



NATIONAL DIGNITY COUNCIL ANNUAL REPORT

2015 – 2016

*Dignity in our Hearts Minds and
Actions*





ANNUAL REPORT 2015 - 2016

CHAIR'S COMMENTS

This has been a very positive year during which we have managed to achieve charitable status, which we hope will enable us to further develop our support to Champions. We have also continued to raise our profile, developing positive collaborative working relationships with a number of national organisations. In summary our achievements are:-

- Increase in the number of **champions** to over 70,000
- Developed the website to make it more user friendly-
- Continued to increase the number of members on the Dignity in Action Facebook page.
- Website forum is being used by more champions to raise issues and the links with the Facebook page are stronger.
- Continued development of more resources for Champions.
- Held a successful Dignity Action Day – again the theme, Have you got time for Digni-tea? proved popular as a vehicle for getting people involved.
- Continued to receive Department of Health support in both financial and people terms.
- Successfully achieved Charity status, and appointed active Trustees
- Meeting administration has been excellent
- Practical support from Registered Nursing Homes Association in terms of providing an office base for the Council.
- Increased income from sale of Badges and wristbands, including an increasing number of health sector organisations.
- Continued to link with the wider group of Council members and stakeholders.
- Maintained the Newsletter at a monthly frequency, and received very positive feedback for its content. Peter Seymour has worked hard to achieve this.
- Been recognized through an MBE for Jan.
- Held a very well received and successful National Conference.
- Continued to develop our suite of audit documents.
- Continued to develop our links with younger people.
- Undertook work to meet our intergenerational targets, producing the Dignity Do's for children.
- Developed strong links with, Care England, End of Life networks, Registered Care Association.
- Extended the diversity and reach of our Champions Network, and through our work with Children and Young People, and Prisoners.
- Increased the number of active networks.
- Made better use of our Twitter account.



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This positive year provides the Trustees, Council and the campaign with a number of opportunities for the forthcoming year:

- Dignity Action Day provides a real opportunity for raising the profile of the Council and the Campaign.
- Working more closely with network leads to increase our connectivity and support to Champions.
- Better use of the Website to aid connectivity, raise our profile and our linkages with other organisations.
- Developing our cross generational work.
- Working closely with others to develop our contact with citizens and thus meeting our charitable objects.
- Working on developing and sustaining links with Health Colleagues, using the Pass it On project as a vehicle for this.
- We will continue to seek opportunities for funding as they arise. Building on the work undertaken over the past year, particularly in relation to education and awareness raising amongst citizens.
- Continue to develop our suite of audit documents.
- Promote the Childrens' Dignity Do's alongside those for adults.
- Utilize the outcomes from our survey of champions to develop resources and training tools.



Finally I would like to say a few thank yous. To everyone who has supported the Dignity Campaign in the last year, a tremendous thank you, without you we would not be able to achieve all we have. To the Trustees who have given unstintingly of their time and energy a big thank you, and to the extended Council members who gave us support, but especially during the early months of this year, whilst we were working towards Charity status. And last but not least to all of our Dignity Champions who continue to make a difference on a day to day basis to a range of people in a variety of settings. Thank you to each and everyone of you.

Jan Burns MBE
Chair

REPORT OF CONFERENCE FEBRUARY 2016

In February we held our second National Conference, using the theme Delivering Dignity- Opportunity not Challenge. The Council had decided that this year's event should be in London, but have committed to moving around the country to give everyone the opportunity to attend. Being committed to making the conference as accessible as possible, we were able to offer the event at a very



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competitive rate of £50 per delegate. In addition, whilst recognising that Dignity Action Day events are held throughout February [and indeed throughout the year], we felt that by holding the event on the 1st February it would serve to further heighten awareness of the campaign.

Those attending the conference were able to take away copies of an updated Dignity Audit Tool, which is also available on our website, and were advised that it is the Council's intention to continue to widen the scope of the tool, to cover areas such as dementia. The programme this year focused on a number of short sessions from plenary speakers, with opportunities for discussion and networking.

