

## Dignity in our hearts, minds and actions



**NATIONAL DIGNITY COUNCIL**  
**NOTES OF MEETING**  
**HELD VIA TELECONFERENCE**  
**21<sup>ST</sup> JANUARY 2013.**

**Present:**

Jan Burns [JB]	Independent Chair
Liz Taylor [LT]	Secretary
Carol Caporn [CC]	Royal College of Physicians
Sharon Blackburn [SB]	National Care Forum
Mel Smith [MS]	British Red Cross
Rebecca Lawther [RL]	Department of Health
Jean Hardiman Smith [JHS]	National Pensioners Convention
Jill Fraser [JF]	Kissing it Better
Frank Ursell [FU]	Registered Nursing Homes Association
Teresa Morrison [TM]	Skills for Care
Kim Rutter [KR]	Social Care Institute for Excellence
Jackie Morris [JM]	British Geriatric Society
Gillian Moncaster [GM]	North West Dignity Forum
Rekha Elaswarapu [RE]	Dignity Advisor Helping Hands Home Care

**Apologies:**

Olive Carroll [OC]	Association of Directors of Adult Services
Karen Culshaw [KC]	Care Quality Commission
Jane Finnerty [JFi]	Society of Later Life Advisers
Monica Dennis [MD]	Dignified Revolution
Ruth Passman [RP]	Department of Health –North West
Amanda Waring [AW]	Independent film-maker
Judy Downey [JD]	Residents and Relatives Association
Clare Henry [CH]	End of Life Care
Simon Betteridge [SB]	West Midland Forum and Chaplaincy
Catherine Delaney [CD]	Social Care Institute for Excellence
Robert Templeton [RT]	Social Care Institute for Excellence

**1.13.1 The meeting opened at 13.37**

**1.13.2 Chairs introduction**

Given that the meeting was to be conducted by teleconference and there was a limited time available it was agreed that discussion would be focussed and time limited to enable the business of the meeting to be achieved.

### **1.13.3 Notes of Previous Meeting**

Given that the previous meeting had been in September the notes of the previous meeting were accepted without discussion.

### **1.13.4 Matters arising and Action Update.**

- 1.13.4.1** Given the previous decision there were no matters arising.
- 1.13.4.2** Action update.
- 2.7.12.2.b – JFi and CD have been working together to get the website up to scratch, and have made some very positive improvements.. Both were thanked for their efforts.
- 3.7.12.1 – LT reported that there were still difficulties in gaining information for everyone and proposed that it might be more effective if information was posted straight onto the Council and Dignity Champions Forum part of the website in future, This was agreed by all present.
- 3.7.12.1 - RCN links SB reported that she continues to attend meetings and on-going dialogue on a broad front is difficult. Achieving any continuity is hard , because of the way in which the college works, in that it has quite separate work streams. SB, FU, JM and JF all have links with the college, and are able to feed in the Dignity message on a number of fronts. . SB suggested that it was important that all continued to take whatever steps they could but reiterated that it was getting a joined up response that was the real challenge. Use opportunities and FU and SB will feed back when there is something to feedback. JB perhaps we need to think about what we are asking for and being clear about that. SB we need to establish what the RCN agenda is, so that we can identify synergy and then feed into that. It is difficult to do it the other way round, and we need to be realistic. There are opportunities and we can use those as best as possible. FU reinforced the previous comments and also stated that it is worth remembering that 25% of nurses work in the independent sector, and we mustn't forget those in what we do. RE stated that nursing organisations seem to be quite big on compassion at the moment, need to use their existing channels, so that we can tune into their agenda, through linking dignity with compassion , to try and establish those links. SB on a broader platform than the RCN, there is a lot of work going on around the nursing vision at the moment, the social care people are really promoting dignity; there is also the launch of the 6 C's; within the Chief Nursing Officers forum dignity is also high on the agenda. JM reported that she is also making comments to get dignity on nursing values forum. LT stated that Dignity is being incorporated into the Code of Practice work that is being undertaken by Skills for Care and Skills for Health. In summary JB identified that what the Council can offer is also the key in terms of our role and presence. CC commented that there are other bodies out there, for example RCP that will also need to be involved and hear the message. JHS queried whether we have anything that is written down as a promotion tool. Obviously the Dignity challenges,. Already

exist but there is a need for marketing material and using that to represent us and our vision.

