the appropriate arguments to bring them onboard with your campaign.

Often, the people you need to speak to will be members of your local council, MPs, AMs, MLAs, MSPs or Government Ministers who are responsible for the area that you are campaigning in.

The Cabinet Office and Parliament websites provide links to the contact details of MPs and Ministers you may need to talk to. The web address can be found in the "Useful resources" section of this manual.

Remember what we said about choosing an appropriate style? Make sure that the language you use when contacting these people is formal and polite. This will help your campaign to be taken more seriously.

CONTACTING YOUR LOCAL

MP, AM, MLA, MSP

Because the Muscular Dystrophy Campaign is a national organisation, information about what we do is readily available. Your local council, if not already aware of the work we do, can quickly find out about us by visiting our website to learn what they need to know. When talking to your local council, it is important to make sure that they are aware of who you represent and what it is that you are trying to do.

Michaela fights back

Trailblazer Michaela Hollywood from Crossgar in Northern Ireland has recently won a disability discrimination settlement against her Local Education Authority (LEA). Michaela, who has spinal muscular atrophy, is keen to pursue a degree in Genetics, which requires A-level chemistry. However, when applying to her local school she was told that she would need to follow an assessment procedure before it could consider her application. Michaela worked together with the Muscular Dystrophy Campaign and wrote to the Equality and Human Rights Commission, which represents disabled people in cases of discrimination, challenging the LEA's failure to help with Michaela's transfer to A-level education. The Equality and Human Rights Commission stated that the law places a duty on education authorities to make reasonable adjustments to offer disabled pupils the same access to education as pupils without a disability. Michaela has now started her chemistry A-level, and all because she got the right people onboard her campaign.



Michaela takes her fight to Westminster

It is worthwhile trying to organise a face-to-face meeting with your local parliamentary representative in order to secure their backing. It may take some effort to get an appointment, but it's worth it. Phone calls, letters and emails are all worthwhile forms of communication but from experience we can tell you that nothing is as effective as speaking to someone in person. If you don't get a response first time, don't give up!

WORKING WITH

GOVERNMENT MINISTERS

The **directgov** website can provide you with the contact details of every minister in government (the web address can be found in the "Useful resources" section of this guide). This is a valuable resource which will save you time trying to find out how to get in touch with the people you need to speak with.

When writing to government ministers you should keep in mind that they are usually very busy. Don't become disheartened if you don't receive a reply to your question straight away!

In order to receive a quicker response, you may find it helpful to ask your local MP, AM, MSP, AM or MLA to get in touch with the relevant Minister on your behalf.

Remember to write in a fairly formal tone and always be polite. Make your point quickly and clearly and provide the necessary information to back-up your argument.

WORKING WITH

THE LOCAL COMMUNITY

Your local community can be a great source of strength for your campaign. It is the job of policy-makers to listen to the community when they make their decisions.

It is important to make sure that the community you are reaching out to understands who you are and what you are trying to do.

Make sure the information you provide is appropriately worded and relevant to your campaign. It helps if you can emphasise the impact your campaign will have on the local community.

Try to make them feel like an important part of what you are doing, and they are, because without support from your local community, your campaign will have a hard time getting off the ground.

Nina takes on transport

Although the Transport for London (TFL) website states that "since the end of 2005, all of London's buses have been wheelchair accessible". This is clearly not the case as anyone who uses a wheelchair and has had to commute within London will know.

Nina Shlykova found this out when she was commuting to work experience arranged for her by the Muscular Dystrophy Campaign.

Nina organised a meeting with representatives from TFL to discuss access on London Buses and her efforts to encourage equality on public transport have laid the foundations for future campaigns.



Nina on her mission to investigate London Transport

USING THE INTERNET

www.muscular-dystrophy.org/trailblazers

The internet is a powerful tool for sharing information quickly and freely and one you should definitely take advantage of. Provide regular updates about the latest news and events related to your campaign. You can use the *Trailblazers* website as a place to write about your activities, gather interest and keep others on the network informed about what you are doing.

