

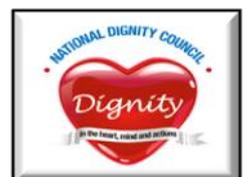
DIGNITY ACTION DAY

01 February

Community Resource Pack



**HAVE YOU GOT TIME FOR
“DIGNI-TEA”?**



What is Dignity Action Day?

When the Dignity in Care campaign began in November 2006, the aim was to inspire health & social care staff and local people to place dignity and compassion at the heart of care services, and in their communities. Four years on and an army of over 45,000 Dignity Champions are all doing their bit to make a difference in peoples' lives.

The first Dignity Action Day took place on 25th February 2010 and nobody could have foreseen what a truly memorable day it would turn out to be. The idea really caught the imagination and the hearts of the public, inspiring many hundreds of them to demonstrate what being treated with dignity means to the more vulnerable members of our local communities.

Dignity Action Day is set to take place again on **01st February**. It is not necessarily a day for the 'grand gesture' but more about taking the time to do something, however small, for people who too often feel isolated and of little value to society.

Norman Lamb, Minister for Care Services, supports the work that people do to make a difference.



"I would like to thank and commend the Dignity Champions for their personal contribution to ensuring the principle of dignity is placed at the very heart of the high quality and compassionate care that everyone deserves."

As a member of the public, you are likely to come into contact with health & social care services at some time in your life, be that personally or through a family member or friend. Please think about how people would like to be treated and dedicate 01st February to supporting Dignity Action day.

This resource pack contains many ideas for those members of the public who wish to support Dignity Action Day in their local community.

HAVE YOU GOT TIME FOR "DIGNI-TEA"?



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Dignity Action Day is about:

- reminding society that dignity in care is everybody’s business;
- giving the opportunity to uphold peoples’ right to be treated with dignity;
- showing respect to staff in care settings as well as the people they care for;
- including activities which allow people, either in a care setting or in the community, to feel able to give something back

By Supporting Dignity Action Day you can:

- Raise awareness of the importance of dignity in care
- Provide someone in your community with an extra special day
- Be part of a national celebration and demonstrate solidarity for Dignity in Care
- Remind others that respecting the dignity of people in your community is not the sole responsibility of health or social care staff- we all have a role to play

From helping an older neighbour with their shopping, to providing free legal advice for a local charity, we can make a vital contribution to all aspects of community life. As part of the community, your efforts to respect the dignity of others might be as simple as being there for someone to talk to, to share memories with and look at old photos.

Your activity could involve helping people do something new and interesting for the day – something they have never done before but always wanted to do - or maybe something they used to do but now need a little help with. You could perhaps help improve the environment of a vulnerable adult in a practical way by helping tidy a garden or doing some decorating. Opportunities to help are endless read on for ideas to inspire you.

Remember you can give your gift of time any day of the week, night or day, even if you work full time. Even if you can only dedicate one hour to help provide someone with a dignified experience around Dignity Action Day – the difference to that person may be immeasurable.

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Dignity Action Day suggestions:

Each of the ideas below helps promote dignity by meeting one or more of the dignity in care challenges. You may be undecided about what you might want to do to support Dignity Action Day. If so, why not take your cue from a recent survey of 3000 people, who, when asked 'what are the most important things needed to ensure dignity in care?' responded that providing a stimulating activity for someone in care or giving someone a greater sense of purpose were priority issues to help deliver dignity in daily lives.

The list of ideas is split into informal, formal and intergenerational ideas. Take a look at them all and see what suits you best. Once you have decided on your support for Dignity Action Day please [tell us what you are planning to do](#), so we can share these ideas to inspire and encourage others to participate.

Informal activities

This might be a one-off act to support Dignity Action Day. These ideas typically benefit people in your local community, be that a neighbour, a local community group, day centre or care home. These ideas could be organised independently and flagged for a helping hand when you share your idea on our activities page. Examples might be:

- Hold a Digni-Tea event. We want you to invite people to have a cuppa and take the opportunity to raise the profile of Dignity, both in the way you work and the importance of the Dignity challenges.
- Run a local activities session to bring people together
 - Tai chi, music, dance, bowls, crafts, a quiz
- Teach someone how to use the internet so they can connect with other, shop online etc
- Contribute to a pamper day
- Assist at a crafts evening
- Gardening
- Decorating
- Spring cleaning
- DIY
- Cooking
- Shopping
- Share your time
 - Listen to someone talking about their family
 - Look at photographs from the past
 - Play games

