

A large, solid green graphic that starts as a wide horizontal band at the top and then curves downwards on the right side, creating a dynamic, flowing shape.

**The Dignity in Care Campaign**  
**It's history and progress to date**

## Dignity in Care – Aim & Objectives of the Campaign

- Launched by the Department of Health (DH) in November 2006, the 'Dignity in Care Campaign' aims to end tolerance of care services that do not respect people's dignity by stimulating national debate around dignity in care and inspiring people to take action.
- The objectives of the campaign are to:

Deliver a public/staff facing 'Dignity in Care Campaign' aimed at:

- Raising awareness and stimulating a national debate around Dignity in Care
- Inspiring and equipping local people to take action
- Rewarding and recognising those who make a difference
- Creating a common understanding of what dignified health and social care services look like
- Communicating dignity as a priority through consistent messages and inclusion in key levers and guidance produced by DH and other stakeholder organisations

## Our priorities for 2009/10

- We want to further expand the scope and reach of the Dignity in Care Campaign. We want to build on what has worked well and focus our future activity in areas of most need.***
- We intend to maintain high profile leadership from Government but begin to shift the focus of delivery to one of co-production and local action.***
- Our key priorities for 2009/10 are therefore to:
  - (1) maintain high profile leadership
  - (2) grow and support our social movement of Dignity Champions
  - (3) identify where the campaign is making a difference
  - (4) broaden the campaign to all client groups
  - (5) encourage the public to join the campaign
  - (6) move towards co-production and local action in the longer term

## Dignity in Care – what do we mean?

-Lack of respect for an individual's dignity in care can take many forms and may differ from person to person. The following are some examples we have heard from older people of where they felt their dignity was not respected:

- feeling neglected or ignored whilst receiving care
- being treated more as an object than a person
- feeling their privacy was not being respected during intimate care eg. being forced to use a commode in hospital rather than being provided with a wheelchair and supported to use the bathroom
- a disrespectful attitude of staff or being addressed in ways they find disrespectful eg. by first names
- being provided with bibs intended for babies rather than a napkin whilst being helped to eat
- needing to eat with own fingers rather than being helped to eat
- generally being rushed and not listened to

"Sometimes I feel I cost too much."

"When my father went into hospital, I witnessed food and drinks being left on trolleys for people who were ~~unable to eat~~ and drink unaided. I ~~always~~ went in at meal times to make sure my father got something to eat."

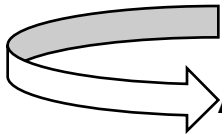
## The Problem (2006)

Since 1997 the Government has invested heavily in the health and social care services and has made great strides in improving care for older people including:

- Substantially reducing waiting times;
- Helping more older people to live independently at home
- Increasing numbers of people benefiting from hip replacements and cataract operations as well as saving more lives from major diseases eg. cancer and heart disease than ever before

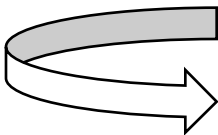
### **BUT**

- Whilst activity has increased, people tell us that at times this has been at the expense of the patient experience and their dignity



### **ALSO**

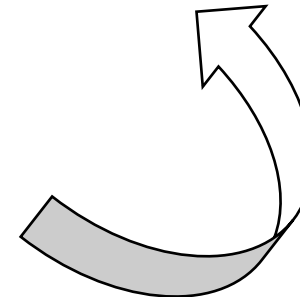
- 6 years into the 10 year National Service Framework for Older People – a culture of negative attitudes to older people still exists



### **SO**

- We now need to focus our investment to drive up the quality of care not just the quantity and to address the negative culture that still exists in the care of older people

## The “Dignity in Care Campaign”



To help address this we launched:

## Before we launched the campaign we spent time listening

### Purpose

- To listen directly to older people and their carers as well as staff and other key stakeholders about their experiences of services in respect to dignity in care
- To seek their views on what they would find helpful to support them to take action locally
- To help shape the focus and content of the campaign
- To start to generate interest in and set the scene for the forthcoming campaign

