

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



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

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Older people have whole lifetimes of experience



Our resource



It's US, & our job is to LEAD CHANGE!

We're right behind you!

Let's get the communication links sorted out



'CARE' is all about the WHOLE person

Leg
Dept.

Heart
Dept.

Mental
Health
Dept.

Nutrition
Dept.

I'm not a set of
'bits', I'm a whole
person

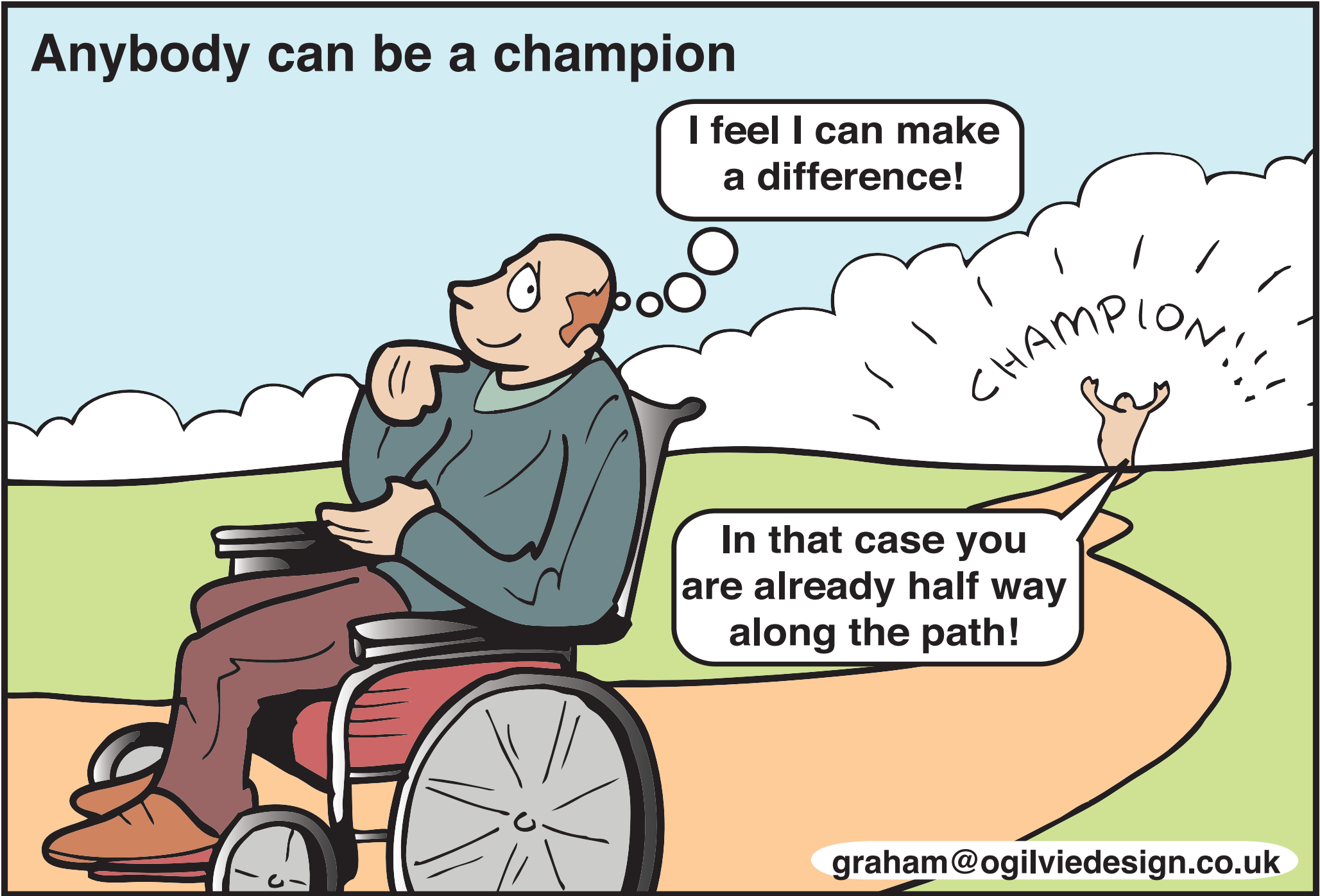
Anybody can be a champion

I feel I can make a difference!

