



Derbyshire Dignity Campaign

How to get involved - for social care
and health professionals





What is the Derbyshire Dignity Campaign achieving?

The campaign has encouraged hundreds of people in Derbyshire to join the national register of dignity champions - these are usually Health and Social Care staff but increasingly are also people who receive services.

Dignity champions are making a difference in many ways, often achieving service improvements costing little or nothing to put in place.

This is the key point about the campaign – it is about making positive changes to service delivery.

This is what Dignity Champions in Derbyshire are expected to do:

- Use your passion and commitment to improve outcomes for vulnerable people in contact with your team
- Use influence available through your job to improve practice and raise the profile of dignity and respect issues
- Work to tackle, not tolerate, poor practice
- Share your knowledge, expertise, experiences and enthusiasm with other champions through the website www.derbyshire.gov.uk/dignity
- Work with your team to achieve and maintain the Derbyshire Dignity Award.

What is the campaign about?

Dignity and respect in a care setting means the kind of care that supports and promotes a person's self-respect and choice. Or, as one person receiving care put it more briefly, 'Being treated like I was somebody'

Taken from Policy Research Institute on Ageing and Ethnicity/Help the Aged, 2001

We run a joint campaign with NHS Derbyshire. Our aim is for every social care and health service team, establishment and provider to be giving a consistent experience of dignity and respect for all who receive a service.

We want colleagues working together to tackle problems and to embed dignity into their services for everyone in Derbyshire.

We expect all health and social care staff to treat users of their service with the same dignity and respect they would expect to receive themselves.

What is the Derbyshire Dignity Award?

The award is based on a national 10 point dignity challenge. You can see the 10 points on the back page of this leaflet.

Teams seeking the award need to provide evidence of how their service measures up, whilst asking 'is this the best we can do?' If the answer is 'no' the team lists what they will change on their action plan.

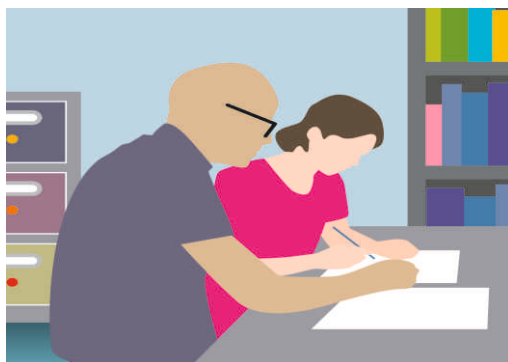
The dignity award is now a single award in two sections, Option 1 and Option 2.

Option 1 is a paper application with four questions on each of the 10 dignity standards. By answering these questions applicants will explain how their team promotes dignity and respect in the workplace. Some of the questions ask for anonymised real case examples showing how the team have achieved positive dignity outcomes for people who use their service. The application is then assessed by a group of like-minded professionals who meet once a month. Feedback will be given to all applicants.

Option 2 is a piece of project work that the team has introduced, in conjunction with the users of their service. This project becomes a permanent part of their service which enhances dignity and respect. The application asks for details of how this piece of work started, what it will achieve and results. This could take up to 2 years to develop. This again is assessed at the monthly meeting and if successful, an appointment is made with the service to visit and assess the project, before a recommendation is made as to whether the award is given.

The Option 1 award will be held for 2 years from the date of issue of the certificate. It will be necessary at this time to either renew or convert to the Option 2 award. The Option 1 award can only be renewed once.

The Option 2 award will also last for 2 years and then be renewed every 2 years showing further initiatives of promoting dignity and respect within the service.



10 Point Dignity Challenge

- Have a zero tolerance of all forms of abuse
- Support people with the same respect that 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.

Want to know more?

More details including the applications forms, criteria and examples of successful applications can be found on the website:

www.derbyshire.gov.uk/dignity

You can contact the Derbyshire Campaign Co-ordinator on:

Tel: **01629 537613**

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Published by:

Derbyshire County Council Adult Care,
County Hall, Matlock,
Derbyshire, DE4 3AG.

Call Derbyshire 01629 533190

September 2017