- 3.7.12.7a – It is clear that there are a number of things that we need to address for example being able to do post codes searches. Also identifying people who are active and who the leaders are, so that we can tap into their enthusiasm and links. There are lots of people who are really active, and CD is proposing to write to them and ask for an update on what is happening in their area. We are very much looking to establish local leads. Networks are already active for example Oxford, Penrith, South Gloucester, West Midlands and North West, as well as others and we should be able to use those more effectively.
- MS reported that the Red Cross Public Policy Officer [Natasha Kaplinsky], has announced her new role working for Paul Burstow and clearly will be taking the dignity message with her. This has the potential to provide us with a direct link. MS and JB to discuss afterwards.
- JM queried whether the NDC is going to produce a response to the Mid Staffs report when it is published in February. It was agreed that it would be useful to have a press release ready to go out on the day. JF commented that perhaps we need to be saying that we are doing something specific that will single us out. It was agreed that this would go to JFi to coordinate a press release, including a general response and some definite actions. JHS further commented that this is particularly important as Mid Staffs has already indicated that one of the problems was that the staff were muddled.
- 3.7.12.7b - Still awaited.
- 5.9.12.2- Completed
- 5.9.12.4 – Unfortunately not all Council members responded. Of those that did there were some really fantastic offers and descriptions and we will use what we have to develop the business plan.
- 6.9.12 - Again completed although not everyone responded.
- 9.9.12a - To be discussed later on the agenda.
- 9.9.12b – TM reported that there had been a small working party meeting in November which had started reviewing and getting ideas around what needed to be done. This had developed into a short survey which was circulated and commented- revision sent back to Jan at the beginning of last week. TM felt that this was ready to go on the website. RE commented that she still had a strong feel that we needed a question about what gets in the way, rather than leaving it as any other comment. In order to alert Council members to the discussion TM will provide a copy of the survey to attach to notes of today's meeting. The Survey monkey will be managed by SCIE . KR reported that CD has been putting in a lot of time regarding Dignity Action Day, so it might not be possible to do this before that event.

JB commented that lots of people are using the challenges, and she, along with others , have had lots of really positive comments, particularly from Local Authorities who are using them as the basis of Dignity Audits. We do need to acknowledge that they are being used, and there is a danger that it might scare some people if they thought the challenges were going to change or disappear. RE commented that there was a need to ensure that champions know what is expected of them LT felt that the role descriptor already developed does that. RL commented that there was a need to remember where the challenges came from, i.e. Dignity Champions and she concurred that a lot of people are using them. RE said she thought the initial discussion was about the need to make them more relevant. JB summarised saying that we were not saying don't do it, but it is about recognising where we are and how that it is working currently. It is about acknowledging that we are checking out the continued relevance. GM commented that we needed to understand the lack of ability of dignity champions to access the survey, because of the fact that they might share email addresses, we must make sure if we are seeking comments we make every effort to facilitate access for every champion who may want to have a say. CC commented that it seemed that Council had reached something of a watershed – this was about being clearer about our remit, and why we are here in the first place, and promoting that. Looking to have lots more champions signed up, it's a time for remembrance and looking forward and those values and challenges are important to that. GM not saying can't change – it's the timing that is a bit weird. The 10 challenges will enable us to gain feedback when we are clearer about who is out there. MS it's about a revalidation of what we are doing, it's not necessarily about change. JB we need to acknowledge where the challenges came from and how they are being used. RE expressed some confusion in that the initial discussion started from are they still relevant, so why a]-do we need to revalidate and b] – is the timing right? JM clarified that it was a wish to check out if the challenges are being used and are there any changes needed. JB - summarised that the process is valid and it will be useful to gain the feedback. TM agreed to seek final comment from the group and then send the final version to JB within the next 7 days and then circulate to Council. This will mean that the survey will go out after Dignity Action Day. GM queried the type of feedback on what survey monkey comes up with. KR clarified that the information could be provided in whatever form the Council wished, i.e as raw data or focused responses.

