

“Just a Minute” – JAM Card Initiative	19 March 2019
Corporate Policy and Resources Committee	For Information

Linkage to Council Strategy (2015-19)	
Strategic Theme	Leader and Champion
Outcome	Provide civil leadership to our citizens
Lead Officer	Head of Policy and Community Planning
Cost: (If applicable)	

1.0 Introduction

- 1.1 The “JAM Card” (JAM stands for “Just a Minute”) is an initiative designed to help people with learning difficulties or communication barriers such as dementia, brain injury, speech impediments, etc., access services from a wide range of providers.
- 1.2 People with some form of communication barrier are often reluctant or unable to tell others about their condition. The JAM Card allows this to happen in a simple, effective non-verbal manner; it provides a discreet way for them to ask for a minute of patience when carrying out every day activities that others take for granted. The JAM Card is used across the world and is available as a plastic card or as a phone app (photo of the plastic card below).



- 1.3 Businesses and organisations have been encouraged to become JAM Card Friendly and Alderman Robinson, seconded by Councillor Fielding, recently brought forward a Notice of Motion requesting that Council become a JAM Friendly organisation. This was agreed by members and the initiative is now being taken forward by Council Officers.

2.0 Becoming a JAM Card Friendly Organisation

- 2.1 The JAM Card initiative is co-ordinated by NOW, which is a Northern Ireland based social enterprise organisation, and a meeting took place with representatives from NOW to discuss how the Council could take the initiative forward.
- 2.2 Council Officers were advised that there are currently 20,000 JAM Cards in operation with the card and the app provided free to users.
- 2.3 Following the discussion Council Officers recognised that there would be three strands to the Council's involvement in the initiative:
 - (a) Implement the JAM Card internally within Council.
 - (b) Encourage those who could benefit to obtain a JAM Card or the phone app.
 - (c) Encourage local businesses to sign up to the initiative.

3.0 Implementing the JAM Card Initiative within Council

- 3.1 The primary focus for internal implementation of the JAM Card initiative will relate to awareness raising and training of staff. NOW offer a range of training initiatives on the JAM Card, from e-learning packages to face to face training to Train the Trainer packages.
- 3.2 Council staff are currently determining the staff who would need training and the type of training which would be appropriate for them. At this point is envisaged that this training would be initially aimed at customer facing staff in our facilities, for example receptionists and staff in TIC's, leisure attendants, etc., and it has been agreed that the training will be provided by NOW.
- 3.3 JAM Card training will then be programmed into the Council's Training Plan for the year ahead for appropriate staff.
- 3.4 Various marketing materials will also be purchased from NOW to help promote the Council as a JAM Friendly organisation once the training is complete, for example A3 posters, window stickers, till stickers.

4.0 Encouraging People to Use the JAM Card

- 4.1 It was recognised that the Council could assist NOW in promoting the JAM Card initiative and it was agreed NOW would provide a short information piece which could be circulated via Council databases, for example to local community and voluntary groups.
- 4.2 The Council could also assist by enabling NOW to take a stand at upcoming Council events to promote the JAM Card.

4.3 People who wish to obtain a JAM Card can contact NOW (details below) or their local library as Libraries NI have agreed to have a supply of the cards available in local libraries.

4.4 To get a JAM Card go to <https://jamcard.org/jam-card> and complete the request form or tel: 02890 436400 or e-mail admin@nowgroup.org.

5.0 Encouraging Local Businesses to Participate

5.1 It was agreed that Council Officers would consider the purchase of the e-learning package from NOW for 1-10 people (at a cost of £99) to assess whether this could usefully be rolled out at events for staff in local businesses across the area. The possibility of a holding a pilot event was also discussed.

5.2 It was also agreed that consideration could be given to the purchase of a range of marketing materials available from NOW which could be provided free of charge to local businesses (dependent on budgets).

5.3 The Council's Business Support Team can also publicise the JAM Card within their e-zine and on social media, to extend the reach to local businesses.