CHAMPION!!!

In that case you are already half way along the path!

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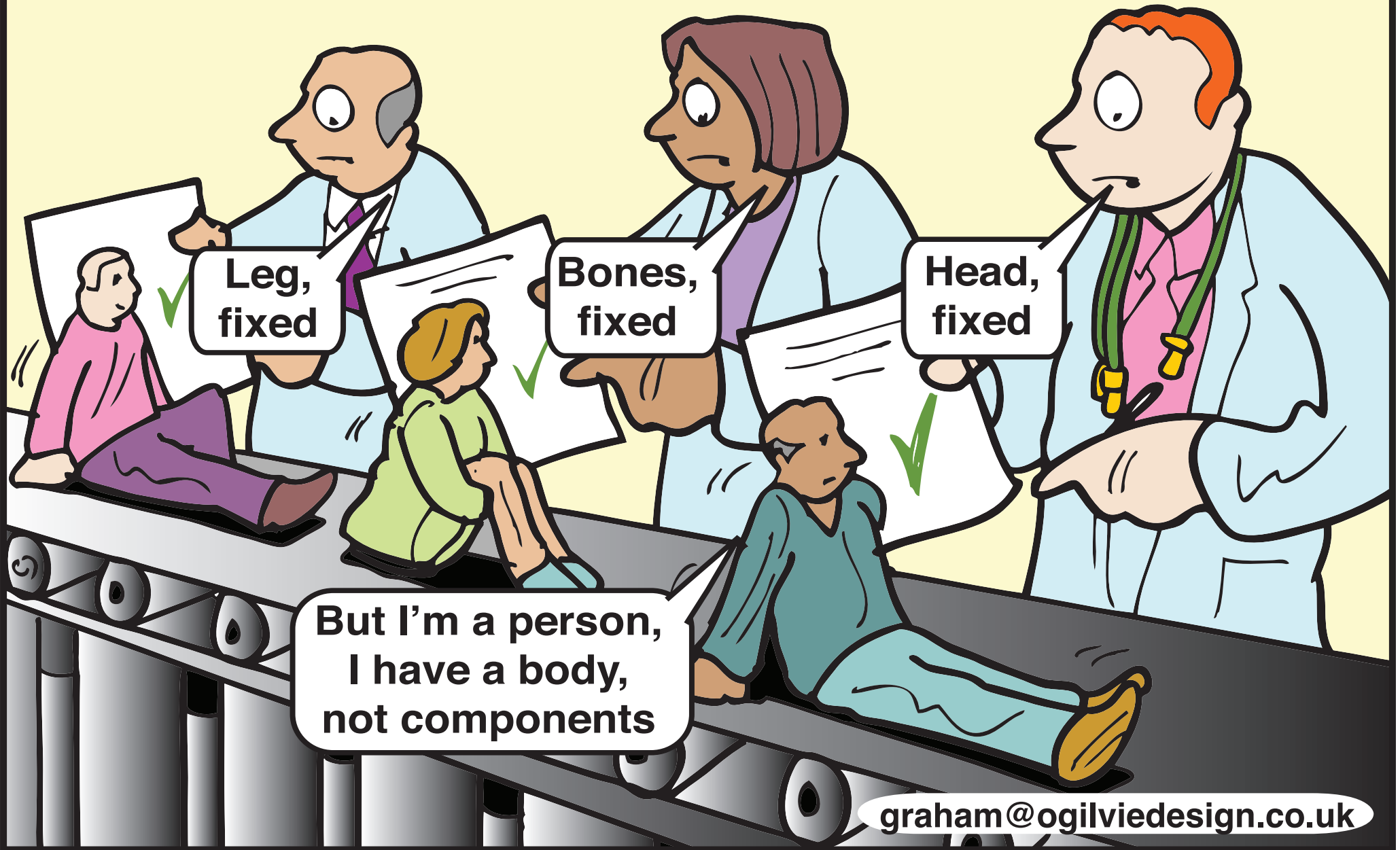
The time for Dignity in Care is NOW!



