



NATIONAL DIGNITY COUNCIL ANNUAL REPORT

2019 – 2020

Dignity in our Hearts Minds and Actions





CHAIR'S COMMENTS

The National Dignity Council continues to work positively to promote dignity within our society. Despite our limited funding we have continued to increase the range of resources available for our Champions and the general public to access. The Dignity Campaign continues to be high on the agenda of those organisations with which we engage, and work in collaboration with.

Never has dignity been more important than in these Covid times. People dying without friends or family by their sides in hospitals and care homes – staff promoting dignity with kindness, respect and compassion at a time when it is needed most. Health/care services coping with lockdown tirelessly and selflessly working day and night to give clinical, physical, emotional and spiritual care. The National Dignity Council applaud and offers thanks on behalf of every citizen to those Dignity Champions who have truly gone the extra mile.

In summary our achievements are:-

- Held an extremely successful and well received conference on Dignity.
- Increase in the number of champions to over 160,000
- Continued to maintain a website that is up-to-date and user-friendly. The Discussion Forum continues to promote discussion on a wide range of topics
- Continued to increase the number of members on the Dignity in Action Facebook page to over 3k.
- Held another successful Dignity Action Day – again the theme, “Have you got time for Digni-tea?” proved popular as a vehicle for getting people involved.
- Raised funds through Dancing with Dignity events.
- Meeting administration has been excellent
- Received continued 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 and number of organisations using these resources.
- Maintained links with Champions and other stakeholders.
- Maintained and developed the production of a regular Newsletter, and received very positive feedback for its content.
- Continued to develop our suite of audit documents.
- Maintained strong links with – key stakeholders, Care England, End of Life networks, National Care Association, CQC, NICE and SCIE, and SFC.
- Edited and contributed to an Altura Dignity Training Programme
- Represented the Council as a Member on DHSC Quality Matters Board.
- Worked with Dignity link at CQC who attended the January Conference.
- Contributed to CQC Shared Protocols for Inspectors and Providers
- Supported active champion networks.
- Made better use of our Twitter account and increased our number of followers to 5764



- Raised funds/donations by working with a number of health services to promote dignity , person centred practice and continence services.
- Involved as a panel member on the Staffordshire Dignity in Care Awards

This positive year provides the Trustees 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.
- Dancing with Dignity continues to provide the opportunity to celebrate, raise funds and have fun.
- Develop and circulate postcard comment forms regarding people's experience of dignity whilst receiving care and support in both hospital and social care settings.
- Co-produce a Dignity Induction Module at New Cross Hospital Wolverhampton
- To ensure that the resources on our website are current, wide ranging, and useful to both champions and the public.
- Working closely with others to develop our contact with citizens and thus meeting our charitable objects.
- Working on developing and sustaining links with Health and Social Care Colleagues.
- We will continue to seek opportunities for funding as they arise.
- Continue to develop our suite of audit documents to include Infection Control
- Promote the Dignity Do's for both young people and adults.
- Develop local Dignity Champions who are able to speak to staff teams and local groups.
- Working with CQC and NICE to promote dignity through Vlogs...
- Use the learning from the CoViD19 experiences to celebrate good and innovative practice in relation to delivering services and support that promote dignity.

Finally I would like to say a few thank yous. To everyone who has supported the Dignity Campaign in the last year, a tremendous thank you, without you we would not be able to achieve all we have. To the Trustees who have given unstintingly of their time and energy a big thank you, and to those organisations who gave us 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 everyone of you.

Jan Burns MBE

Chair



NATIONAL DIGNITY CONFERENCE JANUARY 2020

The annual conference was kindly held at the Beacon Centre Wolverhampton.

The conference was a collective coming together of people with lived experience, professionals, organisations and individuals alike, all of whom are wholeheartedly championing dignity around the country. It was an opportunity to share experiences, and look at the further developments in Health and Social care from a wide range speakers, representatives from; the Beacon Centre's Chief Executive, NICE- Social Care and Leadership Manager, Skills for Care- Locality Manager, our very own Trustee- Rekah Elaswarapu around 'Promoting a Culture of Dignity', the Deputy Chief Inspector for the CQC- North Region around 'Inspecting for Dignity', Shropshire Community Health Trust speakers around their significant promotion of Dignity within the trust, and speakers of lived experiences of how dignity can be present or not and the consequences of this around navigating Health and Social Care provision, and, with updates from Chair of the Dignity Council, Jan Burns MBE around the emphasis of the definition of Dignity- and treating people with kindness, respect and compassion.

