



NATIONAL DIGNITY COUNCIL ANNUAL REPORT

2016 – 2017

*Dignity in our Hearts Minds and
Actions*





ANNUAL REPORT 2016 - 2017

CHAIR'S COMMENTS

The National Dignity Council continues to work positively to promote dignity within our society. Following our successful achievement of Charitable status, we have spent the year seeking funding opportunities and are grateful to those champions and organisations who have given us financial support over the last year. We have 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 88,000
- Revamped the website to make it both user friendly and more current.
- Continued to increase the number of members on the Dignity in Action Facebook page.
- The website forum is being used by more champions to raise issues and the links with the Facebook page are stronger to ensure that we keep as many people informed and involved as possible.
- 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.
- Meeting administration has been excellent
- Practical support from Registered Nursing Homes Association in terms of providing an office base for the Council.
- Continued to ensure that the costs of supplying wristbands and badges are covered, and increased the range of organisations using these resources.
- 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.
- Worked collaboratively with National Care Association to hold a conference with Dignity as its theme.





- Continued to develop our suite of audit documents.
- Continued to develop our links with younger people, including developing a package that package that was delivered to 500 children in schools.
- Been an active member of the The Quality Matters initiative – this is co-led by partners from across the adult social care sector, it sets out a single view of quality and a commitment to improvement.
- Maintained strong links with, Care England, End of Life networks, National Care Association. National Care Forum
- Increased the number of active networks.
- Supported National Dignity Awards – by being a panel member and presenting awards. A great opportunity to celebrate all that is good about health/care
- Made better use of our Twitter account and increased our number of followers too.



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

- Dignity Action Day continues to provide 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.
- To ensure that the resources on our website are current, wide ranging, and useful to both champions and the public.
- Developing our cross generational work.
- Working closely with others to develop our contact with citizens and thus meeting our charitable objects.
- Undertake objective audits for organizations to help them release their Dignity ambitions.
- Promote Dignity to a wider group of stakeholders recognizing the connection of delivering with dignity and customer services. E.g. Insurers, banks – shops – Business' associated with the health/care sector.
- Working on developing and sustaining links with Health Colleagues.
- We will continue to seek opportunities for funding as they arise.
- Continue to develop our suite of audit documents.
- Promote the Dignity Do's for both young people and adults.
- Utilize the outcomes from our survey of champions to develop resources and training tools.
- Explore opportunities to collaborate advocacy groups – signposting those who need representation/or a voice to make a difference.

Finally I would like to say a few thankyou's: To everyone who has supported the Dignity Campaign in the last year, a tremendous thank you, without you we would



not have been able to achieve anywhere near as much as we have. To our Trustees and Honorary Secretary, who have unstintingly and freely given their time and energy to ensure we are effective in meeting our goals and in continuing to be a viable campaign -a big thank you. To the extended Council members who have continued to give us their commitment and support. 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 every one of you.

Jan Burns MBE
Chair

REPORT OF NATIONAL CARE ASSOCIATION CONFERENCE held 2017

The National Care Association spring event was a great day, plenty of delegates, recently refurbished venue, excellent catering and outstanding speakers. The current climate in the sector is so full of negativity that they tried to balance the day in such a way that it promoted the reason we all do what we do – provide a safe and comfortable environment for the frail and vulnerable people we support in a dignified manner, which meets their needs and harnesses what good care is.

As always the conference was supported by a great line up of speakers both local and national and of course members of the NCA Board. Quality, regulation, challenges, opportunities, recruitment and retention and funding were all up for discussion throughout the morning. NCA experts along with QCS, Skills for Care and Lester Alldrige, all provided thought provoking speeches. In particular one from Sharon Allen, the Chief Executive of Skills for Care and Peter Grose, NCA's solicitor, about the difficult decision that sometimes has to be made to ask a service user to leave a care home. With the primary aim being to support responsible care and support we were delighted that the event was support by the Dignity in Care campaign. In the afternoon the discussion was around Delivering with Dignity, why getting out and about is vital to a dignified and fulfilled life with Oomph! and Baking a Dignity Care with Jan Burns, Chair of the National Dignity Council. Recognising the synergy between delivering with dignity and positive culture led services and considering practical examples of using dignity to improve service quality was an important part of the day. The content of the whole day was excellent and the Minister David Mowatt MP did not disappoint providing a talk on 'Commitment to Dignity in Care'.





{text and photographs kindly provided by the NCA}.

