

DH Interventions

Dignity in Care – Input Assessment

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DH Interventions

Dignity in Care – Input Assessment

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Introduction

In May 2009, Opinion Leader were commissioned to undertake an independent review of the Dignity in Care Campaign.

The review aims to answer whether or not the campaign is making a difference to the way services are being provided and commissioned across health, social care, local authorities and the independent sector and the way people experience care.

One of the key objectives set out in the tender specification for the review, was to understand and describe from the viewpoints of a range of stakeholders, which specific interventions or activities at national or local level have worked or not worked well in the campaign and why.

This report sets out the range of interventions employed by DH in taking forward the Dignity in Care Campaign to support Opinion Leader's analysis of interventions at a national level.

Background

The Dignity in Care Campaign

The DH-led Dignity in Care Campaign aims to end tolerance of care services that do not respect the dignity of those using them. The objectives of the campaign are:

- To deliver a public/staff facing dignity in care campaign aimed at:
 - Raising awareness and stimulating a national debate around dignity in care
 - Inspiring and equipping local people to take action
 - Rewarding and recognising those that make a difference
- To create a common understanding of what dignified health and social care services look like
- To communicate dignity as a priority through consistent messages and inclusion in key levers and guidance produced by DH and other stakeholder organisations

Since it launched in November 2006 (following an eight-month planning phase), DH and a wide range of stakeholders have been taking action to promote dignity and respect for people using care services.

Over 9,000 people, many of whom are directly involved in providing care for older people and others using care services, have signed up as Dignity Champions. Those Dignity Champions are working locally to inspire and encourage others to make dignity and respect a priority for care services.

Visit www.dignityincare.org.uk for more information on the Dignity in Care Campaign.

Pre- Campaign Planning Stage

Listening events

Before the launch of the campaign in November 2006 the Department held a series series of Ministerial Listening events across the country. These focus groups in frontline care settings gave us the opportunity to talk to older people and their carers about how they felt about the care services they receive, and hear from people who provide those care services as well as organisations representing the interests of older people. The Care Services Minister attended each event and in total over 200 local people took part. Full details are at

http://www.dh.gov.uk/en/SocialCare/Socialcarereform/Dignityincare/DH_4134925

Press releases were issued by DH for each of these listening events.

Online Survey

Between June and September 2006, the Department sought views on people's experiences of dignity in care through an online survey. Over 400 people took part. The survey and listening events helped inform the creation of the Dignity Challenge.

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_4139552

Ministerial Leadership

Liam Byrne MP was the lead Minister for this campaign during the planning stage and Phil Hope MP took over the role in June 2009. Both Ministers provided high profile leadership to this campaign and between them attended all the listening events. Below are speeches made by both which set the scene for the launch of the campaign and start to indicate dignity as a priority.

- Liam Byrne – Feb 06
http://www.dh.gov.uk/en/News/Speeches/Speecheslist/DH_4128033
- Liam Byrne – Mar 06
http://www.dh.gov.uk/en/News/Speeches/Speecheslist/DH_4132191
- Ivan Lewis Oct 06 -
http://www.dh.gov.uk/en/News/Speeches/Speecheslist/DH_4140017

Dignity in Care Campaign Interventions

Set out below are the range of interventions we have employed at a national level in taking forward the Dignity in Care Campaign. Where available this report links to further information on these interventions and where available evidence of take up.

Funding and staffing resource

DH Dignity in Care Programme Funding

The Dignity in Care Campaign has received DH programme funding (including funding for regional activity in support of the campaign) of approximately £2.5Million since 2006.

Other Funding

At the launch of the campaign on 14 November 2006. DH announced a one off capital investment of £67M to improve the care environment in care homes to promote dignity. It was allocated to local authorities who then decided how it would be distributed between their local care homes.

Below is a link to the local authority circular with details of the £67M Care Home Grant Funding allocation. ANNEX A provides examples of how this funding has been used.

http://www.dh.gov.uk/en/Publicationsandstatistics/Lettersandcirculars/LocalAuthorityCirculars/AllLocalAuthority/DH_063685

Staffing Resource

It is difficult to say for certain levels of staffing resource within regions as there was no specific post of Regional Dignity Lead until quite recently and resources vary from region to region.