**So let's identify
our champions!**

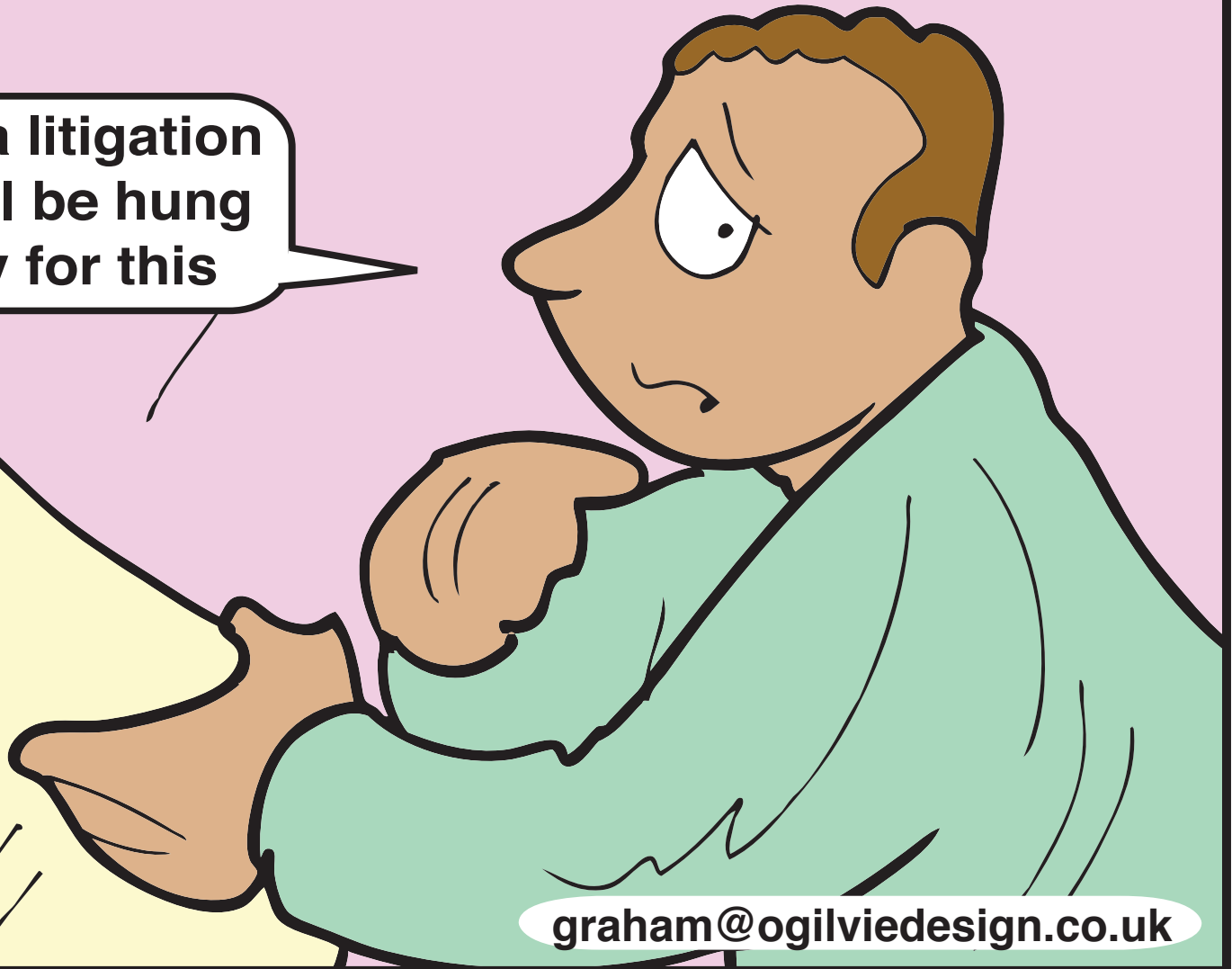
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Let's look at 'people needs' not 'medical needs'



Are we scared to own up to mistakes?

We live in a litigation culture - I'll be hung out to dry for this



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Independence in a person's home can be helped in many ways.