Perhaps one of the greatest examples of its power can be seen in the way it was used by Barack Obama as part of his successful campaign to become president. Videos were made available on YouTube and other media-sharing sites which were seen by millions. If the internet can help Obama become the President, it can certainly help you to promote your campaign.

SHOUTING ABOUT YOUR CAMPAIGN

Promoting your campaign to your local media can be a great way of gathering more support, raising awareness and reaching out to people. Good media coverage can help a campaign really take off.

Keep in mind that a lot of the bigger media sources (regional newspapers, television etc) will have many stories to run. Your news won't get noticed unless it is worded in a dynamic, attention-grabbing way. Also, the more people a story affects, the more likely it is that the story will get coverage. Thus, you should try to emphasise the wider impact of your campaign.

Here is a step by step guide to PR success:

1. Clarify the **WHO, WHAT, WHY, WHEN, WHERE** and **HOW** of your activity

- The more details you give to a journalist, the less work they have to do and the more likely it is that they will use your story.

2. Write up details of your story in the form of a **press release** (see template press release provided)

- A press release is simply a short written account of an event or piece of news, written either before to entice the journalist to attend or after to show your achievements!

Journalists receive press releases everyday and use them to write up a lot of their stories, so remember to keep the story relevant to the journalist – either localise or regionalise your press release! No longer than two pages.

- The first paragraph should include the Who, What, Why, When and How so the journalist knows exactly what the story is about just by looking at it.
- Always include contact details so the journalist can call or email you for more information.
- It is also a good idea to include: A quote from yourself or someone involved in the campaign (remember to get their permission!), statistics which back up your argument and enhance your story with photographs and any promotional materials your campaign may have produced.

3. Inform your *Trailblazers* Project Manager, Bobby Ancil or the PR manager, Sal Lalji, that you are planning to send out a press release

- Bobby Ancil: **020 7803 4807**
b.ancil@muscular-dystrophy.org
- Sal Lalji (press office): **020 7803 4844**
press@muscular-dystrophy.org

4. Decide the **best date** to tell the media about your story

- It's best to inform the media a few days or maybe even a week before your event so they have time to write up the story, speak to you in more detail or take some photographs.
- If you tell the media about your campaign at the beginning, then there may be an opportunity for a follow up story to be covered when you announce your results, at the end.

5. **Find contact details** for your local media

- You can do this by simply phoning up your local paper/radio or TV station and asking for the best contact to send an 'editorial news story' to. If you need help, contact the press office (see above).

Here's a template press release. Why not use this as a guide when writing to your local media.



Muscular Dystrophy Campaign **involved project**

TRAILBLAZERS
Part of the Young Campaigners' Network

PRESS RELEASE

HEAD LINE

Date
- For immediate release -

Paragraph 1: Include the most newsworthy information about the event / campaign:
WHO? WHAT? WHEN? WHERE? WHY?

Paragraph 2: Add a bit more detail about the campaign

Paragraph 3: YOUR NAME is a Trailblazers ambassador for the Muscular Dystrophy Campaign's young campaigners' network whereby young disabled people fight against discrimination, and campaign to improve local services.

Paragraph 4: Back up your argument using KEY STATS or RESULTS OF YOUR REPORT (if applicable)

QUOTE 1

QUOTE 2 (if Necessary)

The Trailblazers network is open to anyone between 16 – 30 years-old and who would like to fight for the rights of disabled people. The young volunteers are empowered to campaign on issues that are important to them and to influence decision makers on the needs for disabled young adults.

The Muscular Dystrophy Campaign is the only national charity focusing on all muscle diseases. It invests £3 million a year in care support services, research, muscle centres, networks, information and resources. It has pioneered the search for treatments and cures for 50 years and provides practical, medical and emotional support to people affected.