Likewise at a national level the staffing has fluctuated over time (to take account of maternity leave, unfilled posts etc). The numbers below represent our best estimate of staffing resource.

	National	Regional (approx)
2006/07	1.5WTE	0.2WTE
2007/08	1.5WTE	4.5WTE
2008/09	2.0WTE	4.5WTE
2009/10	4.0WTE	6.0WTE

(WTE – Whole Time Equivalent)

Source: DH

Dignity in Care Campaign Launch

Ivan Lewis MP, formally launched the campaign on 14 November 2006 at the first of three regional launch events. 90 people attended the event in London. That day Ivan Lewis MP formally launched:

- The 10 point Dignity Challenge
- The creation of a Dignity Champions Network (day zero for numbers of Dignity Champions)
- SCIE/DH Online Practice Guide
- £67 million grant funding to care homes

The link below is to Ivan Lewis's speech on the day.

Nov 06 - http://www.dh.gov.uk/en/News/Speeches/DH_065414

Also below are links to other speeches Ivan made in support of the campaign and dignity.

Feb 07 - http://www.dh.gov.uk/en/News/Speeches/DH_064793

The National Dignity Ambassador – Sir Michael Parkinson

Sir Michael Parkinson joined the Campaign as it's national Dignity Ambassador on 20 May 2008. He has acted as a "lightening conductor" for publicity and has attended several key events and stakeholder conferences. In January 2010 he will publish a report on his findings in a year as Dignity Ambassador. He has also taken part in several broadcast and print media interviews and filmed several video podcasts for DH YouTube and a feature length live "SofaChat" with Dignity Champions.

In addition to several personal visits Sir Michael has made in his role as Dignity Ambassador and regular references to the campaign and dignity in his online blog, he has attended following events and conferences:

- 20 May 08 - Dignity Tour – London
- 21 Jul 08 - Dignity Tour – Yorkshire & Humber
- 20 Oct 08 - Dignity Tour – South East
- 25 Nov 08 - Dignity Matters Conference and Sofa Chat
- 1 Dec 2008 - Stakeholder Lunch
- 6 Apr 09 – with 3000th Dignity Champion – opening hospital ward Weston Super-Mare
- 13 May 09 - RCN Congress - Harrogate
- 4 June – 09 - Pensioners Convention – Blackpool
- 1 July – 09 - Yorks + Humber Older People's Forum - Leeds
- 1 July – 09 -LGA Annual Conf – Harrogate
- 8 July – 09 - People's Award Ceremony and winners reception

Full details including links to some media coverage at link below.

<http://www.dhcarenetworks.org.uk/dignityincare/Ambassador/>

Conferences & Events

Regional Campaign Launch Events Jan 07 and Mar 07

Following the London launch event on 14 November, a further two conferences were held to launch the campaign across the country. Birmingham in January 2006 and Leeds in March 2007. Each event brought together around 200 key influencers and local stakeholders across the midlands and north of England.

Care Services Improvement Partnership (CSIP) – Dignity Conference Autumn 07

CSIP (our then regional presence for the campaign) jointly hosted a National Dignity in Care Conference with key stakeholder organisations in Autumn 2007. The conference was aimed at Dignity Champions and key stakeholders.

Dignity in Care Matters Conference – 25 Nov 08

Attend the National Dignity Champions conference 'Dignity in Care Matters' held in London. Phil Hope MP gave the keynote speech and Sir Michael Parkinson hosted a "Sofa Chat" with three Dignity Champions as guests. A wide range of stakeholder organisations hosted workshop sessions on the day.

<http://www.dhcarenetworks.org.uk/dignityincare/conference/>

Dignity – Who Cares? - 1 Jul 2009

This interactive event was jointly funded and hosted by DH, North West and Yorkshire and Humber Improvement Partnerships. Over 250 people attended from across both regions. Phil Hope MP and Sir Michael Parkinson attended for a live "Question Time". This has been filmed and is being placed on DH YouTube.

All the delegates were senior leaders and key influencers from across both regions. Over 100 of the delegates made pledges on the day which are being followed up locally. These pledges will be available on the Dignity Champions Website and a DVD with examples of good practice from across the regions and follow up on the pledges made will be published in October 2009 and made available as a podcast on the website.

Regional conferences and events

Each region has hosted its own regional dignity events and dignity workshops within the locality. Details of regional activity can be found on the "In Your Area" pages of the Dignity Champions website.

