



Nottinghamshire  
County Council

# Dignity Matters Conference

March 2009

The 'Dignity Matters' conference was introduced by Linda Bayliss, service director for strategic services in Adult Social Care and Health, who outlined the objectives of the day:

- to build on what has already been achieved
- to explore dignity and equality issues
- to share examples of good practice
- to recruit additional Dignity Champions.

"We want to embed dignity and respect, which are basic human rights, in care services" Linda explained.



Guest speakers included Simon Weston OBE, who was injured in the Falklands war.

He outlined some of his experiences of being treated differently because of his injuries and gave the campaign his full support.

Other presentations were from Pam Burrows of Satori on dignity and diversity, and care providers sharing best practice examples. The event also included a podcast by Sir Michael Parkinson – a dignity ambassador – and sketches from the Ployout theatre group.

Attendees were encouraged to become 'Dignity Champions' by signing up to a list of ten challenges to promote dignity.

"Over the past years we have showcased best practice across the social care sector in Nottinghamshire," Linda said. "The department has incorporated dignity and respect into quality audits for care homes for older people and into our rota visits which are undertaken by elected members."

The Department has promoted dignity through a radio campaign, posters and postcards, leaflets and a compliments and complaints card.

To date Nottinghamshire already has 500 Dignity Champions and it is hoped that more staff will sign up.

For more information see our website [www.nottinghamshire.gov.uk/dignity](http://www.nottinghamshire.gov.uk/dignity)