### Action

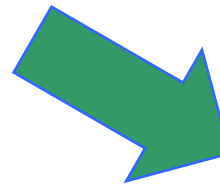
- Eight Ministerial Listening events held between February and June 2006
- Feedback from individual events published on DH Website  
[www.dh.gov.uk/dignityincare](http://www.dh.gov.uk/dignityincare)
- Online survey on DH Website
- Discussions with key stakeholder organisations
- A series of Ministerial speeches and visits to help raise the profile of dignity in care



# We have since taken action at a national level to provide leadership, direction and help align the system to deliver on dignity in care

## National level

- Strengthening inspection and regulation for dignity
- NHS Next Stage Review
- Safeguarding Vulnerable Groups Act
- Review of No Secrets
- Dignity and respect included as an indicator in the National Indicator Set
- Delivering Same Sex Accommodation Programme
- New strategies for dementia, end of life care and carers
- Focused work with stakeholders on nutritional care
- A vision for Dignity: The Dignity Challenge and Dignity Map
- High profile Ministerial leadership and appointing Sir Michael Parkinson as Dignity Ambassador



## Local level

- Local Area Agreements including dignity in care
- Overview and Scrutiny Reviews of dignity
- Dignity embedded in local policies and strategies
- 100's of organisations using the Dignity Challenge/Map
- Local dignity audits
- Local dignity events and conferences to targeting key influencers and decision makers

We have tried to create an care environment that values dignity and respect and feels it has license to prioritise this issue.

### High Profile Leadership



Sir Michael Parkinson as our National Dignity Ambassador and ongoing support from the Care Services Minister

