

Dignity in Life

It's everybody's business
In the heart, mind and actions



“The National Dignity Council continues to promote values and attitudes that have the potential to transform lives. Its 10 Point Dignity Do’s is something that sets the standard for what we all want not only for the most vulnerable among us, but also for the entire world of caring and carers. I commend it to everyone!”

Joan Bakewell - Dignity Ambassador

Become a Dignity Champion today

Sign up online at

www.dignityincare.org.uk

The Dignity Do's

High quality services that respect people's dignity do:-

- 1 Have a zero tolerance of all forms of abuse.
- 2 Support people with the same respect you would want for yourself or your family.
- 3 Treat each person as an individual by offering a personalised service.
- 4 Enable people to maintain the maximum level of independence, choice and control.
- 5 Listen and support people to express their needs and wants.
- 6 Respect people's right to privacy.
- 7 Ensure people feel able to complain without fear of retribution.
- 8 Engage with family members and carers as care partners.
- 9 Assist people to maintain confidence and a positive self-esteem.
- 10 Act to alleviate people's loneliness and isolation.