



Charity Reg. No. 1165500

Dignity in Care

Becoming a Champion



What is the Dignity in Care Campaign?

Launched in November 2006, the Dignity in Care Campaign aims to stimulate a national debate around the need for people receiving services to be treated with dignity and compassion. The campaign is about winning hearts and minds, changing the culture of services and placing a greater emphasis on the quality of services in, in all walks of life, including for example, banks, hospitals, care homes and domiciliary services. The campaign is being led by the National Dignity Council. The work of the Council 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;

Where appropriate ensure that the approach of those delivering services contributes to individual well-being.

- transform services by supporting people and organisations in providing dignified services; and
- reward and recognise those staff and teams that make a difference and go the extra mile.

In support of this campaign, people across the country from all walks of life 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 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 services are efficient, they must be compassionate too.

Champions aim to work in partnership with providers to improve the quality of services.

Who are Champions?

Dignity Champions are people who, in their own way, are committed to taking some action, however small, in order to create systems that have compassion and respect for those using 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 commending staff on a personal level for respecting dignity helps the campaign. Dignity Champions include health and social care managers and frontline staff. They also include MPs; councilors; non-executive directors; members of local action groups; 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 Dignity Champions.

'I have handed out Dignity Do's Cards to all staff in my care home – each time we have a team meeting, we focus on one of the 10 Dignity Do's and discuss what we can do to meet that challenge. Each meeting results in us making changes to the way we provide care.'

Should I be a Dignity Champion?

The first question to ask yourself is: do I care about treating people as individuals, and ensuring that they feel respected; and making services better for people, getting the basics 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 an addition; it is about how you behave as a human being. There are many small things that you can do that can have a big impact on people's lives. Champions choose how active they want to be but they must sign up to the Dignity Do's. To find out more about the Dignity in Care Campaign and the support available to Dignity Champions visit

www.dignityincare.org.uk

'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 mind-set of asking how can I make this better, then acting on it.'

