DIGNITY ACTION MONTH FEBRUARY

Resource Pack

Make your three little deeds really count
Show dignity through- respect, kindness and compassion

What is Dignity Action Month.

When the Dignity in Care campaign began in November 2006, the aim was to inspire health and social care staff and local people to place dignity, kindness, respect and compassion at the heart of health and care services and in their communities. Now twenty years on, and with an army of over 188,000 Dignity Champions we are still working to make a difference to people's lives and experiences of support. In November this year we will celebrate our twentieth anniversary, and we will be reflecting on what we have achieved in that time. But the whole year leads up to that so use Dignity Action Month to celebrate your achievements in that time, or hold activities that reflect on the past twenty years, the changes, the good times and the things we value.

The first Dignity Action Day took place on the 25th February 2010 and nobody could have foreseen what a truly memorable day it would turn out to be. The idea really caught the imagination and hearts of staff, inspiring many hundreds of them to demonstrate what being treated with dignity, kindness, respect and compassion means to the more vulnerable members of our society, and those who need support.

Over the years events have taken place not just on the 1st February, [Dignity Action Day], but throughout the month of February, with many champions taking the opportunity to arrange activities that offer something special to those they come into contact with. The activities are not necessarily 'grand gestures' although there have been some; but are more about taking the time to do something, however small, for people who too often feel isolated and of little value to society. It has also provided the opportunity for people to showcase and celebrate what they do as part of their everyday practice.

As someone either working on the frontline of health and social care, or closely involved in a voluntary capacity, or who believes in the importance of dignity, you our Dignity Champions, are in a unique position, to champion dignity as being fundamental to a person's experience of interactions. In the past we have had themes of 'Digni-Tea', and 'wear red and put undignified care to bed'. So please during February dedicate at least one day to supporting Dignity in Action, through this year's theme of **three little deeds**. If you can also raise some funds for the Campaign that would be wonderful, but the primary objective is to get Dignity into our hearts, minds and actions.
This pack contains many ideas for those Champions who wish to get involved.

YOU CAN DO ALMOST ANYTHING!

Dignity Action Month is about celebrating all that you and your colleagues have accomplished in delivering dignified care and support. It is also a day when you can celebrate with those you support, or you can make someone's day special.

Supporting Dignity Action day will:

- Remind society that Dignity is everybody's business
- Raise awareness of the importance of Dignity, Kindness, Respect and Compassion
- Promote the services you provide
- Give someone you support an extra special day
- Be part of a national celebration and demonstrate solidarity with the Campaign
- Your **three little deeds** need not take a lot of time or organization, but they are important to put into action.

Dignity in Care materials including posters, leaflets and cards are all available to download free from the website. These will help you raise awareness of the Campaign.

RAISE MONEY TO KEEP THE CAMPAIGN GOING

The Dignity Campaign receives no support from Government or other statutory sources in terms of funding. It relies totally on donations to the National Dignity Council charity. February therefore provides you with an opportunity to not only promote your commitment but also to raise funds to support the Campaign. Any donation, no matter how small, helps to keep the Campaign going, and can be paid in via our Just Giving or PayPal accounts.

DIGNITY ACTION DAYSUGGESTIONS

- Greet everyone with a smile.
    - We all know how important a smile can be in making us feel valued and acknowledged. It's a **little deed** but can have an enormous impact.
- Say thank you
    - Again saying thank you to someone is a **little deed** that can make such a difference to their feelings of value, our Jars of Hearts provide a way of doing this, alongside the words Thank you, or even the small gifts of recognition.
- Stop and listen
    - Take time out to really listen to someone. You may be busy but your **little deed** is to make them feel valued and special.
- Hold a Digni-Tea event
    - This can be having that cup of tea or coffee, you've been meaning to find time for, with someone you know , or who is lonely and isolated.
    - Have an afternoon tea with those you support, or with colleagues. This can be to celebrate an event, or the fact that you've come through another year unscathed, or just taking time to stop and chat over nice cakes. Valentine's Day provides an ideal opportunity for something special.
    -
    - Have a Tea Dance – ok this takes a bit more organising, but it enables you to invite others to join in the celebrations. Basically it's about

having afternoon tea to music, you can use records, streamed music or get the local dance school, or Morris Troop to do a demonstration.

- Organise a learning event for other staff to hear about your dignity initiatives
- Challenge your colleagues to do their **three little deeds** during the month, and then reflect back on how they felt and the impact that had.
- Carry out a Dignity audit on one part of your service and put together an action plan to improve things during the forthcoming year.
- Carry out a Dignity audit to reflect on how your service has improved since last years Dignity event.
- Hold an open day and showcase the dignified service you provide.
- Host an internal conference on the theme of dignity, you can use the 'three little deeds' as your vehicle for discussing the impact of dignity on individual experience.
- Arrange a question and answer session for staff, the people you support or their families and find out what dignity means to them. Use this information to inform your planning for the coming year.
- Make wishes come true.
    - We all have at least one thing that we would really like to do, and whilst it might not be possible to grant the wish completely there are **little deeds** that you can do.
    - For example someone might want to visit the beach, but really isn't well enough to travel, then bring the beach to them. Sand, seawater, shells, seaweed, as well as the sounds of the beach, [and the ice creams / chips / cockles] can all make the wish come true.
    - Arrange that helicopter ride that someone has always wanted.
    - Make contact with 'long lost' family members.
    - The list is endless.....
- Construct a Digni-Tree and invite people to write on a leaf what dignity means to them. Or use different coloured leaves to show what is good and what needs to change.