We were very fortunate in our plenary speakers who all focussed on the ways in which the Dignity Campaign and Champions could influence the day to day experience of carers, [in all shapes and forms], families and those who receive support in a range of settings. All the speakers shared experiences of how they had seen Dignity and respect evidenced in practice, and many included practical examples of how dignity had been incorporated into day to day practice. We are extremely grateful to Baroness Sally Greengross OBE; Carl Hardwick, Rekha Elasarapu; Des Kelly OBE; Amanda Waring; Linda Pascall and Jan Burns MBE for giving up their time to be with us on the day.

We received evaluation forms from 80% of the delegates and these indicated that there was a general satisfaction with the day. The vast majority said that they would recommend the conference to a colleague. As with our first conference the delegates gave us some guidance and what they would like to see in future conferences, and we will certainly be taking that on board in our planning. [The full report of the conference can be found on our website.]

Liz Taylor
Honorary Secretary.

DIGNITY CHAMPIONS SURVEY 2016



In May this year we conducted an online survey of Dignity champions to identify and support those who are engaged in delivering training on 'Dignity Dos' as part of their role. 123 of you responded to the survey and 88% informed us that they deliver training to promote 'Dignity Dos'. As many of you may have seen and used there is a learning programme available on the National Dignity Council website.

87% of respondents found that this programme covers all the key areas to provide the training. However, there was a need for including specific areas such as Carers, End of Life, Lesbian, Gay, Bisexual, and Transgender, Dementia, Person Centred Care, dealing with challenging behaviour.

We also asked what challenges do our champions face in delivering training, lack of time to deliver and attend, care provider's attitude regarding importance of training and cost were the key ones mentioned.

Around 90% of trainer champions generally found the resources provided on the Dignity Council website very helpful in developing and delivering training packages but we also got many useful and constructive suggestions to add to the support already available. These



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include PowerPoint presentations, model case studies, video materials and handouts. Resources such as understanding of different care settings, diverse care provisions, diverse needs of champions also appeared to be in demand. About 80% of the respondents indicated a need for skill based resource such as Communication. Close in second place was handling conflicting opinions at around 75%. Negotiating, facilitating, listening and leadership were also mentioned by 50% of the respondents.

Every training programme must be subject to a consistent and robust evaluation as this helps in ensuring its quality and applicability. Nearly 89% of trainer champions who responded have a system of evaluation in place and this included feedback forms, surveys, quizzes, manager and family and friends' feedback, observation of practice Short Observational Framework for Inspection [SOFI], supervision and audits.

According to the survey findings there was a very high agreement (88.6%) on the need for a consistent evaluation mechanism which can be applied across the board. This is something the Dignity Council will be working on.

We also asked the respondents to name three key priorities that you have that will support you to remain current in delivering and developing dignity training and how best these could be delivered:-

The suggestions came in flooding and we are in the process of analysing these wide ranging yet highly constructive ways of supporting the dignity champions in delivering training effectively. So please bear with us and we fully appreciate your patience.

Finally, we asked how the National Dignity Council can help champions in undertaking their role as a trainer. The responses indicate that the majority of demand is around providing training, information and resources.

The National Dignity Council is very appreciative of the time taken by the respondents to share their views with us despite their busy lives. We are currently analysing the responses and will share the final findings very soon.

Rekha Elaswarapu
Trustee

SOME EXTRACTS FROM DIGNITY ACTION DAY 2016 MEMORY BOOK

The pictures that have appeared in this report are taken from the Memory Book and the entries were chosen at random.

Maison Care held our Dignity Day a little later in the hope the sun would come out for our garden party and it didn't disappoint! We had a fun filled afternoon with some delicious home baked cakes and sandwiches, lots of music, laughter and our service users enjoyed inviting their families and friends to join in. All the visitors expressed what a lovely time they had had and asked if we could do it again in a few months!! What a fantastic afternoon we had whilst also keeping in mind what dignity means to everyone.

