

Report



meeting

ADULT SOCIAL CARE AND HEALTH:
DEPARTMENTAL BRIEFING

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agenda item number

7

REPORT OF THE SERVICE DIRECTOR (STRATEGIC SERVICES)

DIGNITY CHALLENGE – REPORT ON ACTIVITIES

1. Purpose of report

- 1.1 The purpose of this report is to up-date Members of the activities undertaken by the department associated with the government's Dignity Challenge.

2. Background

- 2.1 A national campaign was launched by the government in November 2006 to place dignity and respect at the heart of caring for people. Whilst this challenge was initially aimed at older people and was entitled Dignity in Care, the Adult Social Care and Health Department have taken on the challenge to mean dignity and respect for all services they either provide or commission from the independent sectors.

3. Dignity Challenge events

- 3.1 The Adult Social Care and Health Department held its first Dignity Challenge event in December 2007 as part of its work to place dignity and respect at the heart of caring for people and to support the CSCI key lines of assessment to standards of performance outcome 7, maintaining personal dignity and respect.
- 3.2 The purpose of the event was to increase awareness and understanding of the dignity challenge, explore in more detail with those present what is meant by dignity, to share examples of good practice and to recruit dignity champions.
- 3.3 One hundred and fifty staff attended from providers of residential, day care and home care services; independent sector providers of care (residential, nursing, day and home care and supported living); providers of supporting people services and health partners as providers of care.

3.4 The event featured a number of presentations on dignity from different perspectives:

- a) The Cabinet Member for Adult Services and Health gave a presentation on the role of the political champion, demonstrating political leadership around dignity and respect for all services, and to ensure that political decisions take account of this. He explained the role of scrutiny reviews and how these should assess how we measure up to the dignity challenge. One example given was the department's commitment to promote widely the availability of the government grant funding to care homes to improve the environment for older people, with £1.12m being provided. Another example is the work the department has undertaken to incorporate the dignity challenge into its rota visits when Councillors are visiting establishments.
- b) The event included experiences from a service user who is also a "Smile, No More Bullying" Champion and a member of the Learning Disability Partnership Board. She gave an account of not being treated with dignity and respect and an account of a positive experience.
- c) There was also a DVD shown with other service users relaying their experiences of being treated positively with dignity and respect. This DVD is being used as part of the quality agenda for independent sector providers.
- d) Members of Adult Social Care and Health gave a series of presentations on how they have achieved dignity in their areas of service. Two black members of staff (one an ACMT manager and the other a learning and development officer) gave a presentation on the work with BME communities and how staff need to be aware of different cultural needs. One of the managers of a residential care home in the north of the county gave a presentation on what residential and day care services are doing and have done in respect of dignity e.g. reviewed all literature; decisions around activities and outings; residents' meetings; hot line to service head; care planning; staff training; involvement in reviews; enabling residents to maintain community links; giving residents choice etc. An example of how their practice had made a difference to a service user was demonstrated.
- e) Presentations were given by an independent sector home care organisation and a nursing home provider of examples of good practice and how they had achieved dignity and respect for their service users. Both were willing to share their good practice with other organisations and agencies.
- f) Finally a presentation was made by one of the department's Contracts Officers who has been working with the independent sector on a quality framework and a local fair price for care. This demonstrated how dignity and respect formed part of the quality assessment which in turn will lead to quality payments.

- 3.5 The workshops involved an exchange of good practice on an inter-agency basis, along with discussions on how dignity should be monitored. Further examples included experiential training, individual care planning, reviewing and responding to feedback from service users and carers and quality surveys. Person centred and individualised care planning came across as strong examples of good practice in a variety of settings.
- 3.6 Following the success of the first event, a second one was held in October 2008 where over 200 people attended. The key note speaker was Amanda Waring (actress, writer, film producer/director) who gave a presentation about the care of her terminally ill mother and how she had not been treated with dignity and respect. She has made a short film in her memory which is about an older person who has had a stroke and how she was being treated by care staff. **This will be shown at today's departmental briefing.**
- 3.7 Other areas that were discussed included addressing dignity in respect of deprivation of liberty and dementia. A further area explored was the personalisation agenda looking at lesbian, gay and bisexual and transgender people using services. Personalised care is about ensuring people's needs are fully understood and care plans developed in partnership with the individual. This workshop addressed the issue of individuals being valued for who they are.
- 3.8 The seminar also provided an opportunity to look at practical solutions to address dignity in care and both home care organisations and care homes shared good practice.
- 3.9 The department particularly welcomed representatives from service users and carers, the Commission for Social Care Inspection, the Care Services Improvement Partnership and Elected Members
- 3.10 Again feedback from the event was extremely positive:
- "professional, informative and interesting".*
"Powerful and relevant with real examples to use as a teaching tool".
"Sensitive and brought home the human aspects and the fact that we are individuals".
"Dignity Challenge Seminar was a brilliant event with inspiring and thought provoking talks and discussions. Amanda's DVD has been very well received and my colleagues have been sharing it with their families and teams".
- 3.11 As well as a series of presentations, exhibition stands were available. They demonstrated, how, for example, our Learning and Development Unit provided training and learning events which incorporate the dignity challenge and how choice was an essential element of our meals service. There were exhibition stands from health colleagues on addressing incontinence and dignity and from learning disability services on person centred planning.