The Dignity Tour

In 2008 the Minister for Care Services took part in a regional tour to help share good practice on dignity in care and to raise the profile of the campaign in the regions. Sir Michael Parkinson joined the Minister on three of the regional visits (London, Yorkshire and Humber and the South East).

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At the start of the Dignity Tour on 20 May 2008 there were approximately 1,700 Dignity Champions nationally, by the end of the Tour in January 2009 there were almost 5,000 Dignity Champions.

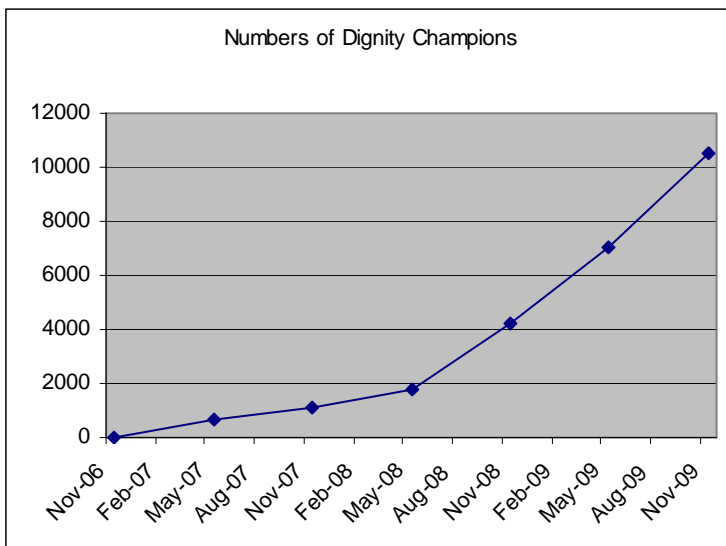
Each tour event included a roundtable with Dignity Champions and key stakeholders to discuss sharing of good practice and dignity issues locally. Almost 200 people took part in these roundtable events, many others spoke with the Minister and Sir Michael during their visits.

<http://www.dhcarenetworks.org.uk/dignityincare/Tour/index.cfm>

Key resources and support for Dignity Champions

Numbers of Dignity Champions

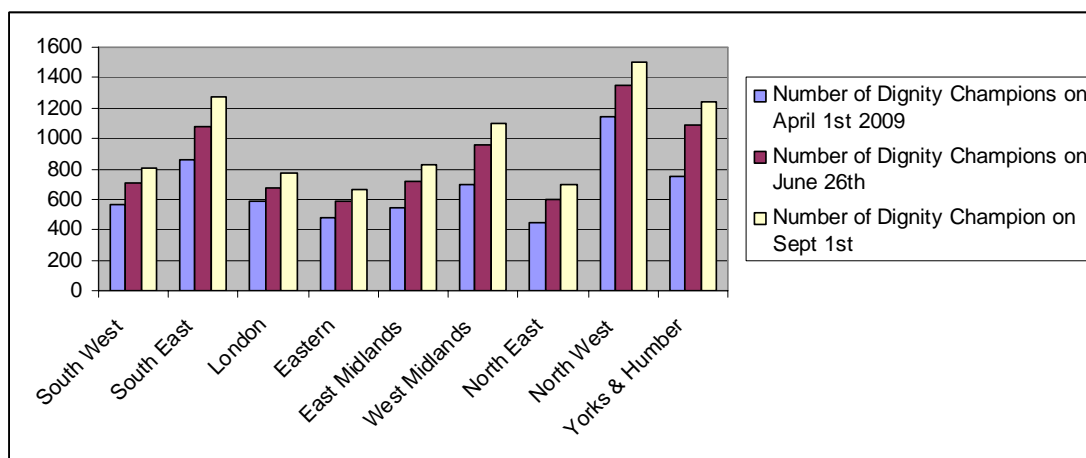
The graph below shows the numbers of dignity champions signing up since the start of the campaign. Figures prior to Nov 08 are estimated based on nearest available date for data. We now have over 9,000 Dignity Champions nationally.



Source: DH

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The table and graph below show the numbers of Dignity Champions at regional level since April 2009.



