

Dignity in our hearts, minds and actions



NATIONAL DIGNITY COUNCIL

Minutes of the Annual General Meeting of the National Dignity Council held at the offices of Skills for Care, Lynton House, Tavistock Square, London on 19th September 2016

The meeting commenced at 10.45 a.m.

Present:

Jan Burns MBE	Chair [Trustee]
Liz Taylor	Secretary [Trustee]
Jane Finnerty	{Trustee}
Frank Ursell	Treasurer [Trustee]
Rekha Elaswarapu	[Trustee]
Adam Probert	[Co-opted Trustee].

In attendance Frank Colley; William Gallagher; Anne McAdam; Gillian Moncaster, Kieun Kwon.

Apologies: Jean Hardiman Smith [Trustee]
Seven Champions had also sent their apologies for the meeting.

Conflicts of Interest

There were no declared Conflicts of Interest.

Minutes of the Meeting held 19th November 2015

Agreed as accurate by the meeting.

Proposed by Frank Ursell and seconded by Liz Taylor

Signed and dated by the Chair.

Matters Arising

There were no matters arising.

Presentation of the Annual Report

In opening the discussion on this item Jan commented that the Council was in a much better position this year, in that it had achieved Charitable status and as such was a recognised entity. She went on to reflect on a positive year, and thanked everyone for their hard work, both as Champions and as Trustees. She also thanked the Champions in attendance for taking the time to come to today's meeting.

Jan introduced the Annual Report stating that it reflected that positive year, and thanked Liz for pulling the information together and producing the report. We continue to increase the number of champions, currently 77,000 from a figure of 61,000 last December. Our communications strategy has worked well, and whilst there is still work to be done on the website, the newsletter had made a real impact. We know have a Trustee to provide a direct link between networks and the Board in Rekha., and we continue to raise the number of networks if somewhat more slowly. We have continued to receive support from the Department of Health, although is no longer financially. Discussions on the website Forum and Facebook are much more readily used, and we have also raised the number of followers for our tweets. The Children's Dignity Do's have been developed and we are now more able to provide support to our aim of Dignity being for all and our intergenerational work. However we are still very reliant on the good will of all those who volunteer their time and energy to promote the work of the Council. All the Trustees are voluntary and that does limit the amount that can be achieved.

Liz commented that this year's conference had again been very successful, but because it had been so accessible, it had been a drain on our financial resources. However it is clear that this is an important part of our calendar and we need to find ways of holding events in the future. Liz also reiterated the Council's intention to ensure that the conference was held in different regions of the country to ensure accessibility.

Rekha commented that in terms of the range of resources that is available on the website, it would be useful to know which people were using and finding most helpful.

The Annual Report was accepted by the meeting.

Proposed Frank Ursell and seconded by Rekha Elaswarapu

Financial Report

The accounts had been included in the Annual Report and included a statement from the Treasurer, which Frank reiterated to the meeting.

Frank also highlighted the need to find alternative sources of funding as a matter of urgency as we were not currently achieving sufficient income to ensure our sustainability. The most significant cost currently was ensuring that the website remained up to date and user friendly.

Although we had opened a Just Giving Page this was not producing any significant income as yet.

The Accounts were accepted by the meeting.

Proposed Liz Taylor and seconded Rekha Elaswarapu.

Resignation of Trustees

In accordance with our Constitution, Frank Ursell and Liz Taylor retired at this meeting. Jan on behalf of the Council thanked Liz for her work as a Trustee and thanked her for agreeing to stay on as Honorary Secretary.

Election of Trustees

Frank Ursell was elected without dissent to stand for a further three year term, and Adam Probert was confirmed as a Trustee, again without dissent. Both will retire at the 2019 AGM.

Any Other Competent Business.

None had been notified

Date of Next Annual General Meeting

This was set at 18th September 2017, at a venue to be notified.

The formal meeting closed at 11.05, with Jan again thanking everyone for their input.

The meeting was then opened up to all present to think about future direction.

Jan opened the discussion by asking everyone to introduce themselves. It was clear from this that those around the table had brought a great deal of enthusiasm and commitment in respect of the Dignity In Care Campaign and its importance in changing attitudes and the experiences of all.