For more information about the XXX CAMPAIGN contact YOUR DETAILS

- ENDS -

Notes to Editors:

- More than 60,000 people in the UK have muscular dystrophy or a related condition. A further 300,000 people are affected indirectly as family, friends or carers.
- Muscle diseases weaken and/or waste muscles. The conditions can be inherited or acquired and can affect people of all ages, backgrounds and nationalities. There are currently no cures.

Trailblazers

- To become a member of Trailblazers visit: www.muscular-dystrophy.org/trailblazers
- Trailblazers, will involve over 300 young adults for a period of three years, will culminate in the launch of a national Young Disabled Persons All Party Parliamentary Group set up and organised by the network.
- The Trailblazers Network in England was awarded over £250,000, by the youth volunteering charity.

6. Send the press release to your local media contact

- This is best done over email but can be done by post if needs be.
- Copy and past the press release into the body of the email.

7. Follow up with a personal phone call

- Call the news desk to ask if they are interested in covering your story and if you can provide them with more information, if they ask you what it's about try to "sell in the story".
- This will encourage them to find your press release (in their very busy inbox) and motivate them to cover the story.

8. Take part in any interviews/photographs

- Always make sure you are available for interview or a photograph if the journalist requests it.
- Find out if the interview is live or pre-recorded and over the telephone or in person.

- Be confident in what you want to say. Sometimes it helps if you write down the key points before you speak to a journalist to help clarify your key messages.

- Try to wear plain clothes for a photograph as patterned clothes often make the picture look very busy – the focus should be you, your face and your activity.

- Try to use a prop in the background or hold something which describes what you are talking about – the report or a placard.

9. Say thank you to your local media for covering the story

- This can be done with a simple email, phone call or letter. This is a great way of building a good working relationship with your local media so next time you, or someone you know, wants to promote an activity/event you already have a good starting point!

Call the press office on **020 7803 4844** or email **press@muscular-dystrophy.org** for more information or help.

Keep it legal

Make sure your messages and campaigns operate without a political agenda.

By alienating or being disparaging towards one political party or another, you are reducing the number of potential allies and supporters your campaign may have. Furthermore, it is illegal to do so.

When campaigning, remember that your own political allegiance is of no relevance. What you are trying to achieve should be kept separate from the world of politics.

The law in the UK requires charities to operate without a political agenda. In other words, they are not allowed to engage in any activities which further the interests of any political party.

Legal guidelines

The founding principles of the law are that charitable activities must be:

1. Undertaken in support of charitable purposes

For example, fits in with the core aims and objectives of the charity.

2. Likely, in reality, to help achieve charitable purposes

For example, a reasonable expectation of success, able to be monitored or stopped.

3. Within the charity's constitutional powers

For example, constituent with trustee powers and with general law.

4. Properly researched

For example, evidence, experience, rational research, stated in a positive way.

These laws are based on the fact that charities receive

donations and should be limited in their activities to the stated aims and objectives in their constitutions.

Examples of how this works in practice include:

- Charities must not, in any way, directly support or oppose a political party. If they support or oppose a specific policy of a political party it must be made clear that it is the policy that is supported or opposed, not the party.
- All political activity must be directly relevant to the charity's aims and objectives. Campaign aims should not be unreasonable or unrealistic.
- Charities must only seek to influence government and public policy through well-founded,

reasonable arguments based on research or direct experience.

All literature and material must include these arguments and not be purely emotive.

- If a charity runs an event where a political issue will be discussed, they must provide a clear agenda based on their area of work, and all political parties must have equal access. (This does not mean that you cannot invite your local MP to meet your members)

Hopefully you won't be in need of any legal assistance, but if you are unsure about something, don't be afraid to contact a member of staff at the Muscular Dystrophy Campaign.

EVALUATING YOUR

CAMPAIGN

“Too often the views of young people are ignored. Just because you are young it doesn’t mean you can’t make a positive difference in your local community.”