Having great eye care has opened up my life



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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

HEALTH DELIVERY

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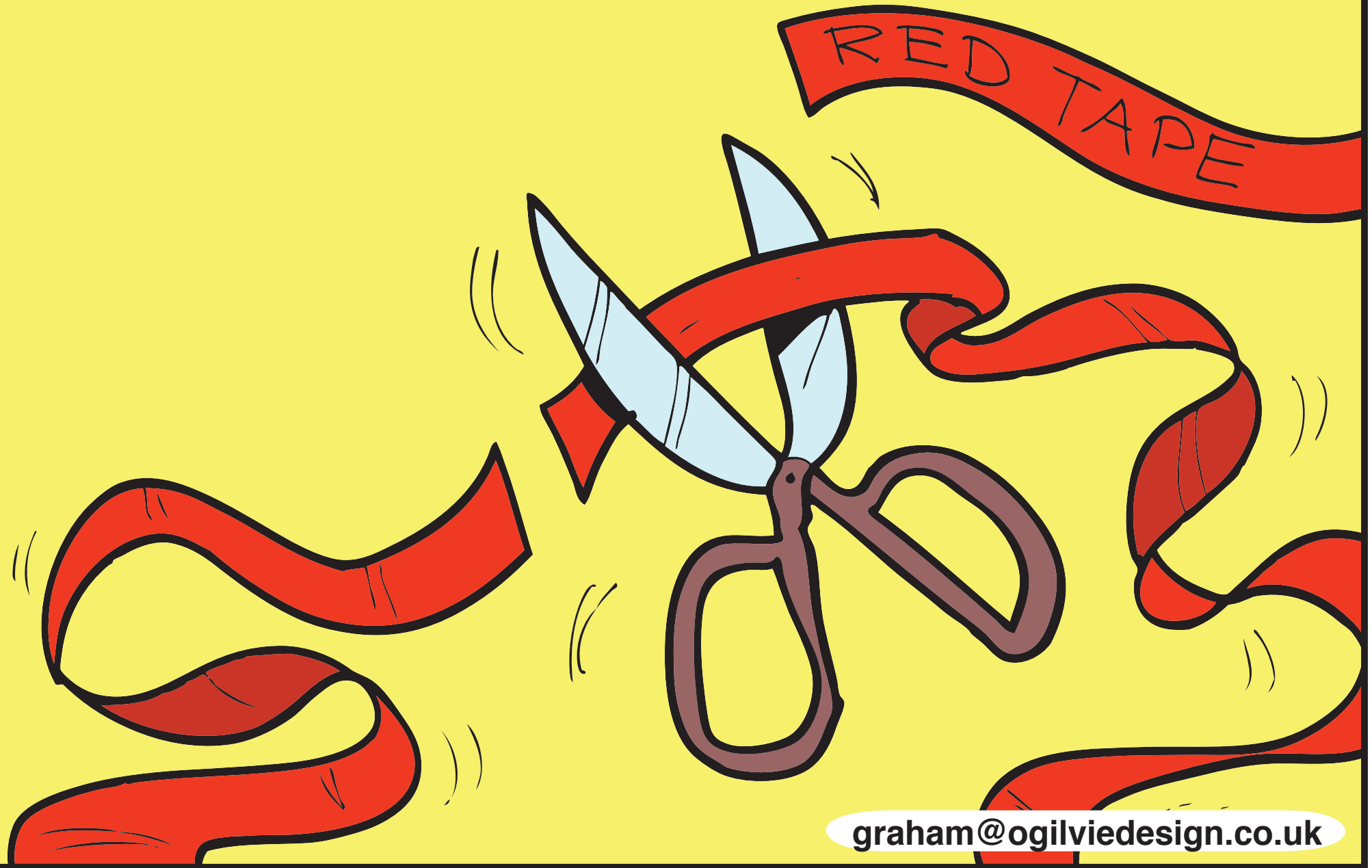
If we REALLY want to know what people want

ASK them for
THEIR opinions -
& LISTEN!



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What a difference LISTENING makes.



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Let's have **POSITIVE** images of older people



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**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**



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We must engage with hard to reach people

Community Group Meeting

Otherwise it's the same voices we hear

MY viewpoint is that we must . .

It's MY opinion that if we . . .

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