

## What is the Campaign for Dignity?

Launched by the Government in November 2006, the Dignity Campaign aims to stimulate a national debate around the need for people receiving care services to be treated with dignity. The aim is to create a care system where there is a zero tolerance approach to the abuse of, and disrespect towards people who use our services.

The campaign is about winning hearts and minds, changing the culture of care services and placing a greater emphasis on the quality of care services in, for example, care homes and home care services.

The campaign is being led by Nottinghamshire Adult Social Care and Health in partnership with the Nottinghamshire Care Homes Association and home care organisations.

It includes action to:

- raise awareness of dignity in care
- inspire local people to take action in support of the campaign
- share good practice and give impetus to positive innovation
- transform services by supporting people and organisations in providing dignified services
- reward and recognise those staff and teams that make a difference and go the extra mile.

In support of this campaign, people across the county are signing up as Dignity Champions.

## What is a Dignity Champion?

Dignity Champions are people who believe that ensuring dignity and respect for people using care services is a cause worth pursuing. To Dignity Champions, being treated with dignity isn't an optional extra, it's a basic human right. They believe it is not enough that care services are efficient. They must be compassionate too. Champions aim to work in partnership with care providers to improve the quality of services.

Dignity Champions are people who, in their own way, are committed to taking some action, however small, in order to create a care system that has compassion and respect for those using its services. Don't be put off by the term 'Champion'. The role is not intended to require lots of time, energy and experience. For example, even praising staff on a personal level for respecting dignity helps the campaign.

"I have handed out Dignity Challenge cards to all staff in my care home - each time we have a team meeting, we focus on one of the ten Dignity Challenges and discuss what we can do to meet that challenge. Each meeting results in us making changes to the way we provide care. "

Dignity champions include social care managers and frontline staff from within the local authority and independent sector providers of care. They also include councillors, members of local action groups and Local Involvement Networks, and people from voluntary and advocacy organisations. People who use care services, their relatives and carers, as well as members of the public, are also becoming Dignity Champions.

# Should I become a Dignity Champion?

The first question to ask yourself is: do I care about making services better for people, treating people as individuals, ensuring that they feel respected and getting the basics of care right? If so, you qualify.

Each Dignity Champion's role varies depending on their knowledge and influence and the type of work they are involved in. The role should not be onerous, there are many small things that you can do that make a big impact on people's lives. Champions for the Department and for the sector will:

**Help to raise awareness of the ten challenges amongst colleagues and amongst the people who use our services.**

**"Being a champion for dignity is something that I believe passionately in as we all receive care or know someone important to us who is receiving care. It doesn't take much, indeed it is the little things that count most and being a champion is about just having the mindset of asking how I can make this better, then acting on it."**

To find out more about the national Dignity in Care Campaign and the support available to Dignity Champions locally visit:

[www.dignityincare.org.uk](http://www.dignityincare.org.uk) or telephone **0115 9774676**

This has been produced in conjunction with Nottinghamshire Care Home Association and home care organisations.

# Dignity in Care



## Becoming a Dignity Champion



**Nottinghamshire  
County Council**