



Tyne & Wear Care Alliance

Supporting workforce development
throughout the independent care sector

Care Services Improvement Partnership **CSIP**

North East, Yorkshire & Humber
Development Centre



North Tyneside Council

Throwing Down the Dignity Challenge Event Report

Newcastle
City Council

The Dignity Challenge event took place on May 15th 2008 at the Newcastle College Conference Centre and was a huge success. The Event was chaired by Linda Christon the North East Regional Director for the Commission for Social Care Inspection.

Over 50 delegates attended the event, 30 of which 'signed up' to be dignity champions in Newcastle and North Tyneside. The new Dignity Champions come from a wide range of sectors including Local Authority, PCT, Independent and Third-Sector organisations.

Rachel Swallow, Dignity Project Lead for the Department of Health set the scene by outlining the governments agenda to raise awareness and stimulate debate around dignity in care.

Examples of good practice and work already in progress were given by Sandra Grey - Age Concern, Chris Dugdale - Newcastle City Council and Claire Abley from Newcastle PCT. Attendees also attended workshops sharing ideas and debating progress for Commissioning with Dignity, the 10 Steps of the Dignity Challenge and Best Practice in Palliative Care. Service users from Newcastle and North Tyneside also played a key role in the day.



From left to right Linda Christon, Claire Abley, Chris Dugdale, Sandra Grey and Rachel Swallow

FEEDBACK FROM WORKSHOPS– KEY MESSAGES

Delegates participated in various workshops and where asked to discuss and agree key messages to take forward:

Workshop 1 - Commissioning with Dignity:



Facilitated by the Commissioners of the Local Authority Services, Liz Simpson and Sheila Watson from North Tyneside Council led this workshop and examined the 10 steps of the dignity challenge in relation to commissioning of services, what blocks the development of these services and how these can be unblocked.

Key issues highlighted were:

- ♦ Lack of resources, includes benefits
- ♦ Services are being commissioned around the needs of the organisation rather than the service user
- ♦ Culture Change:
 - Require a Strong Management and Performance culture and Information and Signposting needs to be co-ordinated
- ♦ Funding needs to be unlocked and shifted to prevention

Workshop 2 - The 10 Steps of the Dignity Challenge:



This session, facilitated by Debbie Smith from the Care Services Improvement Partnership, introduced the 10 steps in the dignity challenge and how these can be put into practice in the workplace. Debbie utilised the examples from SCIE to promote discussion and share best practice.

- ♦ Review and update staff on policies
- ♦ Don't just talk take ACTION !!!!!
- ♦ Lead by Example

FEEDBACK FROM WORKSHOPS– KEY MESSAGES

Workshop 3 – Best Practice Examples for Dignity in the Workplace:



Alison Thomas from the Palliative Care Team, Newcastle PCT and Staff from a Southern Cross Care Home presented a Palliative Care case study along with the standards framework which lead to a group discussion.

Key elements from this where:-

- ◆ Professionals having the confidence to discuss Palliative care needs and choices with Services users and their families. Overcoming barriers with regard to making choices for others i.e. Dementia and Capacity
- ◆ The trend is changing – people are now making choices at an earlier stage in their care
- ◆ There must be training and support for all staff
- ◆ Break the taboo
- ◆ Enable people to make decisions
- ◆ We duplicate best practice in Palliative Care across all areas of care by allowing all staff access to training

PLENARY



Linda Christon the Chair of the event, summarised by stating that it is heart warming and impressive that so many people from across the care sectors where coming together to promote dignity. Linda also emphasized the importance of each delegate leaving the event with at least one idea of something they will do differently to promote dignity, in everyday life.

Linda thanked all the delegates, speakers and facilitators of the event and invited Ian Whitehead, Head of Adult Social Services in North Tyneside to close the event.

Ian Whitehead closed the event by highlighting the importance of treating people with dignity at all levels within an organisation and the systems we all work within should reflect this. He added that he personally and North Tyneside Council are dedicated to ensuring Dignity is given the highest priority within North Tyneside.



Our New Dignity Champions

On the day over 30 delegates signed up to be dignity champions in Newcastle and North Tyneside; they will be part of a network of professionals and service users who will follow the principles of Dignity in Care and promote dignity to all in their everyday life.



Leading the way! - Ian Whitehead, Head of Adult Services North Tyneside (centre) signing up to the Challenge with (left to right) Sheila Watson (North Tyneside Council), Pauline Wiper (Tyne and Wear Care Alliance) Liz Simpson (North Tyneside Council), Joanne Treddenick (Tyne and Wear Care Alliance), Linda Christon, Regional Director (CSCI), Sandra Grey (Age Concern) and Debbie Smith (Care Services Improvement Partnership)

Some of the new Dignity Champions signing up



The Future

The Dignity Champions will be added to the Department of Health National Dignity Champions database and will be invited to join the regional network of Dignity Champions. Facilitated by the Care Services Improvement Partnership, the network will allow the Champions to come together to learn about new developments and promote dignity throughout the region.

Partnership working is taking place within the region, to raise the profile of dignity within service provision. Joanne Treddenick and Pauline Wiper from the Tyne and Wear Care Alliance will be involved with the partnerships, to plan future events to promote the principles of dignity in care.

The national agenda regarding dignity is being given the highest priority, Sir Michael Parkinson will be attending various events around the country promoting the Dignity in Care Campaign, as will Ivan Lewis MP, Minister for Care Services.

To find out more about the dignity campaign go online to
www.dignityincare.org.uk

Improve local services with the Dignity in Care Practice Guide at
www.scie.org.uk/practiceguide09/

To find out more about the Tyne and Wear Care Alliance visit
www.twca.org.uk

To contact regional lead Debbie Smith from the Care Services Improvement Partnership e-mail

debbiesmith.csip@yahoo.co.uk or telephone 07769951205