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| October 2021 |
| Sample press release |
| Fundraising to support our Dignity campaign |
| National Dignity Council |

[Organisation Name] Supports Dancing for Dignity

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 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 88,000 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 care that [Organisations name] provided on a daily basis we are running an event as part of a national month of action to promote and raise funds 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:///\\BLACKFINGER\production\Dignity\Supplied\DfD\www.dignityincare.org.uk)