The conference was supported by attendees and stall holders and support from the Beacon Centre to facilitate the conference, with regular breaks, and room to network and discover what other people were doing to support and uphold dignity. We welcomed stall holders from Skills for Care, SOLLA, Shropshire NHS, National Carers Association, KGLOBAL, with an informative pamphlet of the running of the day too, to keep our attendees informed, filled with opportunity for everyone, as well as a welcome lunch provided by the Beacon Centre catering team, a beautiful choice of food was offered to suit all requirements and tastes.

A few highlights:-

- NICE- looked at how learning from others lived experiences- has played a part in shaping a value base – around treating people with dignity. There were a series of signposts to help facilitators of service provision to utilise as best practice, along with training opportunities to heighten awareness on how to implement good service provision using NICE guidelines.
- Skills for Care- spoke about the supportive frameworks they provide in relation to training and the emphasis on treating everyone with dignity, as well as the staff providing support and the way support is delivered. Essentially, how inadvertently affecting people receiving care and we how we need to be accountable to ensure we provide services with dignity.
- Rekaha Elaswarapu completed a thought- provoking presentation. Discussions were held around us all being 'enablers' and supporters of dignity. The way we observe and act with integrity and the fact that we all have the ability to lead – there was a phrase that Rekaha used, that seemed to provide familiarity with everyone and resounding agreement; 'see it, say it, sort it' that in fact, we all have a duty with applied integrity to uphold dignity.



- CQC, spoke about experiences of the health and social care sector from early beginnings of promoting dignity and how this has shaped careers. How consultation alongside the Dignity council and other stakeholders is transforming the way inspections of services are held.
- The Grace Care Group presented Jan Burns, MBE with a cheque for money they had raised collectively for the Dignity Council. It was a touching gesture that was received with expressions of gratitude for the role the Grace Care Group complete to champion dignity and uphold the values of the 'Dignity do's'.
- The speakers who shared lived experience of hospital care discussed how dignity needs to be at the fore when receiving care, how the negative attitudes of others can shape experiences and how they wish to promote dignity- so others can have better experiences around the support they need. It was certainly a way to make others think about the professional settings in which people require care and support, and the need to strive to inform around peoples wishes and requirements of support in the continuum for better services that treat people with dignity and respect. It is a mindful reminder that choice, preference, and basic care can either be fulfilled or a person's dignity can be stripped.
- Shropshire NHS Trust's representatives provided a viewing of the DVD they had compiled, which encompassed their trusts commitments to dignity, they have a significant number of champions within, and relayed how their staff are always listening and observing how to treat people in a dignified way. They discussed their own facilitation, coupled with their own staff members having lived experience to further understand people's positions when receiving care. It was wonderful to see such commitment via there inclusive presentation.

Jan Burns MBE, closed the conference with a song, 'This is Me' with everyone standing to sing the words, and pledge to create a further wave of awareness via social media. Our The conference was a successful event that brought people together to celebrate the purpose of the Dignity, and most importantly the role that Dignity Champions play collectively from all areas of life, for a common goal.

With thanks to all who contributed and attended, for the positivity and dedication to supporting and championing dignity, and continuing to raise awareness of dignity, kindness and respect.

Roisin Burton Trustee



SOME EXTRACTS FROM DANCING FOR DIGNITY EVENTS 2020



The pictures that have appeared in this report are taken from the website and were chosen at random. Unfortunately, although there was lots of activity not many people posted their pictures on our memory page. However these pictures may give you some flavour of what happened during October 2019. There were some imaginative ways of involving people, and it was clear from the comments we received and the pictures that were posted that people had fun. Our Chair Jan Burns MBE again did a Danceathon and raised over two hundred pounds, as well as having a really good day.





SOME EXTRACTS FROM DIGNITY ACTION DAY 2020 MEMORY BOOK



Yet again we celebrated Dignity Action Day with the theme Make Time for Digni-tea. It never ceases to amaze the range and imagination of people in making a special event for those they are supporting, or just to celebrate what they are achieving.

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





ACCOUNTS 2019-2020

National Dignity Council
Treasurers Report for the National Dignity Council AGM
Statement of Accounts and Balance Sheet
Year end March 31st, 2020

I present my report for year ended 31st March 2020. No grant income was received during the period.

The website and hosting remain our largest cost but are essential to maintain communication channel with our champions. No major upgrade was undertaken during the year, so we were able to minimise this overhead as far as possible.

Sales of badges and wristbands are down on the previous year; however, our income levels were maintained due to the additional income from the Dignity Conference in January 2020.