At Beafort House in Hawkesbury Upton we held a Tea Party and Tea Dance to celebrate and remember the "Dignity Dos" Residents, relatives and staff were invited to add teabags to the giant tea pot. On these were written their idea for what makes a good cup of Digni tea

Remembering a very special nurse who was one of the first Dignity Champions in Weston Area NHS Trust, Somerset. Although Annette sadly died suddenly just weeks ago, she will be remembered at our Digni-Tea event and we will raise a cup of tea to a very special lady.



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Annette, you were always an inspiration and you will continue to be an inspiration to your colleagues at Weston Hospital.



Our May dignity month is

Know what I can do and support me to do it...

Encourage me to be active, physically and socially.

we will be celebrating our dignity month with our senior health and fitness day Supporting the residents to be active in their daily lives ask them what they would like to do. And work out a program for the residents if they would like to work out in a group activity or one to one activity.

- Support me to stay as well as I can
- Do things with me... not just for me...or to me.
- Find ways I can succeed in the things I want to do
- Support me to be independent.... Even in the smallest of ways

On the 6th February, the Lancashire Workforce Development Partnership, hosted a conference entitled "Dignity in Care – It's how we care that matters".

The day was a resounding success with over 100 care staff from across Lancashire receiving inspirational and passionate addresses from all of our guest speakers which included;

Amanda Waring & Marc Wood – Compassion, Dignity and Respect

Margaret Flynn – Why Safeguarding/Adult Protection Matters

Jan Burns – Dignity in the Heart, Mind and Actions – is it?

The day also included interactive and thought provoking workshops;

Colin Newton and Derek Wilson – The Dimensions of Dignity

Andy Bradley – Closing the Compassion Gap.

The whole day was captured in a graphic illustration.

A heart felt thank you from the LWDP team to all who were involved in making this Dignity Day so fantastic. We know from the feedback that this Dignity Conference touched many people's hearts and we are hopeful that this day will have a positive impact for the many people who are receiving social care within Lancashire.



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ACCOUNTS 2015-2016

Statement of Accounts and Balance Sheet for the year ended 31st March 2016

Dignity Council Accounts - 31st March 2016		
	2014 - 15	2015 - 16
INCOME		
Grants	£ 5,000.00	£ -
Sales	£ 5,484.05	£ 7,460.45
Conferences	£ -	£ 390.00
Bank Interest	£ 79.63	£ 33.02
Donation	£ 50.00	£ -
	£ 10,613.68	£ 7,883.47
EXPENDITURE		
Insurance	£ 420.00	£ 420.00
Web Hosting	£ 3,030.00	£ 3,030.00
Web Maintenance	£ 3,699.60	£ 3,180.00
Travel Exps	£ 1,508.41	£ 1,139.71
Secretarial	£ 510.10	£ 589.64
Conferences	£ 2,957.78	£ 8,777.94
Badges / Wrist Bands / Dos	£ 3,194.00	£ 5,292.00
Misc	£ 19.50	£ -
Consultancy	£ 3,625.00	£ -
Administrator	£ 6,750.00	£ 10,744.90
	£ 25,714.39	£ 33,174.19
Surplus / Deficit	-£ 15,100.71	-£ 25,290.72
BALANCE SHEET		
Opening balance	£ 60,072.79	£ 44,972.08
Surplus / Deficit	-£ 15,100.71	-£ 25,290.72
Outstanding cheques	£ -	£ 938.88
Closing Blance	£ 44,972.08	£ 20,620.24
Represented by		
Cash at Bank	£ 44,972.08	£ 20,620.24
Creditor		
Frank Ursell Treasurer	Liz Taylor Secretary	



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I present my report for the year ended 31st March 2016, a year in which we had no new Grant income, but in which we continued to undertake spending activity for which we had received a Grant in 2013 - 14 from the Department of Health, resulting in a loss of £25,290.72 for the year.

