

Dignity Champions Newsletter Issue 8 - Autumn 2008



Welcome to the autumn 2008 edition of the Dignity Champions Newsletter.

STOP PRESS

A personal message to all Dignity Champions from our new Minister for Care Services-Phil Hope

"Dignity is the core principle for humanity. We must make it the core principle of care. Our challenge must go beyond getting the basics right, putting Dignity at the heart of everything we do.

As the new Minister for Care Services, I have already signed up as a Dignity Champion and am committed to using my influence to take the Dignity Campaign forward.

Much good work is already taking place and dignity is far higher on the agenda both locally and nationally than ever before. But, there is lots still to be done. We mustn't lose momentum.

I will push this agenda at a national level and will work closely with our Dignity Ambassador, Sir Michael Parkinson, to help bring further profile to campaign and the work you, as Dignity Champions, are doing locally. I hope you too will go from strength to strength as your numbers grow and you have opportunities to learn from each other and join forces locally.

I am very much looking forward to the rest of the Dignity Tour and seeing first hand the good work that Dignity Champions and local services are doing to make dignity a reality for all who use care services."

Our 3,000th Dignity Champion

In August, we reached our end of year target of having over 3,000 people signed up as Dignity Champions. Jayne Biddiscombe, a staff nurse from Weston Super Mare was the 3,000th person to sign up as a Dignity Champion. She said:

"I was originally inspired to sign up as a Dignity Champion after reading a heart wrenching article in a magazine about a mother who's daughter did not receive the dignity she deserved when she was in care. I wanted to make a difference and ensure that other

people do receive the dignity and respect they deserve when they are at their most vulnerable.

Since joining the campaign I have become increasingly aware of how patients are treated in care. I plan to continue to highlight the importance of dignity in all aspects of my job at Weston General Hospital, and I passionately believe that maintaining and ensuring a person's dignity is important right to the end. Dignity in death, is just as important as in life.

As a dignity champion, I hope to gain confidence in encouraging others to realise that maintaining dignity is a vital part of their practice. I would also hope that it will help me gain confidence to challenge those who do not respect the dignity and respect of those in their care."

At our latest count, we now have almost 3,500 Dignity Champions.

New Dignity Champions Website Launched

In response to your feedback, we have now launched a new website to support Dignity Champions to take action locally. As well as an improved "sign up" facility, the new website includes many new features including:

- Latest News – Regularly updated news from DH and key stakeholders relevant for Dignity Champions
- In Your Region – For info on local support and the work of local Dignity Champions
- Toolkit for Action – Full of ideas and resources to help Dignity Champions take action
- Resource Library – Full of resources, best practice and useful links on dignity issues
- Events – Details of forthcoming national and regional events for Dignity Champions

Later this month our new online discussion forum will go live and Dignity Champions will also be able to use our new "interactive map" to find out who else in their region has signed up as a Dignity Champion.

If you have feedback on the website or if you would like to share your resources and/or your own Dignity Champion story, please email dignitywebsite@dh.gsi.gov.uk

News from the Dignity Ambassador – Sir Michael Parkinson

Dignity Champions and key stakeholders have very warmly welcomed our Dignity Ambassador, Sir Michael. Despite, having just published his autobiography and being in the midst of a hectic book tour and being about to launch his own CD "*My Life in Music*", Sir Michael is still taking the opportunities he can to promote dignity to wider audiences. He is also hoping to attend our National Dignity in Care Conference on 25 November, 2008.

Last month, he launched his official website. The website includes a weekly blog from Sir Michael "*My week in words*". He discusses his role as Dignity Ambassador in his first online blog and invites readers to feedback their views on dignity for older people.

If you want to find out more about Sir Michael, read his weekly blog, or to feedback your views on dignity to him visit his website at <http://www.michaelparkinson.tv/>

In his role as Dignity Ambassador, Sir Michael accompanied Ivan Lewis MP on the Yorkshire and Humber Dignity Tour on 21 July 2008. They met with staff and residents at the Rock House Residential Home in Tickhill, Doncaster before a roundtable discussion with key local

stakeholders, staff and voluntary organisations took place, looking at taking forward work on dignity in the area.

You can read all about the visit on the Dignity Champions Website at <http://networks.csip.org.uk/dignityincare/regionalNetworks/Yorks/tour/>

THE NATIONAL DIGNITY TOUR

The National Dignity Tour starts again on 6 October, 2008. The Care Services Minister, Ivan Lewis MP, will be in Birmingham for the, West Midlands Dignity Tour, to hear from Dignity Champions about their work locally to promote dignity in care.