Source: DH

	Number of Dignity Champions on April 1st 2009	Number of Dignity Champions on June 26th	Number of Dignity Champions on Sept 1st
South West	571	709	808
South East	860	1078	1273
London	587	680	768
Eastern	476	585	667
East Midlands	541	723	824
West Midlands	698	960	1094
North East	450	600	699
North West	1145	1351	1507
Yorks & Humber	749	1083	1242

Source: DH

Dignity Champions Website

The original Dignity Champions website was launched on 14 November 2006. It was replaced by the current website www.dignityincare.org.uk in August 2008. The website is the primary route through which people sign up to the Dignity in Care Campaign. It is also the main source of up to date information on the campaign for Dignity Champions.

From October 2008 monthly website usage statistics are available. These provide month by month numbers of Dignity Champions signed up online. They also provide statistics on numbers of people using the Dignity in Care Online Network site each month, popular searches, pages and downloads.

Dignity Challenge

At the outset of the campaign we went to frontline care settings and held a series of Ministerial listening events with older people, their carers and key local stakeholders to find out what

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dignity meant to them and followed that with an online survey. We then created the “Dignity Challenge”, our 10-point statement of what dignified services look like. The Challenge is backed up by “Dignity Tests” so providers can see how their service matches up the Challenge.

Instead of enforcing a national model of sign up to the Dignity Challenge, we communicated it as our vision for dignified care and allowed local people to decide how it would work best for them.

Hundreds of care organisations have now adopted the Dignity Challenge using it in their own way to effect change including in award schemes, staff training, local audits and quality criteria for contracts as well as a basis for poster, leaflet, postcard, radio and even beer mat campaigns.

We have now issued well over 300,000 Dignity Challenge Cards to promote the Dignity Challenge and recently (May 09) made available a national poster, almost 10,000 of which have now been sent out. All the cards and posters are sent out on request only by ringing 0207 9724007.

<http://www.dhcarenetworks.org.uk/dignityincare/Topics/Browse/ToolkitForAction/ToolkitForActionGeneral/TheDignityChallenge/>

SCIE/DH Online Practice Guide

In Spring 2006 we commissioned the Social Care Institute for Excellence to create an online Dignity in Care Practice Guide to support Dignity Champions in their roles. By 23 July 2009 there had been a total of 56,833 visitors to the Dignity in Care Practice Guide. Its usage peaked at launch in November 2006 but has had a steady number of visitors since. See Annex B.

We augmented the website with a legal guide in 2007 and an update to the section on nutritional care in 2008. SCIE will be overhauling and updating this practice guide in spring 2010.

<http://www.scie.org.uk/publications/guides/guide15/index.asp>

National Dignity Champions Helpline

0207 9724007 is our National Helpline for Dignity Champions. People can ring this number if they want to sign up as a Dignity Champion or want help to sign up online. They can also request cards, posters, leaflets by ringing this number.

Monthly e-bulletin and Quarterly Newsletter

Since the launch of the campaign we have issued a quarterly newsletter to Dignity Champions. These were sent to all online and postal Dignity Champions. Since October 2008 we have started also issuing a monthly e-bulletin to all online Dignity Champions. The bulletin provides latest news on the campaign and relevant policy as well as examples of good practice from Dignity Champions and regional contact details.

Dignity Illustrations

At the Regional Launch Events we created the Dignity Illustrations (see link below) based on discussions. These have proved to be an extremely popular resource and have been one of the most popular downloads from our site since they were created almost 3 years ago. They are available from the Dignity in Care Website www.dignityincare.org.uk under the toolkit for action.

Ministerial Webchats

The Care Services Minister has hosted four live Ministerial Webchats to enable Dignity Champions to directly feedback their views on the campaign and their experiences of dignity in care.

- Ivan Lewis MP, 14 Nov 07 @ 2pm:
 - 579 absolute unique visitors, 35% of whom visited on the day of the live event
- Ivan Lewis MP, 20 Feb 08 @ 4pm:
 - 235 absolute unique visitors, 38% of whom visited on the day of the live event
- Ivan Lewis MP, 21 May 08 @ 10.30am:
 - 100 absolute unique visitors, 48% of whom visited on the day of the live event
- Phil Hope MP, 20 Jan 09 @ 11am
 - 592 absolute unique visitors, 54% (297) of whom visited on the day of the live event.