During these opening remarks it was again noted that Wandsworth had made an offer to host a Dignity Conference, and on behalf of the Council thanks were extended for that offer, with the reiteration that there was a need to be mindful of venue in order that all champions felt access was a possibility. Jan also commented that whilst it had not been included on the previously circulated agenda it would be useful to consider Dignity Action Day 2017.

Frank commented that in working with William there had been a real expansion of the work around Dignity within Wandsworth, and there was a real appetite for development locally.

William said he had become involved because he really identified with the concept and had become passionate about spreading the message and developing good practice. As a result he had got The CEO of Leonard Cheshire to sign up and commit the organisation to signing up and taking the Dignity Do's on board. This had led him to go to the CEO of Wandsworth and get them signed up as well. He is currently going out twice weekly to talk about the Dignity Do's and the work of the National Dignity Council. Two workshops have been held locally and those have gone really well. Rekha has had some input into those which has been tremendous. The local Policed and Fire Services have also signed up to the Campaign. His next step is to have an event in Wandsworth that highlights some of the good practice that is happening, and feeding back on what has been achieved. It really has transformed people's lives. The Dignity Do's are going to become part of the induction process.

The meeting commented that they applauded and really appreciated what Frank and William were achieving.

Anne commented that work had also been going on in Ealing, they had had an awareness day in Acton, where volunteers had stood outside the shops talking to people about Dignity. She was also making links with the local Brownies and Cubs [Gillian offered to share the work she had done in this area]. Anne had also managed to persuade Ealing to use the 10 Dignity Do's as part of the recruitment process. The Borough now has quite a few champions and Dignity is incorporated into every session, supervision process and group meetings. One of the big differences she had made was around re-ablement services where the service users had been identified by address rather than name, the change to using names had made a big difference. Like many Local Authorities Ealing is undergoing lots of change and the numbers of staff in Anne's team has been reduced by half. However this has provided the team leaders with the opportunity to bring practice into the supervision process. Anne also stated that there have been quite a few events in day services as well, despite the major restructure that has taken place. Finally Anne commented on how useful she found the website, but felt it could be used more for sharing as well as resource availability.

Gillian said that 70% of the Care Homes in the LA have dignity status and are re-evaluated every year. Quality assessments are also carried out around dignity and dementia. She said that she had a

real passion for dignity, but that it was getting harder to get people involved, but her role as NW Dignity Network lead, gave her an opportunity to take the message to a wider audience. Gillian said that she also worked part time for dementia support.

Rekha said that at a national level she used Twitter a lot to broadcast the dignity message. Whilst accepting that a lot of people don't use Twitter, she advocated it as a quick way of getting information and messages to a wide audience. She had been involved in the launch of the Ealing Dignity network earlier this year, and they have held an event around dignity and hydration, [which Danone supported]. A second event was held in May which was also successful. Rekha said that she also has the role as network lead on the Trustee Board. This is both about providing support to networks, and about providing networks a voice on the Board. Rekha continues to promote Dignity wherever she can in her working and personal life, she believes strongly that often people remember about dignity when they are 'in uniform' but sometimes forget when they are out of it. William commented how helpful Rekha had been in his event. Rekha also said that she wanted to do more about promoting dignity at work, and was looking for ways to promote the message that if you treat your staff with dignity, then they will treat service users with dignity. The children's dignity do's are brilliant idea and show how dignity is something that everyone needs to be involved in, regardless of age or setting. Adam commented that he thought it was wonderful that we were beginning to regain the dignity values in young people.

Frank commented that his involvement in the RNHA enabled him to feedback from providers. He also attended CQC meetings [and had done so for quite a few years], and had noticed that caring often got a good rating, even when there were concerns about some practices. He had however noted that this was changing, and there was an opportunity for the Council to feed into those changes and emphasise the importance of dignity, and getting the criteria right. He had also had experience of ways in which managers had managed to raise morale in difficult situations by using dignity as a lynch pin.

Frank had also picked up some discussion about the dynamic about differing expectations from inspectors, and this was causing some variations at a local level.

Frank also highlighted the importance of finding a source of income, if we are to continue providing the service we currently do.

Both Jane and Jan commented on the fact that if everyone just gave us £1 through the Just Giving page with the current number of Champions we could definitely keep going. Jane also commented that we used to have quite good relationships with the relevant Ministers in Government, but this seemed to be changing and we needed to find ways of getting care back on the map. It is important that we find ways of getting that support and relationship re-established. We have made contact with a number of organisations that are more than willing to work with us, but we are all suffering from a lack of funds.

