



Resource Pack

How you can get involved with our 60th year

**TURNING
POINT**

inspired by possibility

CELEBRATING 60 YEARS



What you'll find in this resource pack

- **Introducing our 60th year**
- **Our campaign**
- **Sharing a story and object**
- **How your organisation can get involved**
- **Resources to share the campaign**
- **Connect with us on social media**



Introducing our 60th year

When Turning Point was founded in 1964 as the Camberwell Alcohol Project, attitudes and perceptions were very different to how they are now. The multi-layered reasons behind addiction were not yet understood, the importance of mental health was less widely discussed, and the approach to supporting people with a learning disability was often through segregation, not inclusion.

Since then we have seen a huge amount of change in society, and Turning Point has been at the forefront - supporting hundreds of thousands of people in that time. And each person has their own unique story to tell.

With such a varied collection of moving stories, we have chosen to take the time and space in 2024 to reflect and celebrate moments of humanity, hope, and inspiration over the past 60 years.

We'll be doing this by telling "The Story of Turning Point in 60 Objects" and we'd love for you to be part of it.



Julie Bass
Chief Executive

About the campaign

Everyday objects can help us tell amazing stories about ourselves. They can represent an experience that meant something to you, or was a significant turning point in your life. So we're asking people to submit their story using an everyday object, as an accessible and vital way to learn and share moments of hope and inspiration.

We've already selected our first 20 objects which you can view on our website www.tp60.co.uk, and will be revealing five objects chosen by partners over the coming months. In June we'll reveal the final 35 objects chosen from all the stories we receive, and showcase the full 60 objects at an exhibition at Kensington Palace in June.

How you and your organisation can get involved

We've created some resources for you to share within your organisation or across your social media channels, to ask people to get involved and share their story and object with us. You can find these on the www.tp60.co.uk website, along with more information about the work we're doing.

I'm excited about what's coming up in 2024, and I hope you are too.

Our campaign

The Story of Turning Point in 60 Objects

For sixty years we've supported thousands of people who've come through our doors for reasons as varied as drug or alcohol issues, mental health concerns, or a learning disability, and have been continually inspired by the experiences and possibilities created by those we've met.

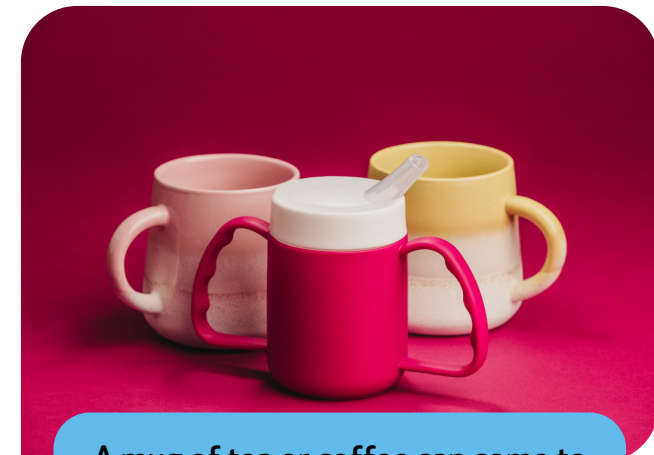
With such a varied collection of moving human stories, Turning Point is showcasing some of these experiences through 60 significant objects that represent the lives and emotions involved, in a new week long exhibition at Kensington Palace in June, and ongoing online activities.

Some chosen by colleagues, some chosen by the people we support, some chosen by the public, the objects are an accessible and vital way to learn and share stories of hope and inspiration, while also marking the significant societal changes during those sixty years.

As a fitting tribute to the exhibition, a 61st object will be chosen at the end of this sixtieth year to represent the inspiring stories from those to come.



Painted tiles from our Smithfield service, created over many years by those who've entered detox.



A mug of tea or coffee can come to symbolise the start of a journey to new possibilities.

Sharing a story and **object**

How people can get involved with the campaign

Why submit your story and object?

We've supported thousands of people with their substance use, their mental health, or their learning disability over the past sixty years, each one an individual with their own unique past, present and future.

We'd love for you to share a story from your experience and choose an object that represents that. By doing this, you can help make a difference to future lives. Often when we hear stories that move us, people gain hope and inspiration that they can change their future.

- At the end of 2024 we'll let you know how many people have seen your story, so you know the impact you've made.
- All the stories will be used to inform how we support people in the future. We'll be sharing insights with influencers and policy makers to help make positive societal change. You'll find us standing up for people and a society where everyone has a better chance to shine.
- You could have your story and object showcased at the exhibition in June, bringing to life what you want to share with other people.

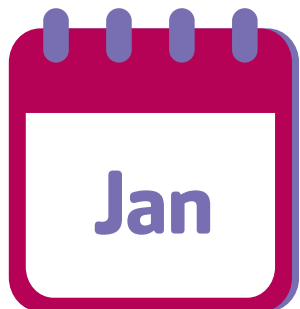
You can submit an object between Monday 29th January and Thursday 14th March 2024. We'll reveal the final 60 objects on Monday 3rd June.