4. **Other activities**

4.1 The departmental **Dignity Steering group** exists to further the dignity challenge. This group consists of representatives from health and independent sector providers of care. We also have in place a dignity champions' network and certificates and badges to support their activities.

4.2 In consultation with the Nottinghamshire Care Association, a **Quality Framework** was introduced which was used to audit all the 169 older people's homes throughout the county. For 2007/08 a one-off quality premium was paid to those homes who have reached a quality score which is over and above the Commission for Social Care Inspection's National Minimum Standards. The score was based on 3 of the 7 outcomes from the White paper '*Our Health, Our Care, Our Say*' as well as the management and leadership outcome taken from the CSCI Inspecting for Better Lives inspection methodology. Dignity issues form part of the audit.

All homes received feedback on their audit and those not receiving a quality payment were written to and a Quality Officer has worked closely with them to improve their standards.

The department will continue to use this framework as part of its local fair price for care as both the Nottinghamshire Care Home Association and the department are committed to increasing the quality of services provided and to address the dignity challenge.

4.3 Dignity has featured in departmental **newsletters, social care on-line website, posters, complaints and compliments leaflets, postcards, departmental forums and staff conferences**. Training provided by the department also addresses the dignity challenge.

4.4 As Dignity Champion for the department I have worked with the **Care Services Improvement Partnership** to host a regional event on Dignity held in November 2008. The department contributed to this by way of political support from Councillor Alan Rhodes and input to workshops by officers. The seminar included health and social care award winners. Our good practice across the country is also being shared.

4.5 We continue to support and encourage people to sign up to **be Dignity Champions** across all sectors. Their role is to:

- Help raise awareness of the 10 challenges amongst colleagues and people who use services
- Challenge poor practice at all levels of the organisation in order to ensure that people who use services are treated with dignity and respect
- Actively seek out and share examples of good practice and get feedback from service users and carers to improve services
- Aim to treat the people using our services in the way we would want to be treated and to encourage and motivate staff to do the same

- Ensuring that the supervision and staff meetings they are responsible for include some critical reflection on the practice of the team and organisation
- Etc.

We have a network of champions across both internal and external providers of social care.

- 4.6 We continue to **monitor complaints** received by the department and have a specific complaint category to deal with dignity and respect. We can therefore spot any trends or specific areas of concern. On the converse we ask that examples of **best practice and compliments** are shared with us.

5. **Future planned activity**

- 5.1 As part of the Joint Improvement Plan – Health, Wellbeing and Quality of Life Programme, one of the objectives is to extend the work on dignity in care and improve the quality of care that is provided and commissioned. We have set up a project to deliver these objectives which will include:

- service user and carer proactive involvement – identification of good practice in relation to service user and carer involvement in the running of a care home
- further developing our quality audits to include NHS Nottinghamshire County
- two Food and Nutrition Officer posts to work with care homes
- Stroke awareness – to work with the Stroke Association and NHS partners to raise awareness, deliver training and provide advice on specialist equipment to maximise independence
- Dignity and Equality – to support care homes and home organisations in raising awareness and providing training tools.

- 5.2 A further “**Dignity Matters**” **Conference** will be held in March 2009 where the keynote speaker will be Simon Weston, OBE, who will talk of his experiences since the Falklands war.

- 5.3 We will be undertaking a more extensive **publicity campaign** at the end of March/beginning of April 2009 with radio advertisements and posters to raise awareness of dignity.

6. **Background Papers Available for Inspection**

- 6.1 None.

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