DIGNITY CHAMPIONS SURVEY 2016

In 2016 we undertook a survey to find out what Dignity Champions wanted by way of materials to help them spread the message of dignity and the key points they wished to get across. The results of that survey were published earlier this year, but the key points were:

- Ensuring dignity is important and relevant in care settings
- Ensuring person-centred care
- Keeping up to date and share the current trends and good practice in dignity
- Increasing the number of dignity champions including service users and families
- Supporting others in changing their behaviours
- Better use of social media to promote dignity
- Specialist training such as child focussed resources, dementia and safeguarding issues
- Facilitating training events through better funding and making time

Throughout the year we have worked on establishing resources for champions,

- The newsletters have highlighted resources that are available from our colleagues and partner organizations as well as those available from ourselves.
- We have posted a set of powerpoint slides that can be downloaded to help individual trainers get the message across.
- We are working on case studies that can be used to increase understanding across a range of settings.
- We are developing a training pack that can be used by champions and will be discussing that at this year's AGM.
- We are exploring ways in which we could effectively evaluate training programmes and thus 'kite mark' those that are effective.

Unfortunately without resources of both people and money we are not able to move as fast as we would wish, but rest assured we are working on the wealth of ideas and information that came forth as part of the survey.



SOME EXTRACTS FROM DIGNITY ACTION DAY 2017 MEMORY BOOK

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



James Paget Hospital

We had a great day modelling some new "dignity garments" we are Trust. We had a pledge tree.. which we will be in Magazine. In support of cakes as prizes to win kindly donated 2 afternoon tea vouchers. A lovely day had by all. Also opportunities to promote our Trust's Respect and Dignity workshops and Dementia care initiatives.



modelling some new "dignity garments" hoping to trial within the displays and also a Dignity received over 80 pledges, including in the Trusts of Digni-tea day we also had and also a local restaurant

Digni-tea at Loros

An afternoon tea for our patients, carers and families, speak and discuss what dignity means to them. We also got patients involved by asking them to create words written on wooden hearts with them, which they put in care. We then put the hearts on display for our visitors to see.



our patients, carers encouraging them to what dignity in care

involved by asking wooden hearts with them, which they put in care. We then put



Digni-Tea n Valentine's Day Care Home

Digni-Tea n Valentine's Day, Care Home Grimsby, lovely arranged the afternoon with leaves for Dignity means to made the cakes, they all



- Temple Croft

at Temple Croft singer, n cakes. Lynsey all the residents writing their me, Jackie our lovely cook looked n tasted gorgeous.

Digni-tea - Bridgtown

Fabulous afternoon - raising awareness of dignity through our little town of Bridgtown. Digni-tea dear friends the St special mention to our of King of the Road. for our church interest in people let's hope we see difference a day



with the delightful singing of our Stephens gospel choir, and a 3 Fivers who gave us a rendition We made £100 for dignity and £60 restoration fund. There was lots of wanting to become champions - those numbers increase. What a makes!!!

Around the world -

Walmer Care Centre,

celebrated with an Around the world in 8 teas - tea party. 6 more staff became dignity champions. Lovely tea party. Dignity stars chosen by service users. Continued all throughout the day.

Walmer Care Centre

Digni-tea - Independence Matters Laburnum Grove Community Hub

Friends and family were for afternoon tea and a what dignity and respect individuals - all helped two) and some lovely Customers at the Hub were about the support given to discuss the importance of individual and having their times. They also wrote sentences that expressed them and these were used to create poems which were read out and enjoyed by everyone at the Digni-tea.



invited to the Hub chance to discuss meant them as along by a cuppa (or cakes. able to talk openly them by staff and being valued as an privacy considered at all down words and what dignity means to

A lovely and worthwhile afternoon discussing a subject that matters to us all.



ACCOUNTS 2016-2017

Statement of Accounts and Balance Sheet for the year ended 31st March 2017

	2015 - 16	2016 - 17
INCOME		
Donations	0	2628.12
Sales	7460.45	9110.4
Conferences	390	0
Bank Interest	33.02	0.49
Just Giving		785.39
Misc		0
	7883.47	12524.4
EXPENDITURE		
Insurance	420	433.87
Web Hosting	3030	
Web Maintenance	2280	7874.14
Travel Exps	1100.83	1089.39
Secretarial	589.64	704.33
Conferences	8777.94	45.96
Badges / Wrist Bands / Dos	5292	3321.97
Misc	0	
Consultancy	0	3960
Administrator	10744.9	4485
Bank charges		102
Just Giving		162
	32235.31	22178.66
Surplus / Deficit	-24351.8	-9654.26
BALANCE SHEET		
Opening balance	44972.08	20620.24
Surplus / Deficit	-24351.8	-9654.26
Closing Balance	20620.24	10965.98
Represented by		10965.98
Cash at Bank		10965.98
Creditor		



Whilst our accounts show that we made a smaller loss in the year 2016 - 2017 than we did in the previous year, it is still a loss which means that our bank balance continues to shrink.