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- Listen and learn from people's experiences
- Dedicate some time to read to someone who has difficulty with their sight
- Watch their favourite film
- Listen to their favourite music
- Talk about why the film or music is so important to them
- Take the stress out of a day
 - Collect prescriptions for someone
 - Drive people to care centres (e.g. day centres, GP surgeries or hospital)
 - Or to appointments
 - Or to a place of worship
 - Or to see a long lost friend
- Organise a get together with others in the community to reduce the feeling of isolation
- Organise a day trip or help on an already organised trip

Formal activities

If you want to undertake a more formal volunteering activity we advise that you contact a volunteering organisation to obtain advice and support. It may be that these activities require more planning and a longer commitment than a one off activity. Examples might be

- Regularly helping your local meals on wheels service. Some people may need help with eating and drinking
- Join a homecare worker on their rounds for the day, take some of their load so they have time to have a chat with the people they visit
- Meet and Greet - many people arriving in hospitals are anxious and would appreciate some support and a friendly face
- Assist your local hospital radio for the day
- Join your [local involvement network](#) (Act as a voice for people in your local community)
- Help at your local hospice
- Contact your local hospital and ask how you can volunteer your help.

What can you do to help close the divide between generations?

Intergenerational ideas

Over the past four years since the Dignity in Care campaign launched, it has become apparent that there is often a lack of understanding between generations. This is something we need to address - especially in an ageing society. It is important to try to help different generations interact more and form a mutual appreciation of each other.

HAVE YOU GOT TIME FOR "DIGNI-TEA"?

- Arrange an activity that will bring different generations together and:
 - invite older adults and younger people along to share experiences(e.g. Brownies, guides or cubs)
 - choose a theme or activity that everyone can relate to
 - facilitate a session where the generations can interact and learn from each other and have fun
 - try to dispel the myths that all old people are useless and all young people are hoody-wearing hooligans
- Arrange for an older person to visit a local school to share their experiences on a particular topic e.g. the Second World War, the first motor vehicle
- If you or someone you know is under 18 and has a talent, showcase it at your local care home e.g. entertaining, singing, magic, crafts, a specialist skill
- Set up a reading scheme
 - Older people can help pre-schoolers
 - Younger people reading to those with failing eye sight
 - Devise a project that different generations can work on together. For example older generations could share recipes and younger generations provide the IT skills to work together and produce a community cook book

Age Concern can help you find an intergenerational project near you

Getting Support - Getting involved

If you want to be involved in Dignity Action Day but don't know what to do, you can view what other people are doing on the dignity in care website and get involved with their ideas. Simply search activities in your local area where 'volunteers are required' and find out if anyone needs some help. Perhaps a care provider in your local community is organising a day trip for service users but needs an extra body to make the idea become a reality. If you don't have an idea of your own then offer your support to someone else and work together to provide a truly memorable day for a member of your local community.

If you have a volunteering idea but you need help and support make sure you flag this up when you upload your activity onto our website. This indicates to others that you need some support and people who are interested in helping out can express an interest by contacting you directly. If you choose to set up a gathering, share your skill or something similar but you need more people to get involved then this is the way to do it.

You could also use [flocklocal](#), a free website that provides you with a set of tools to advertise your event and sign-up volunteers. If you have an idea for example

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to tidy up the garden area of a hospital or care home and need volunteers who do not require a particular skill, then this website would be good for you.

Volunteering organisations

Here are some organisations that can support you if you want to get involved with volunteering activities. Some of these organisations will match you with an activity that will suit you and allow you to search out possible activities in your area. Others advise you to contact them for help and advice.

Do It. Volunteering to support dignity doesn't necessarily mean direct care of patients or vulnerable people. Fundraising for hospices, and helping out in charity shops, for example, are invaluable ways to give your time and skills. On the other hand there are opportunities which require good communication and listening skills such as befriending terminally ill patients, becoming a therapeutic care practitioner, or a care volunteer for people with Leukaemia and lending a listening ear and support.

Mentoring and Befriending Foundation If you are looking for a longer term volunteering opportunity then try the Mentoring and befriending Foundation. They rely upon local support from people of all ages and backgrounds to carry out projects working with specific groups of people offering a one to one non judgemental, informal and social relationship.