Most of our expenditure reflects that of the previous year, the two notable exceptions being the cost for the services of an Administrator, for a full year and the decision to sponsor the Annual Conference to encourage more Champions to attend.

As a key factor in maintaining contact with our Champions, our web site hosting and maintenance continues to be a significant cost which we have to bear

Sales of our Dignity in Care badges and wrist bands have shown that they continue to cover their cost and make a small surplus.

We take forward into 2016 / 17 a closing balance of £20,620.24 and it goes without saying that we will need to secure new funding in the year ahead if we are to remain solvent.

Frank Ursell
Honorary Treasurer

CHARITABLE AIMS AND OUR KEY WORKPLAN AIMS

Charitable Objects

- The preservation and protection of health for the public benefit by promoting best practice in standards of care, in particular the importance of dignity in care
- For the purpose of this clause 'dignity in care' means care, in any setting, including but not limited to hospitals, residential homes and care homes which support and promotes, but does not undermine, a person's self respect.

Key Workplan Aims

- Increase suite of audit tools
- Develop training pack for Dignity in general and Champions in particular.
- Improve the accessibility of the website and availability of resources for Champions
- Maintain a monthly newsletter
- Improve and build on links with Dignity and other networks. Including the use of the Facebook page and Discussion Forum.
- Maintain and forge robust strategic links with key stakeholders.
- Ensure the sustainability and financial probity of the Council.
- Promote National Dignity Day as a vehicle for raising the profile of the Campaign.
- Focus on engagement with citizens through the 'Pass it On' project.



PUTTING THE 'I' IN DIGNITY

Who puts the I in dignity
I don't need a second to think
that person is ME
I must bring meaning and nuance
that goes beyond the brink
captivate people's attention
make them really think
impart reasoning communicate insight
get them all behind us
and we'll surely win the fight
be strong for others
go against your inclination
speak out and be brave in tricky situations
exterminate bad practice and neglect
teach colleagues a standard of care they themselves would expect
policies, guidelines and ever changing legislation
are useless without US
to ensure their implementation
take the lead be a role model show a good example
the well meaning will follow
act upon your words
there's no weight in those that are hollow
we need focus a collective goal
there can be no minority
a clear shared vision
that the people we support are our only priority s
o what are you still doing here reading go and OWN IT!
Don't beg steal or borrow make positive change
right now today don't wait for tomorrow



By Annah Rae and Adam Probert

CHILDREN'S DIGNITY CHALLENGE

At the beginning of this year we ran a competition asking children and young people to get involved in helping us develop the Dignity Do's for children. The standard of the entries was amazing and it was very clear that all those who had been involved had put a lot of thought and hard work into their submissions. The winners of the competition were Netley Abbey Infant School,



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[Southampton], and above is a picture of one of their activities, and alongside one of Jan meeting some of the children at the school. . However the three top entries gave us lots of excellent ideas and the final Dignity Do's for Children included something from each of these entries. The cards are now available to anyone who is interested, and will be one way in which we get the message out to children. Thanks to everyone who got involved in this venture.



TRUSTEES AND COUNCILMEMBERS FOR 2015-2016

TRUSTEES

Jan Burns MBE	Chair	[retires February 2019]
Liz Taylor	Secretary	[retires September 2016]
Frank Ursell	Treasurer	[retires September 2016]
Rekha Elaswarapu		[retires February 2018]
Jean Hardiman Smith		[retires February 2017]
Jane Finnerty.		[retires February 2017]

COUNCIL MEMBERS

Becca Lawther	Department of Health retired April 2016
Sharon Blackburn	National Care Forum
Gillian Moncaster	Northwest Dignity Forum
Carol Gibbons	MacMillan Cancer Support
Amanda Waring	Independent Filmmaker and Writer
Christina Pond	Skills for Health
Karen Dooley	Department of Health
Tim Couchman	Lincolnshire Dignity Forum
Stephen John	Bromley Council Association of Directors Adult Services