And brag that there are things which are going really well!

Let's be Un-British . . . !!!

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Older people have whole lifetimes of experience

Look, what would YOU know about this eh?

Well I was chief mechanic at Lotus for 15 years!
It’s US, & our job is to LEAD CHANGE!

We’re right behind you!
Let's get the communication links sorted out

WE are trying to be heard

WE are trying to listen

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'CARE' is all about the WHOLE person

I’m not a set of ‘bits’, I’m a whole person

Leg Dept.
Heart Dept.
Mental Health Dept.
Nutrition Dept.

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Anybody can be a champion

I feel I can make a difference!

In that case you are already half way along the path!
The time for Dignity in Care is NOW!

So let’s identify our champions!

Culture Change!

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Let's look at 'people needs' not 'medical needs'

But I'm a person, I have a body, not components
Are we scared to own up to mistakes?

We live in a litigation culture - I’ll be hung out to dry for this.
Independence in a person’s home can be helped in many ways.

Having great eye care has opened up my life
Messages need to get down to the people who are delivering

**Theory - Strategy**

**High Level Planning**

That’s all well & good, but what does it REALLY mean to us?

WE are the ones out here on the stormy waters

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If we REALLY want to know what people want

ASK them for THEIR opinions - & LISTEN!

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What a difference LISTENING makes.
Let's have POSITIVE images of older people

It’s COOL to be an older person!
Dignity isn't all about hi-tech systems & processes.

I’ve had a nice bath, my hair done & a nice new nighty - it’s not rocket science.
We must engage with hard to reach people

Otherwise it’s the same voices we hear

MY viewpoint is that we must . . .

It’s MY opinion that if we . . .