<http://www.dhcarenetworks.org.uk/dignityincare/Topics/Browse/DignityWebchats/>

Reward and Recognition Schemes

People's Award for Dignity in Care

In 2007, we created a Dignity in Care Award within the Health and Social Care Awards.

In 2009, we opened up that award for nominations from the public through our new Health and Social Care Awards, the "People's Award for Dignity in Care". Members of the public can nominate any care providers or individuals who they feel have gone that extra mile to provide dignity in care.

The National Finalists and Regional Award winners for 2008 and 2009 are at the link below:

<http://www.dhcarenetworks.org.uk/dignityincare/awards/HSCawards/>

There were 502 public nominations for the People's Award for Dignity in Care in 2009. 148 of these nominations had the staff evidence for these to be put forward for judging.

Dignity in Care Beacon Council Theme

The Beacon Council scheme led by the Improvement and Development Agency (IdeA) identifies exemplar councils on a range of different themes each year and then supports them to share and disseminate their good practice. In 2007/8, we worked with IdeA on a Beacon Scheme for Dignity in Care. The winners, Warrington Borough Council, were awarded beacon

status in March 2008. They have undertaken a range of activities and peer support, both nationally and locally, to support other councils to learn from their approaches to dignity in care.

<http://www.warrington.gov.uk/beacon/>

Focused work on Nutritional Care

Nutritional care and assistance with eating has been a key dignity issue raised throughout the campaign from the first listening events in early 2006. In recognition of this, the campaign brought together a wider range of stakeholders with an interest in this area and set them the challenge of working together to help address these issues.

The 'Nutrition Action Plan: Improving Nutritional Care', was published on 30 October 2007. It outlines how nutritional care and hydration can be improved and suggests five key priority areas through which managers and staff working in health & social care can address this. The key priorities for action are to:

- raise awareness of the link between nutrition and good health;
- ensure that accessible guidance is available across all sectors;
- encourage nutritional screening for all people using health and social care services;
- encourage provision and access to relevant training on the importance of nutrition for good health;
- clarify standards and strengthen inspection and regulation.

The Nutrition Action Plan Delivery Board End of Year Report will be published in September 2009.

29 stakeholder organisations have been involved in taking developing and taking forward the Nutrition Action Plan. A full list is on the DH website at the link below.

DH has also worked with the Nursing Standard to fund and produce a Nutrition Pocket Guide for nurses.

http://www.dh.gov.uk/en/SocialCare/Socialcarereform/Dignityincare/DH_082909

Media coverage of the Campaign

Press Releases

Since the launch of campaign in November 2006 (not including the press releases issues for each of the Ministerial Listening Events, which were held prior to the launch) seven dignity in care press notices have been issued plus one for each region of the nine Dignity Tour events.

For the Regional Dignity Tour we got the following coverage: 28 regional print, 15 regional broadcasts, and 28 online (71 in total).

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Total media coverage in relation to the People's Award for Dignity in Care 2009 was 256 articles including press & online. We also had 54 radio clips ranging from 1min 26 sec to 9mins 5 seconds.

Marketing Materials

Dignity Cards

These credit card sized cards set out the 10 point Dignity Challenge and include information on how people can sign up as Dignity Champions. To date well over 300,000 Dignity Cards have been issued, on request only, to Dignity Champions who distribute them locally to raise awareness of the Campaign and the Dignity Challenge.

Becoming a Dignity Champion leaflets

Since Summer 2008 we have been providing Dignity Champions, on request only, with these leaflets so they can encourage others locally to join the campaign. To date around 20,000 leaflets have been issued on request to Dignity Champions.

Dignity Challenge Posters

Hundreds of care providers across the country have created their own Dignity Challenge posters. In May 2009 we created a standard national version of the poster which Dignity Champions can request. To date almost 10,000 have been issued.

Dignity Ambassador Sofa Chat DVD

"Why Dignity Matters - Sir Michael Parkinson and guests" is available as a podcast on the Dignity Champions website or by request on DVD from the Dignity Champions helpline.

Online Video Podcasts

Twelve video podcasts are available on the Dignity Champions Website. These podcasts focus on different aspects of the campaign and are used to help promote awareness of the campaign and how to take action locally.

