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| October 2020 |
| Resource Pack |
| Fundraising to support our Dignity Campaign |
| National Dignity Council |

## Why Dancing for Dignity

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 and compassion at the heart of care services and in their communities. Since 2006 a veritable army of over 130,000 Dignity Champions are all doing their utmost to make a difference in people’s lives, not just in care and hospital settings but in their daily interactions as well.

Over the years we have celebrated the achievement of these Champions in many ways and Dignity Action day has been one of the ways we have showcased what is being achieved. However, in these times of financial restraint, and with no government funding, we are asking Champions to step up and raise funds to help run the campaign, as well as putting its values into action to promote dignity.

Despite the requirement to maintain social distancing, Dancing for Dignity remains the opportunity for you to have fun, whilst raising money to support our campaign. The event can be anything from having a dance on your own to a favourite piece of music, dancing with friends in your ‘bubble’, holding a tea dance in an afternoon, to a marathon event that occurs over a number of hours.

**5 at 1 -** This year, because of the pandemic and social distancing, we are asking Champions to come together Nationally and spend 5 mins at 1 p.m. on the 1st October “Dancing for Dignity”, on their own, with family, friends, colleagues as a part of the Dignity Community.

Whatever you can do it will be much appreciated and to quote a well know phrase “every little helps”. If each champion only gives £1 that will gives us the funds to provide resources, such as information postcards on what to expect; training packs and feedback forms; to care homes, hospitals and community care teams.

As someone either working on the frontline of health and social acre or closely involved in a voluntary capacity, or who believes in the importance of dignity, you are in a unique position, through your own actions to champion dignity as being fundamental to a person’s life experience

So this year especially participate in our Dancing for Dignity extravaganza, and help raise the funds that will enable our campaign to continue to grow.

## You can do almost anything!

* Remind society that Dignity is everybody’s business – especially at a time when Dignity could easily be overlooked.
* Raise awareness of the importance of Dignity in all walks of life, and particularly in settings that offer care or support.
* Give someone that you care about an extra special day
* Enable you to be part of a national celebration and demonstrate solidarity for the Dignity campaign and its importance now more than ever.
* With some lateral and imaginative thinking, enable everyone to get involved and have some fun as well as demonstrating your commitment to Dignity.

Dancing for Dignity materials, including posters, leaflets and cards are all available to download free from the website.

## Dancing for Dignity suggestions

If social distancing prevents an open event consider videoing it and showcasing it on your website, or arrange a virtual event that families and friends can also join in.

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| **Hold a Digni-Tea Dance** |
| Invite people to join you for a cuppa, enjoy the music, get some exercise and take the opportunity to raise the profile of Dignity, both in the way you work and the importance of the Dignity Dos |
| **Arrange a Dance-a-thon** |
| Participants can be sponsored for the number of minutes/hours they can keep going. It’s about making it inclusive and enabling everyone to have fun, five minutes should be celebrated as much as five hours. . |
| **Arrange a Dance exhibition** |
| Perhaps your local Morris Troop or Dance School could give a demonstration, are there staff or customers who have hidden talents. In the past we have seen staff and customers reveal passions for Ballroom, Latin American, Bhangra, Belly dancing or Hand jiving. |
| **Do an activity based around Dance** |
| Take the opportunity to do an activity that increases the health and wellbeing of participants. |

* Make sure there are copies of the Dignity Do’s available.
* Organize a learning event for others to hear about your dignity initiatives
* Supply information and advice about dignity to those who use the service and their oved ones. [Posters and leaflets can be downloaded](https://www.dignityincare.org.uk/Resources/).
* Ask those you support to make wishes for the day and do what you can to make them come true.
* Issue press releases about what your organisation is doing to support Dancing for Dignity.
* Introduce the Dignity in Care campaign to your workplace by using the [downloadable resources and materials](https://www.dignityincare.org.uk/Resources/)
* [Get a colleague to sign up as a Dignity Champion](https://www.dignityincare.org.uk/register/)
* Don’t forget to wear you Dignity in Care badge or wristband. If you are signed up to the national campaign via our website and don’t have a badge or wristband you can [request one from us](https://www.dignityincare.org.uk/Resources/Type/Championing-Dignity-in-Care-Badges-and-Wristbands/).

## Where one person leads another will follow:

[Register your Dancing for Dignity activities on the Map](https://www.dignityincare.org.uk/Dignity-in-Care-events/Share-your-activity/) on the Dignity in Care website and include details of any help you may require on the day. Importantly we need to share these to inspire and encourage others. Be proud of your involvement with Dancing for Dignity.

Dancing for Dignity is supported by the National Dignity Council and the Dignity in Care campaign. Visit us at [www.dignityincare.org.uk](file:///C:\Users\User\Downloads\www.dignityincare.org.uk)

If you wish to support the campaign further, please sign up as a Dignity Champion and take a look at our toolkit for action detailing what health and social care staff and members of the public can do on an ongoing basis to support dignity for people in care.

### HOW TO HELP THE PEOPLE YOU CARE FOR GET THE MOST FROM THE DAY:

* Include everybody in discussions about what to do on the day
* Invite people to participate – it does not have to be about you providing the activity necessarily. [Although if you are Dancing alone they could be your audience and supporters]. The people you support could spend time sharing a skill with others.
* Suggest a choice of activities for people to choose from
* If appropriate ask people to invite family and friends to get involved or come along and support the event.

### HOW TO HELP YOUR ORGANISATION GET THE MOST FROM THE DAY:

**Making 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 your Dancing for Dignity Event by ensuring everyone involved in the organisation knows what is going on. Invite people along – where appropriate. You can use the sample newsletter article and flyer attached to this pack to publicise your activity.