- 10.9.12 – JB did write to The Minister –Norman Lamb – nothing heard. RL to continue to chase a response.
- 11.9.12- Completed
- 12.9.12 – JM – Nursing Values draft report – JM responded saying there was a need for better multi-disciplinary training and working and more about Dignity. Bill Mumford has encouraged thinking about values and behaviours and skills, which also provides an opportunity. It is all part of the nursing hierarchy recognising that they have to make some changes. JB requested that JM to put some bullet points together to

include in any further report, and to provide the link for Council members to gain further information.

#### **1.13.5 Funding**

- 1.13.5.1 JB introduced the draft letter that had been circulated, which could be sent out. The meeting felt that it needed some further information about our mission and vision and what we would like people to contribute to. CC commented that we also need to be very clear about what we have to offer. The general feeling that the letter was a good idea. JM queried how much we were asking for, JB commented that an amount had not been stipulated, as we wanted to talk that through, and to recognise the different size and funding availability of organisations. Several Council members stated that they would pass the letter for internal consideration within their organisations.
- 1.13.5.2 RL –queried why we did not go for ISD funding, JB clarified that this was for two reasons it did not meet our needs, and we were not able to meet the strategic fits.
- 1.13.5.3 It was also clarified that in respect of Big Lottery funding no bid had yet been made, but this is a good suggestion and will be followed up.
- 1.13.5.4 JM expressed concern about the lack of on-going DH funding
- 1.13.5.5 CC queried whether we could be a bit opportunist and build something on the back of Mid Staffs and potential radio phone ins. With perhaps Dame Joan Bakewell doing something. Other charities get funding that way, and also raise their profile. JB commented that we have been asked by one of the Champions if they could give money to the Dignity In Care campaign, so things are already happening in that area. LT commented that we are not currently a Charity so this may mean we need to consider our status. JB said that we need to act now so that we are not getting to end of March with nowhere to go. She did not believe there were issues of governance if we did get donations from organisations that are already stakeholders.
- 1.13.5.6 It was agreed that JB and LT will begin to work on the letter revision and get it out in near future, certainly within a week. It is also important that everyone continues to make connections and work in partnerships with others and looking at co-production. The other options discussed above will also be explored.

#### **1.13.6 Dignity Action Day**

- 1.13.6.1 JB commented that she was aware of lots of activity. It was recognised that CD has dedicated a lot of time hearing what people are saying and making sure that pledges are going on the website. There had been a hope that we could use the logo as a way of showing the growth of pledges but unfortunately we are not able to use the filling the heart idea, Cubic State weren't able to facilitate that within the timescales. Currently people are using Facebook to tick like if they were planning activities for DAD. JB has also written to Dame Joan Bakewell the Council's Ambassador giving her

an brief update and requested a quote for the day. She willingly provided this and CD will be putting it on the website and DAD newsletter.

- 1.13.6.2 RL reported that from a Department of Health perspective they are also trying to push media and communications internally to promote the day. They are hoping to get a Minister involved, have also been working with CD regarding the website and newsletter.
- 1.13.6.3 KR reported that CD has also been active internally within SCIE and has organised an internal event . JF reported that she would hopefully be using one thing as a platform for the media attention she is gaining recently and during forthcoming days. JB reinforced that lots is happening and being mapped on the website, there is some really good examples coming through. The desire is that as individuals and members of the Council we need to be present, active and visible. RL backed that up, and also commented that even if you Google search the day there is evidence of a lot of information and work going on. JB stated that there are 526 members on Facebook page and there is definitely a buzz out there. She reminded members that If you are doing something yourself make sure it's out there.

