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For a better quality of life

Dignity & Respect

You can show your commitment to respecting the dignity of customers by:

- Communicating with customers appropriately, addressing them by their title and last name unless invited otherwise
- Being polite and courteous even when working under pressure and trying to see things from the perspective of the customer
- Avoiding stereotyping or making unwarranted assumptions. Presenting a warm and welcoming attitude
- Challenging discriminatory practices and promoting equality
- Identifying yourself and your role when meeting the public. Listening with an open mind to customers
- Becoming a Dignity Champion www.dignityincare.org.uk

For more information about the Council's Dignity & Respect Challenge visit <http://intranet/dignityandrespect> or email dignity@essex.gov.uk



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Ensure dignity and respect is the heart of your service by:

- Making sure policies and practices respect the beliefs and values important to the customer
- Raising dignity & respect as an agenda item in meetings
- Ensuring staff know how to access help and support should they be concerned about vulnerable adults or children
- Providing customers with the opportunity to influence decisions regarding our policies and practices
- Delivering the service at the pace of the customer making allowance for the more vulnerable members of the community

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