We incurred a lot of expenditure in upgrading our website to meet the needs of our growing numbers of Champions, hopefully we will not need to spend quite so much in maintenance in the year ahead.

In 2016 / 17 we received a very welcome £2628 in donations, for which we are very grateful, but, clearly we need to develop an income stream in order to continue.

At their meeting in March 2017, the Trustees agreed to write off £364.70 that is still outstanding from badges supplied to Champions and groups in 2014. At that meeting they also noted that there are still monies outstanding from 2015 [£1939.7] and 2016[£2299.1] although steps are still being taken to attempt to recover this.

Frank Ursell
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.
- Support citizens to achieve Dignity for all those who are vulnerable or in need of support.

CHILDREN'S DIGNITY CHALLENGE

Building on the successful launch of our Children's Dignity Cards we have continued to develop resources that can be utilised in helping children understand the concept of Dignity. The material below is a summary of some work that has been undertaken by Jan Burns delivering workshops to over 500 children at school assemblies.

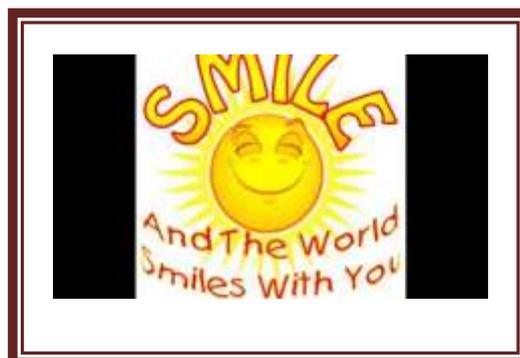
Why We Need More Kindness

Today, judging and stereotyping others seems to be an activity practiced by too many people. Unkindness isn't new behaviour that is inconsiderate and harsh

Children who are at the forefront of technology and social networking are learning from what they see around them. Children also tend not to be able to see the big picture. Because young children usually focus on the now and don't think too far ahead, they may not realize the full effects of what behaviours like meanness, exclusion, or bullying can have on other children., they are naturally self-centred, which means that they are not always able to put themselves in someone else's shoes or make a conscious effort to think about how someone else might feel.

That does not mean, however, that children are naturally unkind. In fact, they often inherently have empathy for others and want to be helpful. Parents, teachers and other adults can take advantage of these natural instincts and encourage kids to think about other people's feelings before they act, and teach them how to practice kindness in their everyday lives.

The National Dignity Council aims to promote dignity across all generations. This year a workshop was delivered to 500 first school children. The aim of the workshop is to raise the awareness of children, so that they could recognize that their behaviour can affect other people and that when people are being unkind either to them or others it is wrong and unacceptable. They were all given a dignity heart and it was left with them to identify three acts of kindness on the reverse of the heart – these were collated by their teachers and brought together to form one big heart full of acts of kindness.





POEM

And to finish a poem that came in as part of Dignity Day.

Words of dignity and pride,
Go hand in hand, side by side,
We hope to show you every day,
With the things we do and say,
We try to keep you in our sight,
Safe from harm to get it right,
As carer, helper and staff,
We do our best to make you laugh,
With respect we're here to stay,
Showing support all the way.
Because I care when you're feeling blue,
I try to do my best for you,
Every time you need a hand,
I'm there to make a stand,
I need to know what's best to share,
To let you know how much I care,
Perhaps we could go out for tea,
Show you how to feel free,
Instead of feeling down,
We could catch a bus to town,
I'm writing on this digni-tree,
To show you what you mean to me.
As you pass me in the hall,
Reach out and call,
I often want to stand and talk,
Busy me, I start to walk,
Then looking back I realise,
Work brings ties,
"Time is precious" I hear you say,
So no more I walk away.



TRUSTEES AND COUNCILMEMBERS FOR 2016-2017

TRUSTEES

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

COUNCIL MEMBERS

Liz Taylor	Secretary
Sharon Blackburn	National Care Forum
Gillian Moncaster	Northwest Dignity Forum
Carol Gibbons	MacMillan Cancer Support
Amanda Waring	Independent Filmmaker and Writer