

January 1st 2013

## Amanda Waring partners with e-GNCS

e-GNCS are passionate about ensuring that the care sector has the right tools and knowledge required to provide dignity, compassion and respect in care. Because of this e-GNCS are proud to announce their partnership with industry leader on ***Dignity in Care***, **Amanda Waring**. Working together, Amanda's principle task will be to deliver her *Dignity in Care* course, with other projects that promote her message of dignity and respect to follow.

Amanda Waring's *Dignity in Care* course addresses an important part of the recently launched **British Journal of Nursing (BJN) Award** that recognises key skills and knowledge required in contemporary care settings. With the seal of approval from the BJN, this will be one learning experience not to be missed.



Amanda Waring, spokesperson, campaigner, inspirational speaker, filmmaker and initiator of the *Government's Dignity Board* tells us:

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I am passionate about improving health and social care, placing dignity at the heart of all we do, and helping others keep inspired and maintain the momentum required to do this. The partnership with e-GNCS ensures that my work continues to reach as many people as possible to be of the highest benefit to those working in care and those receiving care. I look forward to seeing how this collaboration with e-GNCS will develop in the future and I look forward to working with many of you.

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Amanda's all new Dignity in care course includes the use of her award winning short film **'What Do You See?'** and her other powerful films, as well as a range of innovative exercises from her book *'The Heart of Care'* and training pack on person-centred care. All course material has been reviewed and approved by e-GNCS, and the BJN . All courses will be delivered by Amanda and her team.



**Chris Aitken**, Managing Director of e-GNCS, a staunch advocate of caring, kindness and compassion says:

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Providing people with care that is dignified is not something you can gain a qualification in. It's something that comes from the heart and the mind of the person caring for the individual. This dignity course is something that needs to be looked at from a totally different angle from all our other clinical based courses and that's why we decided to work with Amanda. Working with Amanda who will lead the *Dignity in Care* training courses, e-GNCS can demonstrate clearly its continued commitment to working with market leaders in their field of expertise. With the impending publication of the *Francis Report (an Inquiry into the Mid Staffordshire NHS Foundation Trust)* and the continued scrutiny of care provision and providers across the country by the media and regulatory bodies this makes this training event an invaluable one as it provides high quality education for carers with the sole intention of enhancing the service user experience.

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Amanda added:

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Upholding dignity can be challenging for individuals, organisations, care providers and those receiving care. The issues raised can be hard hitting and evoke strong emotional responses. I hope to show people how small changes in attitude can make big changes in lives.

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This unique joint initiative between e-GNCS and Amanda Waring means that first-rate training can be delivered across the UK vastly improving and enhancing the quality of care and subsequently the quality of life of the Nations vulnerable.



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