#### 1.13.7 Logo

- 1.13.7.1 CD put the logo onto the website as requested. As a result lots of people seem to be asking if they can use it, and others are using it and changing it. KR stated that recently a couple of people have asked to use the logo, and others are getting in touch and saying that they have developed the logo. There are some issues around potential use and how Council may be seen as endorsing that by default, when we may not have any ideas what being done. CC queried how logos are registered as intellectual property, KR responded that yes you can register them, it is just generally understood that they are not used . JB clarified that our logo is not registered. CC felt that if we register it then we could address the issues. KR perhaps don't need to go to those lengths, its more getting a basic statement sorted. FU commented that it's not difficult to register. JF stated that it does cost and JHS said that she thought it was £125 + Vat.
- 1.13.7.2 JB in summary suggested that registration was explored, and alongside that we need to be clear about how, what and when, it might be used by others and get a corporate statement on the website. This would be particularly relevant as we develop issues around partnership working. RE commented that charging for using the logo is another way of potentially generating money. JB noted that as a thought for the fundraising. KR agreed to send round SCIE's statement to provide some guidance. Once KR/CD have pulled something together it was agreed that JB could take Chair's decision on what statement is put on the website for the use of the logo.

### **1.13.8 Website**

Postcode search issues have become an increasing issue. Cubic state previous quoted £1800 plus VAT to provide. Council's permission to spend that level of money was sought. JB reinforced the work that is being done by CD and her enthusiasm and ideas for improving the website and what it can achieve. That would really change the nature of the work, and how communicate with champions.

JM proposed that the function should be purchased; GM seconded.

The meeting agreed that the search function should be established as soon as possible.

### **1.13.9 Training for Doctors**

JM raised the issue of the need to ensure that Doctors gain clear training in Dignity. It was agreed that she would send Council members the questions and her answers so that Council can endorse or not, her comments. JF requested further information and it was agreed that JM will email JF separately the relevant information.

### **1.13.10 Dates for next meeting.**

Although it had been previously agreed that we would continue to hold meetings on the third Monday of the month, there are two months when this would not be possible for LT. The following dates are therefore proposed.

25<sup>th</sup> March 2013

3<sup>rd</sup> June 2013

15<sup>th</sup> July 2013

16<sup>th</sup> September 2013

18<sup>th</sup> November 2013 - to include the Annual General Meeting.

### **1.13.11 Action Checklist**

Reference	Action	Who/When
1.13.4.2a [2.7.12.2.b]	Work to continue to build on the excellent start that had been made in improving the website.	JFi/CD
1.13.4.2b [3.7.1.2.1]	All Council members to place their update information directly onto to the website Discussion Forum [either NDC or Champions section as appropriate]	All – as from today's meeting.
1.13.4.2c [3.7.12.1]	Work to continue to establish working partnerships with the RCN	SB / FU and others as appropriate .

<b>Reference</b>	<b>Action</b>	<b>Who/When</b>
1.13.4.2d [3.7.12.7a]	Press release to be prepared to be ready for the publication of the Mid Staffs report.	JFi and communications group, by February publication date.
1.13.4.2e [3.7.12.7a]	Links to be made if possible to Paul Burstow through a direct contact.	MS / JB
1.13.4.2f [3.7.12.7a]	Steps to continue to map active networks and Champions.	CD / LT and Dignity Champions group.
1.13.4.2g [3.7.12.7b]	RP to do briefing paper regarding widening the range of groups we are lining up in terms of champions, Links to suggestion by CH regarding end of life champions.	RP and CH asap.
1.13.4.2h [9.9.12b]	TM to update survey in light of today's discussion and send to JB for sign off. Survey to be sent to Council members prior to its inclusion on the website.	TM / JB / LT / KR /CD asap
1.13.4.2i [10.9.12]	Response from Norman Lamb to be chased.	RL
1.13.4.2j [12.9.12]	JM to provide bullet points for Council members in respect of her involvement in the Nursing Value group on behalf of Council.	JM asap
1.13.5.1/6	Letter to be revised in the light of discussion and then recirculated.	JB / LT by 25.1.13
1.13.5.3	Bids to be made to Big Lottery for funding .	JB / LT / FU asap
1.13.5.5	To review legal status and whether registration as a Charity would be useful	Core group.
1.13.6	Ensure that pledges and activity is registered on the website or Facebook.	All by 1.2.13
1.13.7.2a	Explore registration of logo.	JB /LT /FU
1.13.7.2b	To establish a statement that could go on the website regarding the use of the logo by other organisations.	KR/JB immediately
1.13.8	Post code search function to be purchased and added to the website.	KR/CD/
1.13.9	Council to be supplied with questions and answers regarding training for Doctors that has been submitted by JM	JM by 25.1.13