Sue Ryder care. Volunteering with Sue Ryder Care will help support service users in retaining contact with relatives through the internet, keep up to date with current affairs by reading and maintain their appearance with hairdressing and manicuring sessions. Service users are also keen to give something back themselves and feel that by volunteering they maintain their dignity in an environment that is supportive and understands their needs. Find out more by emailing tracey.mealing@suerydercare.org

Age Concern / Help The Aged There are many opportunities to get involved with Age Concern and Help the Aged. For example, volunteers run activity classes, give information and advice, provide support as a befriender, help in day centres and help around the home as a handyman.

British Red Cross The British Red Cross offers valuable short-term support to vulnerable people in the UK, whether it's helping out around the home following an operation, providing a wheelchair or taking someone on a trip to the shops.

Could you spare a bit of time to lend a hand and brighten someone's day? If you like spending time with people, then here's the ideal volunteering role for you.

WRVS – The Volunteering opportunities at WRVS fall into four categories: Helping at community information centres and cafes, meal and book delivery driving, hospital patient support & emergency service response teams.

Voluntary worker encourages retired people to get involved and organises placements with local hospital radio, providing transport in the community and helping people with learning disabilities.

CSV Touch the lives of others by volunteering with CSV. They can make volunteer placements mentoring and befriending others and specifically working with older people in your community.

St Johns ambulance – Get involved with one of the community projects and help out at the hospital library services, or help those that have suffered an acute illness access and participate in leisure and sport activities.

Marie Curie cancer Care –Volunteer placements can include helping in hospices - from volunteer driving to complimentary therapist, to working in the offices dealing with incoming queries.

Volunteering England – does not directly place volunteers but you can search for your local volunteer centre on their website and get involved that way.

You could also try contacting national organisations that support a condition (e.g. the **Alzheimer's Society**) that you feel passionate about- they may not take volunteers themselves but they may know of local opportunities where support is needed.

These organisations are here to help you volunteer. Please take advantage of that in your support of Dignity Action Day!

Supporting Dignity in Care beyond Dignity Action Day

If volunteering isn't for you but you want to support Dignity Action Day and the Dignity in Care Campaign take a look at our suggestions below.

- Tell your friends, family and colleagues about Dignity Action Day.

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- If you use online social networking tools such as MySpace, Facebook , Twitter, Bebo or have your own online blog or organisational website, newsletter, or email network, use these to help spread the word
- Sign up to [become a dignity champion](#)- we will keep you informed what you can do in the future to support the Dignity in Care Campaign
- Wear a dignity in care badge
- Contact your local councillor or MP at www.writetothem.com to:
 - a. Ask them to prioritise and fight for dignity in care locally;
 - b. Share with them your personal dignity story and why this issue is important to you; or
 - c. Encourage your local councillors to undertake a local Overview and Scrutiny Review around Dignity in Care.
- Find out what improvements are being made in your area.
- If you are in contact with care services, take the time to give your feedback, good or bad, about your experience:
 - a. Use the suggestion box
 - b. Send a thank you card
 - c. Talk to the ward or care home manager
 - d. Feedback online at [NHS Choices](#) or [Patient Opinion](#) or www.iwantgreatcare.org/
- Share your views on local care services or get more actively involved in holding services to account through your [Local Involvement Network](#)

Summary

Most people know someone who has not been treated with dignity and respect when receiving care services

Dignity Action Day is an opportunity for all of us to address that and show our support for the importance of treating vulnerable people with dignity and respect.

Dignity Action Day is not about grand gestures. It is about all of us - you and me - doing our own thing, however small and personal - to underline the need to treat people with dignity.

Don't be put off and don't be shy. Even the apparently smallest actions can make a difference. Please get involved – this is so important!

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Tell us what you plan to do and remember:

“It might well be that the difference people make individually is a mere ripple on the surface of our care system, but each of those ripples added together create a wave, a social movement, and if this makes life better for some – then it has to be worthwhile.”

Sir Michael Parkinson, Supporter of the National Dignity in Care Campaign

Become a Dignity Champion:

If you wish to support the campaign further, please sign up as a Dignity Champion and take a look at our toolkit for action and action packs under resources, detailing what members of the public and health and social care staff can do on an ongoing basis to support dignity for people in care.

Dignity Action Day is supported by the Dignity in Care Campaign & its partner organisations. Visit us at www.dignityincare.org.uk.

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