



Positive Options Limited News / Media Release

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Subject: **POSITIVE OPTIONS GIFTING PROMOTES ARTISTIC TALENTS OF PEOPLE WHO ARE DEAF OR HARD OF HEARING**

As part of a longstanding collaboration between Positive Options and the Royal National Institute for Deaf People (RNID; from June 2011, 'Action for Hearing Loss'), whereby an agreement was defined that enables Positive Options to utilise the art work of deaf and hard of hearing people that use its Day Services Workshop in Bath, Positive Options gifted IT equipment to support the growth of the Workshop and specifically its 'key skills' venture. Positive Options has promoted RNID service user artwork since 2009 as part of its social purpose and commitment to recognising the talent of vulnerable people who from time-to-time express themselves through challenging behaviour. To date artwork has been used in profile-raising materials such as company presentation folders; publications such as *Positive Options Policy Framework for Restraint Reduction for Services that Work with People*, and a pocket guide to risk and wellbeing for staff – *Enabling Regular Lives*. Part of the commitment by Positive Options to using the art work is to involve service users in how their art work is used and to seek explicit permission from them.

About the gifting Jeremy Boughey, Chief Operating Officer said: "Positive Options is extremely grateful to RNID for its overarching permission and agreeing to the association of our two organisations, as well as the work of staff at the Bath Positive Options is a division of the Crisis Prevention Institute, Inc. (CPI)

Workshop who work closely with service users to guide use of their art work by our company. Feedback from staff in organisations where the art work has been shared as part of training activities has been hugely positive; they like the fact that corporate stock photography which does not always accurately represent or *reflect* our work with people is used less frequently and that our messages are conveyed with colour, imagination and a respect for people. Positive Options has recently completed a branding exercise to develop a series of images that reflect our work with people and our values and the RNID artwork complements this wonderfully". He added: "we know that the IT equipment that we have purchased and donated to RNID will be put to good use and we understand it is received at a time when funding is stretched across all service areas; we want to know that we can make a difference in practice for service users and staff alike." Jo Butts, Arts Co-ordinator at RNID's Bath Workshop said: "Everyone at the Workshop is really excited about the donation by Positive Options. Equally, everyone involved in sharing their artwork with Positive Options has been really pleased to do so – it's been great to hear that people's artwork is being used and to see examples of it in practice."

Editorial Notes:

Positive Options provides a range of specialist services to organisations in the education, social and health care sectors that support the organisation, its staff, and other carers in the course of their work with people. Positive Options' philosophy and training practices are based upon the principles of person-centred thinking, action and excellence. Since 2004 Positive Options has directly trained over 50,000 people in the UK and other parts of Europe and double this amount through its licensed centres, in its MAPA® physical interventions approach. The Company is a division of the Crisis Prevention Institute, Inc. (CPI), an international training organisation committed to best practices and safe behaviour management methods that focus on prevention. Through a variety of specialised offerings and innovative resources, CPI educates and empowers professionals to create safe and respectful work environments and enrich the lives of the individuals they serve. Since 1980, more than 6 million professionals around the world have participated in CPI training programs. CPI acquired Positive Options are part of its Group of Companies in April 2010.

Positive Options has worked with RNID since 2005 and has provided training in a range of behavioural interventions, including MAPA®. The company has recently completed a pilot in Supported Decision-Making through Person-Centred Risk Management (SDM®), a programme concerned with promoting choice and independence by supporting people to take positive risks and lead regular lives in the context of their presenting difficulties.

Positive Options is an accredited physical interventions training provider through the BILD Physical Interventions Accreditation Scheme since 2004. Positive Options was

most recently reaccredited in 2011 and CPI in 2010. Click [here](#) for more information about BILD and its Accreditation Scheme.

Additional information about Positive Options is available at positive-options.com.