- Use the Dignity Postcards to seek feedback on your service
- Make a Dignity Cake either an edible one or use craft materials to help people represent dignity in cake form.
- Get everyone on a particular day to wear red, symbolising putting undignified practice to bed.
- Organise a special treat. –
    - Pamper sessions
    - Local trips
    - Special guest visits
    - Taster sessions
        - Tai chi, computing, bowls, music, dance, painting to name but a few
    - Use the month to do around the world voyage using food as you travel vehicle, Gateaux from France, Pasta from Italy, Chocolate from Belgium, Cheese from the Netherlands, Curry from India; Spring Rolls from China; Smorgasbord from Scandinavia; Burgers from the USA.
- Organise an intergenerational visit to or from a school, or community group.
- Create a Life Story box for individuals
- Give someone the chance to rediscover or learn a new hobby
- Have a party.
- Put up a dignity display in your workplace.
    - Capture and draw attention to the initiatives that have been implemented to support dignified care

Publicise what you are doing to support Dignity

Publicise what you are doing for Dignity Action Month.

Utilise your newsletter and website to promote Dignity.

Use the ASK ME poster to promote dignity and enable you to start your story.

Tell your friends, family and colleagues about Dignity Action Month. Use Social media, create your own on line blog, and spread the word internally through emails and your website.

Issue press releases about what your organisation is doing to support Dignity Action Month.

Use our downloadable materials to introduce the Campaign into your workplace,

Get colleagues to sign up as Dignity Champions.

Don't forget to wear your Dignity badge or wristband. If you don't already have one they can be purchased through our website.

And if you are able to raise funds for the Campaign these can be donated through our Just Giving Page, or via PayPal.

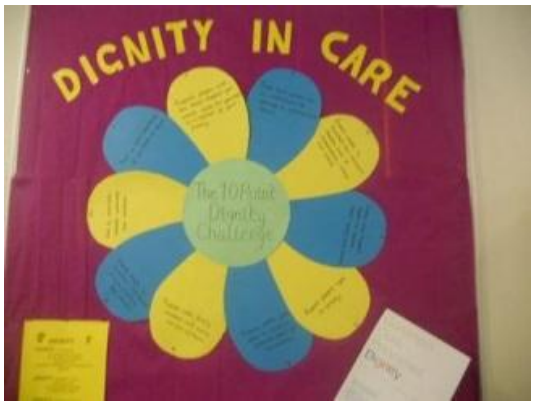
WHERE ONE PERSON LEADS ANOTHER WILL FOLLOW

Register your Dignity Action Month activities and **three little deeds** on the website and include details of any help you may require. It's not just about what you are doing, but how what you do inspires others to get involved. You should be rightfully proud of your involvement and commitment to Dignity.

Dignity Action Month and three little deeds is supported by the National Dignity Council and the Dignity in Care Campaign. Visit us at www.dignityincare.org.uk

Make sure you involve everyone in the planning for the month so that they can get the most out of the activities you plan, Everyone can do **three little deeds.**

Use our pledge 'card' to log your three little deeds



HOW TO HELP YOUR ORGANISATION GET THE MOST FROM THE MONTH:

Make Sure Everyone Knows What You are Doing

It is important not to assume that everyone knows what you are planning. Get as much support as you can for Dignity Action Month by ensuring everyone involved in the organisation knows what is going on. Invite everyone along. There are sample newsletter article and flyer templates attached to this pack to help you get started.

You could also contact local media who may be interested in covering your activity. Most journalists love person centred stories so you can tell them how you are improving the life experience of individuals, making wishes come true or brightening their days. There is a sample press release in this pack that will give you some ideas.

DON'T LET IT ONLY BE ABOUT FEBRUARY

Having created your **three little deeds** why not keep the momentum going throughout the year. You can use the month to make plans for future improvements or create a culture where every month has its own **three little deeds.**

CHECKLIST FOR SETTING UP EVENTS FOR DIGNITY ACTION MONTH

If you do decide to set up an event or activity here are a few simple guidelines to help you on your way:

1. Start preparations as early as possible
2. You can choose any day in February, [or several]
3. Enlist a committed team of people to support you
4. Involve everyone in planning the event e.g. patients, residents, management, carers, families and friends
5. Decide what you want to achieve and your aims for the event
6. Identify potential partners and volunteers to help you. Do not forget when you fill in the form online to update us about what you are planning, there is the opportunity to detail what extra help you need. Other champions and members of the public will see this and can volunteer their time to you
7. Decide if it would be appropriate to invite along any local celebrities. This will help you raise the profile of dignity and your organisation. It may also help you obtain press coverage
8. Consider financial implications (remember there are lots of activities you can do that do not cost you anything – be innovative), many of the activities in our Calendar require minimal expense.
9. Organise a plan of action and distribute tasks
10. Let us know what you are doing by completing the online activities form, and get yourself on the map.
11. Send out invitations as soon as possible
12. Plan your publicity
13. Arrange for someone to take pictures on the day so that they can be uploaded onto the Dignity in Care memory book afterwards

After the event is completed do not forget to evaluate what you have done to make it easier in the future if you are planning a similar event.