<http://www.dhcarenetworks.org.uk/dignityincare/Topics/Podcasts/>

The Campaign on Youtube

At August 2009, there are currently eight videos created by the campaign on YouTube, these videos and viewing stats can be found at the link below. A further six videos and one trailer, will be added in September 2009, these will each cover one of the questions at "Question Time" which Sir Michael Parkinson hosted on 1 Jul 2009.

Mori/DH Perceptions of the NHS Tracker

The Mori/DH Perceptions of the NHS Tracker Survey asks members of the public to respond to the question "Please tell me whether on the whole you agree or disagree with the following statements: The latest available data on the survey is published on the DH website.

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http://www.dh.gov.uk/en/FreedomOfInformation/Freedomofinformationpublicationschemefeedback/Classesofinformation/Communicationsresearch/DH_4129933

£67 Million Capital Funding for Care Homes

Approximately 4,500 Care home across the England received a share of the capital grant to help improve the care home environment to provide more dignity for older people.

Examples of use of the Grant Funding

Guild House care home, Gloucester, used their £12,000 grant towards a home cinema for the residents. They bought a projector, two big screens, sound equipment and old films on DVD. The home's activity co-ordinators put up posters inviting residents to the screenings, which take place in the conservatory.

Oakleigh care centre in Sutton used the funding to build a new sensory garden. The new garden has become a place for residents to socialise.

Orchard House Nursing Home used the money towards the cost of computers, exercise equipment and iPods. The computers have been used to help the residents learn languages online and to keep in touch with family living abroad. The i-pods have been useful to help residents listen to the music of their choice.

Nazareth House, Prestwich used their grant to purchase a height adjustable bath, which enables safer bathing for the residents, allows some residents to bath unaided & increases general health, well-being & self worth.

Windmill House, Tockington bought a minibus to allow all residents to enjoy favoured outings.

Pat Shaw House, London used their grant for the creation of a special therapeutic Sensory Room to help residents with dementia or Alzheimer's. Conversion of the existing cleaner's room in to Hair Dressing Salon and New lights in the lounge and dining room. All of these changes are to enable residents to lead a full life with the help they require.

Sensory gardens, reminiscence kitchens and even a conservatory were just some of the improvements made to residential care homes in Norfolk using their £1.26million share of the Capital Grant for Care Homes. One hundred and twenty care homes in Norfolk were given a share of the grant funding.

Chris Mowle, Cabinet Member for Adult Social Services said: *"This grant has been a real bonus to homes and enabled homeowners to make developments which have directly improved the quality of life for residents"*

Norfolk County Council said, *"Our own staff had observed when they had visited homes on other business that it was good to see how much had been achieved in many care home with a relatively small amount of grant funding"*

SCIE Dignity in Care Practice Guide – Website Usage 2009

Note: the table below shows website usage from 1 January 09 to 23 July 09

	Page on SCIE Guide	User sessions
1	SCIE Guide 15: Dignity in care	11,622
2	SCIE Guide 15: Dignity in care - Dignity challenge - Index	6,338
3	SCIE Guide 15: Dignity in care - Nutritional care: Introduction	3,213
4	SCIE Guide 15: Dignity in care - Dignity challenge - Challenge 1	2,879
5	SCIE Guide 15: Dignity in care - Mental Health services	3,212
6	guide15.pdf	3,360
7	SCIE Guide 15: Dignity in care - Respect	2,223
8	SCIE Guide 15: Dignity in care - Privacy	2,256
9	SCIE Guide 15: Dignity in care - Dignity challenge - Challenge 2	1,802
10	SCIE Guide 15: Dignity in care - Ideas 01	1,754
11	SCIE Guide 15: Dignity in care - Quick links	1,266
12	SCIE Guide 15: Dignity in care - Dignity challenge - Challenge 3	1,441
13	SCIE Guide 15: Dignity in care - Ideas 03	1,306
14	SCIE Guide 15: Dignity in care - Communication	1,299
15	SCIE Guide 15: Dignity in care - Ideas 02	1,177
16	SCIE Guide 15: Dignity in care - Dignity challenge - Challenge 4	1,206
17	SCIE Guide 15: Dignity in care - Summary	1,278
18	SCIE Guide 15: Dignity in care - Ideas 04	1,252
19	SCIE Guide 15: Dignity in care - Dignity challenge - Challenge 5	1,071
20	SCIE Guide 15: Dignity in care - Dignity challenge - Challenge 6	1,040