We have an increase in our surplus this year up from £1802,10 to £3113.43 and our cash at the bank is up from £8442.03 to £11,555.46. Our sales for 2020 due to the pandemic have taken a hit so we need to ensure we maximise all possibilities to raise funds from the Dancing for Dignity Campaign and Dignity Action Day.

Thanks to everyone who has been involved with our fundraising through donations, sales of badges, training provision and sponsorship.

Jane Finnerty

Treasurer October 2020



National Dignity Council Accounts – 31st March 2020

	2018-2019	2019-2020
INCOME		
Donations	£3,457.01	£1,258.00
Sales	£9,202.48	£5,818.00
Conference		£4,304.07
Dignity Action Day	£150.00	£350.00
Dancing for Dignity	£649.00	£345.00
Training		£657.00
Just Giving	£1,145.41	£807.65
PayPal	£130.48	£968.26
	<u>£14,734.38</u>	<u>£14,507.98</u>
EXPENDITURE		
Repayment Huntsmoor		£235.00
Insurance	£448.00	£189.06
Website Costs	£5,817.58	£5,528.25
Travel/Accom/Conf	£220.75	£87.45
Secretarial	£33.00	
Conferences		£1,086.42
Badges /Wristbands/ Dos	£5,516.00	£2,565.00
Admin travel/	£164.99	£957.92
Stationery/postage		
Miscellaneous	£15.96	£29.45
Honorarium	£500.00	£500.00
Just Giving	£216.00	£216.00
Surplus/Deficit	£1,802.10	£3,113.43
BALANCE SHEET	2018-2019	2019-2020
Opening Balance	£6,639.93	£8,442.03
Surplus/Deficit	£1,802.10	£3,113.43
	£8,442.03	£11,555.46
Represented by		
Cash at Bank	£8,442.03	£11,554.6
Creditor	£0.00	£0.00
Closing Balance	<u>£8,442.03</u>	<u>£11,555.46</u>



Dignity During Lockdown

I was asked to write a poem about lockdown
My goodness where do I start
It's something like we have never known
But we are lucky to have staff with big hearts
They are trying times as we isolate
The show must go on, as they say
Checking at all times who is at the gate
Keeping everyone safe come what may
Goggles, aprons, masks galore
Who would ever have thought it
But we always wear our armour, that's for sure
We are champions so we don't doubt it
We talk about Dignity all of the time
With or without the pandemic
The virus has brought its own challenges
But together we are all so epic
Our residents are happy and everyone is safe
Activities have continued at home
Staff and residents working together
Imaginative, creative, well done
I know this because I have seen the proof
I get messages and photos galore
All bursting with pride so eager to please
We couldn't ask for anything more
I've seen photos of rainbows and wish lists
And so much has come from this
Residents using this resource to tell us
What their wish list is
We're going to the circus and watching The Great Showman
Who says we can't do that
It's about having an attitude that says 'we can!!!'
And figuring out just what ...



We need to plan to make it work
Doesn't mean we have to go out
Plan a movie night, dress as a clown
Making it all come about
Involving staff and residents in everything
Making sure we don't leave anyone out
Having values and attitudes that really count
Is what it's all about
We have a great staff team, you make me so proud
Always going the extra mile
It doesn't take much to make someone's day
And you do it all the while
Respect, kindness, compassion too
Are all the qualities I see
Provided to our residents
Absolutely as it should be
We have a duty always
To make time the best it can be
Of course for all our residents
But also for our colleagues
So working together as partners
Effective teamwork through and through
Residents and staff so creative
You amaze me at what you do
Many a memory can be made
By sharing a thought or two
And knowing you all are such Champions just proves
You put Dignity at the heart of all that we do

“Putting Dignity At The Heart Of All That We Do”

Poem written by Trish Jones
Sincere thanks to you all for everything that you continue to do



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
- Disseminate 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.
- Hold a third National Conference
- Raise funds through Dancing for Dignity Events
- Disseminate feedback cards that enable people to comment on their dignity experience.



TRUSTEES AND COUNCIL MEMBERS FOR 2019-2020

TRUSTEES

Jan Burns MBE	Chair	[retires September 2022]
Rekha Elaswarapu		[retires September 2021]
Jean Hardiman Smith		[retires September 2020]
Jane Finnerty.	Treasurer	[retires September 2020]
Susan Brand		[retires September 2020]
Alan Clarke MBE		[retires September 2020]
Clare Copleston		[retires September 2021]
Roisin Burton		{retires September 2022}

COUNCIL MEMBERS

Liz Taylor	Secretary
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