Jo Swinson MP, youngest Member of Parliament

EVALUATE

So, it's come to the time when you are looking to evaluate your campaign. Did you state your aims clearly when you were planning your campaign? If you did then evaluating the success of your campaign will be much easier.

Your campaign evaluation should focus on these key questions:

- Has there been change over time?
- How significant was the change?
- Was the change intended or not?
- Was it change for the better?
- What made it happen?

Having an evaluation of your campaign is essential for a number of reasons:

1. There is a lot you can learn for the future by properly evaluating your campaign.
2. A proper evaluation of a successful campaign can give you a strong base from which to build future campaigns.
3. People who have supported you will want to know whether the time and effort they have given you has been put to good use.
4. Even if your campaign failed to achieve its aims, the information you gather from your evaluation can potentially be used as proof to encourage a positive change in the future.

AND FINALLY

It is always difficult to apply a quantifiable level of 'success' to an activity such as campaigning.

Regardless of whether you deem your campaign to have been "successful" or not, you should take pride in the fact that you have dedicated time and effort in trying to make a positive difference to people's lives.

Why Sulaiman campaigns

"I joined *Trailblazers* because I want to meet many new people (especially people my age with muscular dystrophy too). I also want to be at the forefront of protecting the rights of young people with neuromuscular diseases; make policy-makers (at the local, regional, and national level) acknowledge us and encourage the media and government (locally, regionally and nationally) to take action on protecting the rights of people with neuromuscular conditions. I think it would be brilliant if we could raise awareness amongst the general public and shop/business owners about what it's like to try to go around independently whilst using a wheelchair."

Sulaiman and his sister Sarah at the Muscular Dystrophy Campaign National Conference



USEFUL RESOURCES

“There is nothing like looking, if you want to find something. You certainly usually find something, if you look, but it is not always quite the something you were after.”

JRR Tolkein

The *Trailblazers* and Muscular Dystrophy Campaign websites are full of ideas, information on muscular dystrophy, campaigning and the services available in your area.

TRAILBLAZERS

Trailblazers hotline **020 7803 4807**
trailblazers@muscular-dystrophy.org
www.muscular-dystrophy.org/trailblazers

Muscular Dystrophy Campaign

020 7803 4800
Information line **0800 652 6352 (freephone)**
info@muscular-dystrophy.org



www.vinspired.com

EXTERNAL RESOURCES

BBC Ouch

www.bbc.co.uk/ouch

BBC Ouch has a wealth of interesting stories and resources for young disabled people.

Cabinet Office

www.cabinetoffice.gov.uk

The Cabinet Office website lists ministers and their areas of responsibility.

Direct Enquiries

www.directenquiries.com

Direct Enquiries provides a list of nationwide resources for disabled people. You can find links to accessible travel, hotels and restaurants, as well as all sorts of amenities that people require in their everyday lives.

DirectGov

www.direct.gov.uk/en/index.htm

Directgov is a website that provides information on government services and those responsible for these services.

Find your MP

findyourmp.parliament.uk/commons/l/

Local Newspapers

www.newspapersoc.org.uk

The NS website has a link to every local newspaper in the country.

Search Engines

www.google.co.uk

Google and other search engines are the gateway to so many answers it's untrue. Seek and ye shall find!

The Equalities and Human Rights Commission

www.equalityhumanrights.com

The EHRC is the home of equalities campaigning in the United Kingdom and Northern Ireland. Check out their website to see where your case stands in regard to the law.

**“WE MUST REMEMBER
THAT ONE DETERMINED
PERSON CAN MAKE A
SIGNIFICANT DIFFERENCE,
AND THAT A SMALL GROUP
OF DETERMINED PEOPLE
CAN CHANGE THE COURSE
OF HISTORY.”**

SONIA JOHNSON, WOMEN’S RIGHTS ACTIVIST

**This campaigns guide was written and compiled by
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