You could contact local media who may be interested in covering your activity. Many journalists love person centred stories so you can tell them how you are improving the support you provide, or indeed celebrating surviving the pandemic. There is a sample press release at the end of the downloadable pack that you may wish to use to send to local media/ press.

Don’t let it end there

It is important to keep the momentum of the Dignity Campaign going throughout the year. You could use your event to make plans for further improvements/changes in the year to come. Remember to keep telling people about the work you are doing.

## Where do I pay the money after the event?

There are a number of ways you can donate your money to the National Dignity Council.

1. Via JUST GIVING  
   Visit [**https://www.justgiving.com/national-dignitycouncil**](https://www.justgiving.com/national-dignitycouncil)
2. Via text message.  
   Text DIGNIDANCE followed by you amount to 70085. For example to donate £3 text DIGNIDANCE 3 to 70085
3. Paypal  
   Visit [**http://paypal.me/DignityCouncil**](http://paypal.me/DignityCouncil)
4. Send a cheque [payable to The National Dignity Council, ] to  
   The National Dignity Council,  
   c/o RNHA,  
   Derek Whittaker House  
   Tunnel Lane,  
   Off Lifford Lane,  
   Kings Norton,  
   Birmingham  
   B30 3JN
5. Make a transfer using on-line banking  
   Please email us at [**info@dignityincare.org.uk**](mailto:info@dignityincare.org.uk) to arrange this

If any of your contributors have ticked gift aid, please let us have the information via [**info@dignityincare.org.uk**](mailto:info@dignityincare.org.uk) –using sponsorship/ gift aid in the subject line.

## Where will the money be spent?

Your donations will help fund

* Support for individual champions
* The production of resources that help promote Dignity
* The sharing of good practice and networking opportunities
* Events and activities such as Dignity Action day
* Representing Dignity Champions on key stakeholder groups.

However, this year we are specifically wanting to raise money for four key resources

* Training packs - to help champions get the message across to colleagues and others.
  + £10 will enable us to provide two packs including materials and workbooks.
* Dignity audit packs -to help organisations look at how they are incorporating dignity into their activities and plan action to improve.
  + £5 will enable us to provide audits to organisations
* Information cards – based on the 10 Dignity Dos these cards will provide customers and others with key information about how they might expect to be treated during their interaction with support and care providers.
  + £1 will pay for five cards
* Feedback cards – that enable customers to give targeted feedback about their experience and enable organisations to learn and improve their approach to Dignity.
  + £1 will pay for five cards

## Checklist for setting up events

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 date in October, although if you are do an individual dance then we would like as many people as possible to join us on the 1st.
3. Enlist a committed team of people to support you
4. Involve everyone in planning the event – e.g. patients, residents, carers, volunteers
5. 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](https://www.dignityincare.org.uk/Dignity-in-Care-events/Share-your-activity/), there is an 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.
6. If social distancing permits or you are doing a virtual event, think about inviting local celebrities along. This will help raise the profile of both dignity and your organisation. It may also help get you some positive press coverage.
7. Be innovative, whatever you do doesn’t have to cost anything, and this year it will necessarily be that small is beautiful.
8. Organise a plan of action and distribute tasks to your team of willing volunteers.
9. [Remember to log your event on our map](https://www.dignityincare.org.uk/Dignity-in-Care-events/Share-your-activity/) on the website, so that we and everyone else knows what you are doing.
10. Get the date in people’s diaries – where appropriate send invitations early.
11. Plan your publicity
12. Take some pictures on the day, so they can be uploaded onto the [Dignity in Care memory book](https://www.dignityincare.org.uk/Dignity-in-Care-events/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. Thanks everyone involved.
2. Ask for feedback and use this to build on for future events
3. Celebrate what you have achieved.
4. [Pay in any money that you have raised](https://www.dignityincare.org.uk/Dignity-in-Care-events/dancing-for-dignity/where-do-i-pay-the-money-after-the-event/).

## SAMPLE PRESS RELEASE

[Organisation Name] Supports Dancing for Dignity

Most of us at some point in our lives will be in contact with care and support services, be that in our work, as a user of those services, carer, relative or friend and when we do we hope we will be treated with dignity and respect. 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 130,000 Champions from all walks of life have joined forces to ensure 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 and care that [Organisations name] provide on a daily basis we are running an event as part of a national month of action to promote and raise funds for Dignity in Care.

[Organisation Name] will be [enter activity] this will involve [enter who] will be held on [enter details] at [enter venue].].

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

Dancing for Dignity 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.

Anybody can support Dancing for Dignity 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 Dancing for Dignity 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 Government 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](file:///C:\Users\User\Downloads\www.dignityincare.org.uk)

## SAMPLE EXTERNAL NEWSLETTER TEMPLATE

[Organisation Name] is participating in Dancing for Dignity an event that brings staff and members of the public together to make a difference to those receiving care, and to raise funds for this important campaign. .

We will be [enter activity] this will involve [enter who] will be held on [enter details] at [enter venue].

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

Dancing for Dignity gives everyone the opportunity to contribute to upholding people’s rights to dignity and provide a truly memorable day for people receiving care. So if you want to get involved contact [add details] or if you want to find out more about the Dignity in Care campaign and get involved with other activities that are happening around the country go to www.dignityincare.org.uk



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| **Enter title of event** |
| **Enter date of event** |
| **Enter time of event** |
| **Enter venue** |
| **Enter contact 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** |