Share your object and story at www.tp60.co.uk



How your organisation can **get involved**

Key dates for your diary



The campaign launches on 29th January as part of National Storytelling Week

- Ask your colleagues to share their story at www.tp60.co.uk by using the launch assets in your organisation, including posters, digital visuals, and copy
- Connect with us on social media and share our campaign posts



The 60 objects are revealed online and at our exhibition

- Encourage your colleagues to read some of the stories online, to gain insights into the experiences of people we support
- View the online exhibition being held at Kensington Palace



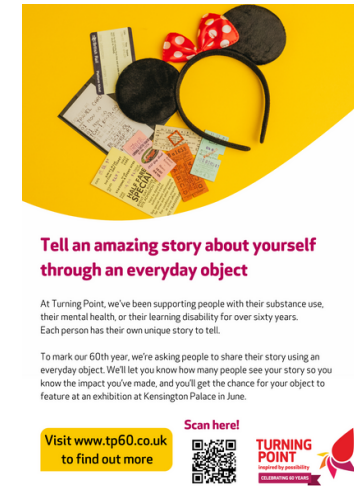
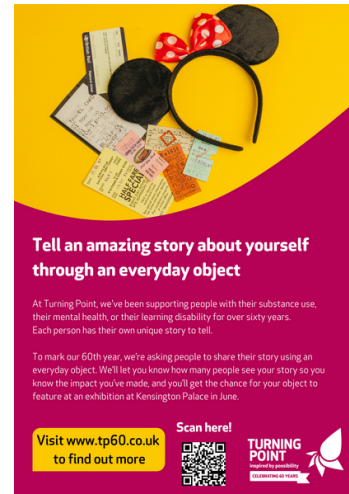
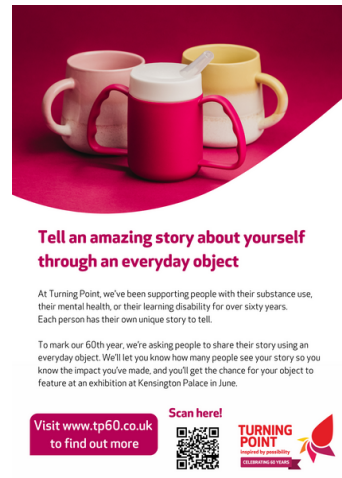
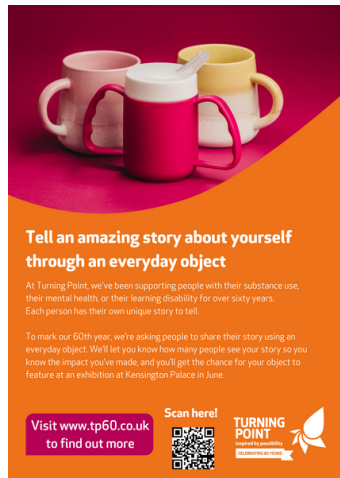
Tell us what the future holds

- Share your ideas about what comes next by submitting a 61st object on the website
- Download our new content which reflects on the past 60 years and what the future might hold

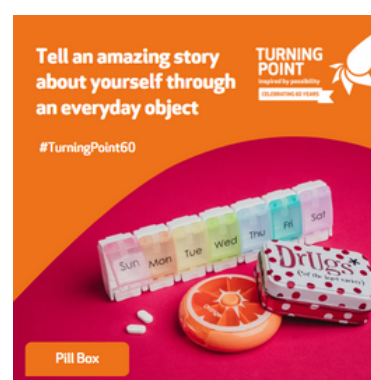


Resources to share the campaign

You can download all these assets for free at www.tp60.co.uk



2x Digital posters and x2 "printer-friendly" versions



3x Social media cards and promotional copy



Connect with us on social media

Keep up to date with the amazing stories of people we support

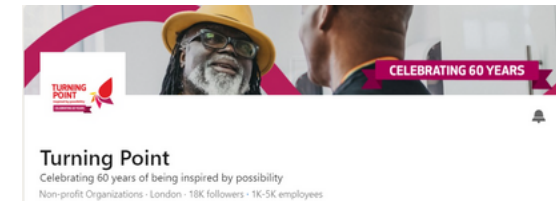
[Follow us on X \(Twitter\)](#)



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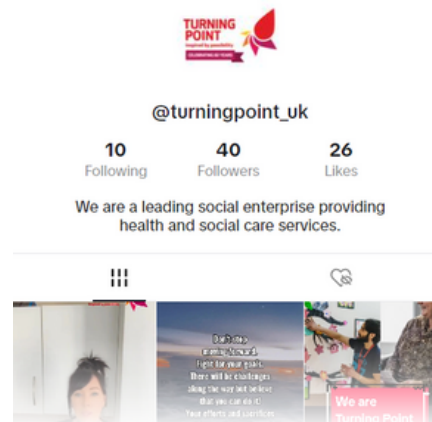
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Sign up for our community updates, visit www.turning-point.co.uk and scroll down to find our form.



Get involved!

- Discover the campaign online from 29th January 2024 at www.tp60.couk
- Download the resources and promote in your organisation
- Follow our social media channels to keep up to date with the campaign

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