



PERSONAL BIOGRAPHY

BARONESS JULIA CUMBERLEGE CBE DL

Julia Cumberlege comes from a medical family.

After a period in Local Government, she was appointed to Chair the Brighton Health Authority and subsequently the South West Thames Regional Health Authority. In 1992 Julia was appointed a Junior Health Minister and for five years covered all health and social services matters in the House of Lords. She was also the Sponsor Minister for the city of Plymouth responsible for regeneration and a budget of £45 million per year.

Julia has been commissioned by two Governments to produce two national reports. The first Neighbourhood Nursing – a Focus for Care championed, among other things, nurse prescribing. A national scheme to enable nurses to prescribe is currently being rolled out. The second Changing Childbirth has had a fundamental effect on the way maternity services are organised and delivered.

In 2004 at the invitation of the Royal College of Physicians, Julia chaired a working party to study Medical Professionalism. The report “Doctors in Society” was published in December 2005.

For six years Julia has chaired St George’s, University of London, a medical school in South West London.

She is a Trustee of Cancer Research UK, Leeds Castle in Kent and Chailey Heritage School. She is a Senior Associate of the King’s Fund.

Julia is a co-Chair of the Associate Parliamentary Health Group, and the All Party Parliamentary Osteoporosis Group and secretary of the Dying Well Parliamentary Group. She served on the select committee reviewing the Draft Mental Health Bill and the select committee examining the issues surrounding Stem Cell Research and Cloning.

She is involved in a number of charities and is Patron of the National Childbirth Trust, Julia is an Honorary Fellow of the Royal College of Physicians, a Vice President of the Royal College of Nursing and also of the Royal College of Midwives.

In 2001 Julia launched her own company, Cumberlege Connections Ltd, and is also a Director of Assuring Better Practice (UK) Ltd.

Personal Statement Baroness Julia Cumberlege

As osteoporosis is predominantly a women's health issue, I believe that leading women should take responsibility and exercise their power in raising awareness of this debilitating disease. Participation in the IOF Women Leaders' Roundtable presents a unique opportunity for a joint lobbying effort by high profile women from across the globe.

As a Minister of Health, I was made aware of this 'fragile bone disease' by correspondence contained in my postbag, my government officials, and the National Osteoporosis Society in the UK who urged that "something had to be done" to raise awareness and improve diagnosis and treatment of the condition.

I chair Parliamentary All Party Groups including osteoporosis, maternity, the health group lead health debates in the House of Lords, and influence legislation. I feel raising awareness about osteoporosis and diagnosis and treatment are important because there's a lack of awareness of how disabling, painful and debilitating this whole disease is. It does seem incredible that a disease that can be diagnosed and can be successfully treated is not a major health issue. We must do all we can to prevent, treat and ultimately cure this painful and life restricting disease.

By uniting together with our theme of 'Strong Bones, Strong Women' in mind, we can exert our influence and encourage change through campaigning, using political skills and harnessing the good will and energy of voluntary organizations. Our female talents such as exercising low cunning and lovable dimness can produce amazing results! the health group lead debates in the House of Lords, and influence legislation.

Baroness Cumberlege's "Top Ten Tips for Influencing"

1.
 - Have a vision
 - Make it real
 - Try not to compromise
2.
 - Reconnaissance is never wasted
 - Map the territory
 - Build and use alliances
3.
 - Gain and share knowledge
 - Know how the system works
and...
 - How to work the system
4.
 - Be canny – no surprises
 - Use research, respected publications,
and do your own research
 - Your personal experiences (but sparingly)
5.
 - Do not sell out
 - Use your contacts
 - Find examples elsewhere
- 6.

Keep your message

- Consistent
- Simple
- Compelling
- Jargon-free

7.

- Link with objectives of the party in power
- Have a plan
- Be efficient

8.

- Make opportunities, and never let one pass you by
- Never, ever give-up

9.

- Use the media
- Every person has their price

10.

- Low cunning and lovable dimness
- Be creative