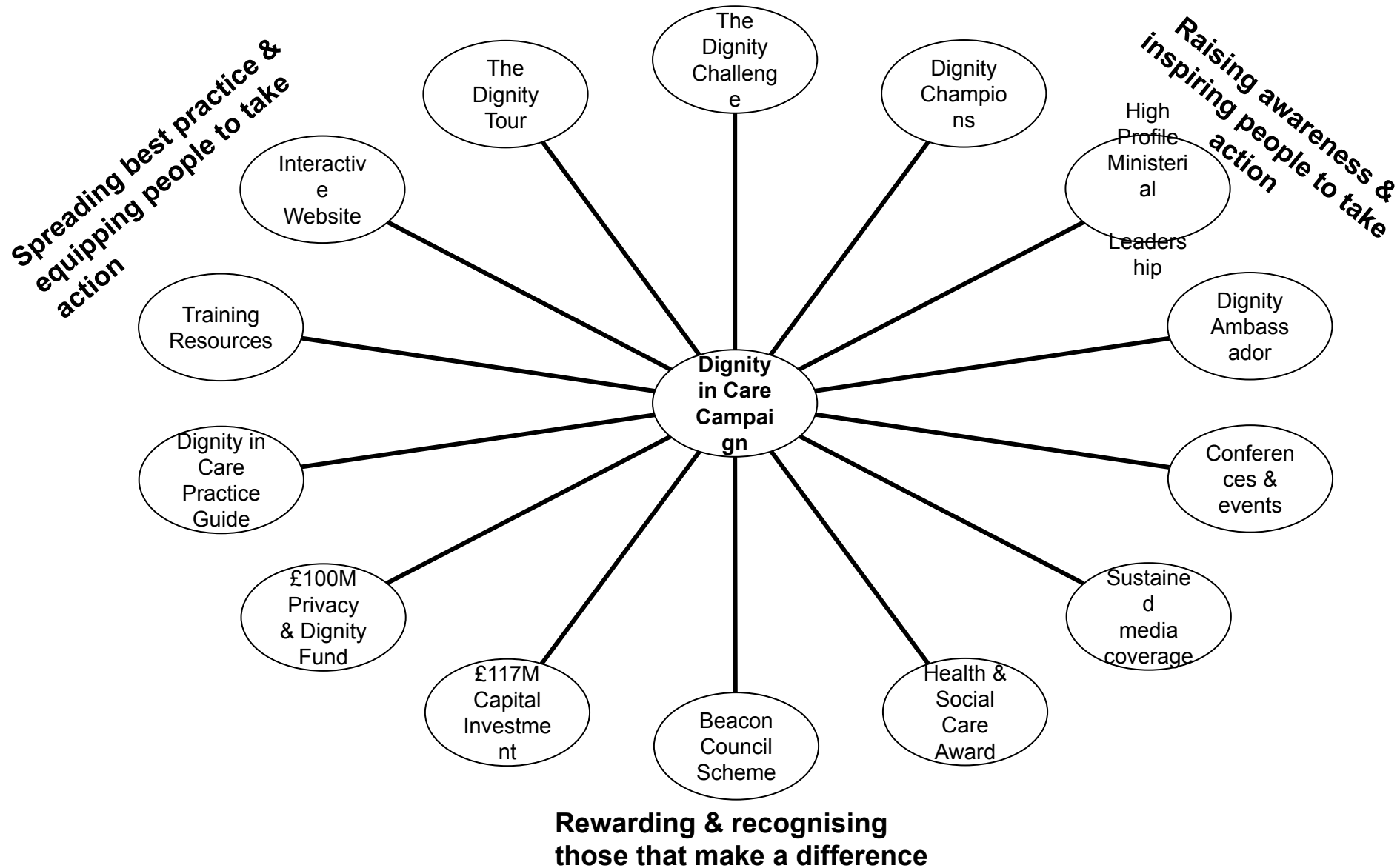
### Reward and Recognition Schemes



A People's Award for Dignity in Care and a Beacon Council Scheme for Dignity in Care to help recognise those that excel and go that extra mile



# We have also taken forward campaign activities and created resources to help inspire and equip our social movement



# At the centre of our social movement:

## The Dignity Challenge – our 10 point vision of what dignified services look like

**The Dignity Challenge**  
High quality services that respect people's dignity should:

- 1 Have a zero tolerance of all forms of abuse
- 2 Support people with the same respect you would want for yourself or a member of your family
- 3 Treat each person as an individual by offering a personalised service
- 4 Enable people to maintain the maximum possible level of independence, choice, and control
- 5 Listen and support people to express their needs and wants
- 6 Respect people's right to privacy
- 7 Ensure people feel able to complain without fear of retribution
- 8 Engage with family members and carers as care partners
- 9 Assist people to maintain confidence and a positive self esteem
- 10 Act to alleviate people's loneliness and isolation

Hundreds of organisations are using the Dignity Challenge in many different ways to effect change locally.

## Our 9,000+ strong network of Dignity Champions



Nurses, care workers, councillors, doctors, managers, service users, carers, volunteers and members of the public taking action locally.  
[www.dignityincare.org.uk](http://www.dignityincare.org.uk)

## The campaign has also stimulated key stakeholders to take action

- CQC – Dignity and respect to be one of their six key areas of inspection and regulation and is explicit in new draft registration requirements for care providers
- RCN - Delivering Dignified Care Campaign – which includes training and influencing resources for nurses
- NMC – revisions to nursing standards for older people to strengthen dignity and compassion
- Nutrition Action Board – over 15 stakeholder organisations working together with Government to tackle dignity issues around nutrition and hydration in care services
- Anchor Trust and Southern Cross – between them have signed up over 1,000 of their staff as Dignity Champions and given them dignity and dementia specific training
- Help the Aged and Picker Institute – research into what dignity means for older people and creation of metrics for dignity
- UKHCA, Ceretas and National Homecare Council have joined forces to create dignity specific training for the care home and domiciliary care sector to be published Autumn 09.