1. Thank everyone involved
2. Ask for feedback on the event from everyone and use this to build on for future events
3. Evaluate what you have achieved- is there something you would like to repeat on a regular basis?

SAMPLE PRESS RELEASE

[Organisation Name] Supports Dignity Action Month

Most of us at some point in our lives will be in contact with care services, be that in our work, as a service user, carer, relative or friend and when we do we hope we will be treated with Dignity, through respect, kindness and compassion. Over 2 million health and social care staff in the UK work around the clock to provide support and care for those in need. Over 188,000 Champions from all walks of life have joined forces to provide a more dignified service for everyone

[Organisation Name] is helping to make sure that dignity is a reality for all. Over and above the support that [Organisations name] provide on a daily basis we are running an event as part of a national month of action to promote the Dignity Campaign.

[Organisation Name] will be [enter activity] this will involve [enter who] will be held on [enter details] at [enter venue]. The activity will promote the dignity of those receiving support from [Organisations name] by [enter how].

[Enter personal account of an individual in your care that will benefit from your chosen activity: this is likely to be the perspective journalists will focus on]

A spokesman for [Organisation Name] said: [provide a quote which may include: why they the organisation is choosing to support Dignity Action Month, and what you hope to achieve]

Dignity Action Month is a national initiative led by the Dignity in Care Campaign and its key partners to bring staff and members of the public together to make a difference to those in care.

Dignity Action Month gives everyone the opportunity to contribute to upholding people's rights to dignity and provide a truly memorable day for people receiving support. Dignity Action Month and the **three little deeds** theme, aims to ensure people who receive support are treated as individuals, are given choice, control and a sense of purpose in their daily activities and are provided with stimulating life experiences.

Anybody can support dignity action month to find out more log onto www.dignityincare.org.uk where resource packs full of ideas and useful information for staff and members of the public to support Dignity Action Day can be found.

Notes to Editors:

[Add Organisation details & history] [Organisation contacts for further information]

The Dignity in Care Campaign

The Dignity in care Campaign, which launched in November 2006, aims to stimulate a national debate around dignity in care and create a care system where there is zero tolerance of abuse and disrespect of adults. It is led by the National Dignity Council in partnership with many organisations that provide and commission care and protect the interests of those using care services and their carers.

The Dignity Dos.

High quality care services that respect people's dignity:

- Have a zero tolerance of all forms of abuse
- Support people with the same respect you would want for yourself or a member of your family
- Treat each person as an individual by offering a personalised service
- Enable people to maintain the maximum possible level of independence, choice and control
- Listen and support people to express their needs and wants
- Respect people's right to privacy
- Ensure people feel able to complain without fear of retribution
- Engage with family members and carers as care partners
- Assist people to maintain confidence and a positive self esteem
- Act to alleviate people's loneliness and isolation

For further information on the Dignity in Care Campaign, or to sign up to become a Dignity Champion see www.dignityincare.org.uk

SAMPLE EXTERNAL NEWSLETTER TEMPLATE

[Organisation Name] is participating in Dignity Action Month – an event that brings staff and members of the public together to make a difference to those receiving support.

This years theme is **three little deeds** and amongst out deeds we will be [enter activity] this will involve [enter who] will be held on [enter details] at [enter venue]. The activity will promote the dignity of those in the care by [enter how].

[Enter personal account of an individual in your care that will benefit from your chosen activity]

Dignity Action Month gives everyone the opportunity to contribute to upholding people's rights to dignity, through respect, kindness and compassion and provide a truly memorable day for people receiving support. So if you want to get involved contact [add details] or if you want to find out more about Dignity Action Month and get involved with other activities that are happening around the country go to www.dignityincare.org.uk

SAMPLE DIGNITY ACTION DAY FLYER

WE ARE SUPPORTING

DIGNITY ACTION MONTH

WE CAN MAKE A DIFFERENCE
Through three little deeds

PLEASE JOIN US TO PROVIDE A TRULY MEMORABLE EVENT FOR THOSE WE SUPPORT

TITLE [ENTER TITLE OF EVENT] DATE [01st FEBRUARY]
TIME
[ENTER]
VENUE
[ENTER]
CONTACT DETAILS [ENTER DETAILS TO FIND OUT HOW OTHERS CAN GET INVOLVED IN YOUR ACTIVITY]

[ENTER TEXT ON WHAT WILL HAPPEN ON THE DAY, WHO IS INVITED, WHAT OTHERS CAN DO TO HELP]