In response to a query, it was clarified that we would look at potential funding from Comic Relief or the Big Lottery, but this does require someone having the time to devote to that, and that hasn't been there to date.

William commented that he had begun conversations with Sadiq Khan who has promised that he will be working to improve the experience of vulnerable people.

Jan also commented on the work in Dudley where there was a campaign to develop a Charter for Dignity, and currently a Dignity Tree was being taken around the Borough to gather people's thoughts. However as ever funding may become a problem.

Adam reported that he signed up to the Campaign when it first started and he has always been very passionate about the concept and aims, both for personal reasons and in a work environment. He first met Jan when he was nominated for a Staffordshire Dignity Award. As someone who writes poetry he is putting together a compilation of both written and spoken poetry that might bring in funding, as he is prepared to donate all profits to the Dignity Campaign. He has also spoken on dementia course about Dignity, and uses his poetry as a training tool. He is thinking of creating a training pack that he can sell as a way of raising funds. His goal at the moment is to find ways in which he can bring money into the Campaign, and all his ideas will involve him taking production costs only.

Liz reported on her involvement in the Suffolk Care Awards and commented that one of the things that had come out from that exercise was the way in which treating staff with Dignity had a real impact on service user experience. She was hoping that once the Awards event itself was over she would be able to write up some of the winners as case studies.

Jane said she had little to add to what had already been said, apart from the fact that she worked closely with the Oxfordshire network. At the moment she was putting her mind to ways in which she could ensure the sustainability of the Council and the Campaign.

Kieun reported that there are 70 homes in her company and they joined the Dignity campaign in 2011. All the homes have Dignity champions and there are Dignity themes each month and Dignity star of the month. The push within the company comes from Dignity and dementia focus groups. Nationally she is trying to lead by example, reinforcing that Dignity is for everyone and should be considered every day for staff, residents and relatives.

Following this excellent discussion of where we are now, as individuals and representatives the meeting split into groups to discuss the key themes that had been suggested in the agenda. The flipchart outcomes of that discussion are listed below.

DIGNITY CHAMPIONS TRAINERS SURVEY

- Webinars
- Clear messages regarding Dignity on NDC website
- Dignity covers everything
- All training courses should have a section on how you do it with Dignity
- Case Studies
- Care setting specific case studies
- Condition specific case studies
- Include 'what do you understand by Dignity'

- Tool kits – audits
- Twitter mention
- Trainers network
- Standard evaluation system – core principles.
- Making the connections
- Getting the time off for providing /receiving training.

CITIZENS REACH

- Raise awareness with general public - How-
 - Heroes
 - Be different
 - Take action / take advantage of opportunities
- Dignity should underpin everything we do.
- Be visible with dignity message
- Whole month of Dignity Action Day activities
- Encourage service users to become champions
- Pass it On
- Clear link between Dignity Do's and Dignity Champions
- Role of Dignity Champion – more definitive
- Recognition of organisational responsibility as Corporate Dignity Champion

POLITICAL VOICE

- Smarter about press releases
- Linking to National Campaigns
- Getting Champions/ Ambassadors to mention us – Celebrity status
- Post code lottery / inequality and dignity
- Using councillors / mayors /local politicians more effectively
- Religious leaders
- Multi faith action
- Good press but how
- Sharing on Facebook.

RESOURCES

- Website
- But don't forget those without internet
- PDF Free – printed version cost paid for –although we may need to think about how we manage that as a Charity if we were asking for more than costs.
- More NDC owned resources – Copyright
- Need to promote it more – highlight a resource every month – use Facebook / Newsletter/ Twitter
- Monthly story / photo on Just Giving
- National campaign links.
- Ideas e.g. Digni-Trees
- Dignity compliance – audits
- Children's dignity training
- Training pack- Platinum standard Dignity training

- Availability of trainers
- Clearer message about what we are going to do with money
- Case studies

DIGNITY ACTION DAY

- February should be a month of Dignity Action Days.
- We need to emphasise the wider community impact of what we do.
- Develop the link between the Dignity Do's and the role of the Champion
- We need to give a bit more definition about what we expect and give people some ideas.
- We should try and develop corporate sign up as well as individual.
- Use the poster and logos more effectively.
- Commented that the heart on the poster would make a good badge.