The remaining Dignity Tour events will be held in the following regions:

20 October, 2008 South West, Cheltenham

3 November, 2008 Eastern, Norwich

10 November, 2008 South East, Worthing

Feedback from all these events will be posted in the relevant "In Your Region" sections of the Dignity Champions Website following the events. You can read about earlier Dignity Tour events at <http://networks.csip.org.uk/dignityincare/Tour/>

KEY NATIONAL POLICIES

Listening To and Responding Communities: A Brief Guide to Local Involvement Networks (LINKs)

A Local Involvement Network (LINK) should be up and running in every area of England by the end of 2008. This guide has been published to help health and social care managers understand LINKs. The guide also explains how LINKs can help services respond to local needs.

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_087758

NHS Next Stage Review and New NHS Constitution Put Dignity and Respect at the Heart of Care

Dignity is now higher up the agenda than ever before and both the recently published NHS Next Stage Review and the proposed new NHS Constitution place a strong emphasis on dignity and respect.

Lord Darzi launched the Next Stage Review final report on Monday 30 June. *High Quality Care For All* sets a new foundation for a health service that empowers staff and gives patients choice. It ensures that health care will be personalised and fair, include the most effective treatments within a safe system, and help patients to stay healthy.

Find out more at <http://www.ournhs.nhs.uk/>

Carers Strategy Launched

The Carers' strategy launched in June 2008 sets out the Government's short-term agenda and long-term vision for the future care and support of carers. The Carers' strategy is underpinned by £255 million to implement some immediate steps alongside with medium and long-term plans.

New commitments in the carers' strategy include: £150 million towards planned short breaks for carers; £38 million towards supporting carers to enter or re-enter the job market and £6 million towards improving support for young carers. Other schemes include the piloting of annual health checks for carers to help them stay well and training for GPs to recognise and support carers. A more integrated and personalised support service for carers will be offered through easily accessible information, targeted training for key professionals to support carers, and pilots to examine how the NHS can better support carers.

Full Report

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_085345?IdcService=GET_FILE&dID=166685&Rendition=Web

Summary

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_085345?IdcService=GET_FILE&dID=166699&Rendition=Web

The Equality Bill - Government Response to the Consultation

The Government response to the Consultation was published on Monday 28th July and is now available to download from the link at the end of this article. Chapters 2 & 3 of the document may be of particular interest in relation to Mental Health in Later Life.

The full response is available to download at the link below:

http://www.equalities.gov.uk/publications/Government_Response_to_the_consultation.pdf

Dignity in End of Life Care

The End of Life Care Strategy published July 2008 is a comprehensive framework which is aimed at promoting high quality care for all adults approaching the end of life. The strategy has been developed to provide a whole systems' and care pathway approach and encompasses co ordination of care from the point of identification of approaching end of life through to care after death.

The idea of what constitutes a good death may not be the same for everyone but for most people it would involve:

- Being treated as an individual, with dignity and respect
- Being without pain and other symptoms
- Being in familiar surroundings
- Being in the company of close family and friends

Many people experience excellent care and support at the time of their death but others, including their families and carers, may unfortunately not be treated with the dignity and respect which would be appropriate at that time.

Everyone is unique and should be treated in a way which respects their personal views, wishes and beliefs. With the implementation of the strategy patients and carers should be able to discuss their personal needs and preferences and receive the care and support to help meet those needs regardless of condition or setting. Best practice of care will be identified and training programmes established to ensure that relevant health and social care staff have the appropriate skills to provide high quality and dignified care at the end of life care.

As part of the implementation work of the National End of Life Care Programme there is a proposal to link with the dignity champions to raise the awareness of good practice in end of life care and the role they can play in supporting this. Further information will be available at the Dignity Birthday event November 25th.

For further information on the strategy or other end of life care issues:

End of Life Care Strategy	www.dh.gov.uk/publications
National End of Life Care Programme	www.endoflifecareforadults.nhs.uk
Email	information@eolc.nhs.uk
Tel	0116 2225103
Fax	0116 2225101

LIVE CONSULTATIONS

NHS Constitution - Still Time to Feed in your Views

Much good work has taken place at PCT/SHA level to open up the NHS Constitution consultation including events, briefings, presentations and distribution of information to patients, public and stakeholders. Now in the last month of the consultation Constitutional Advisory Forum members will be attending local events whilst also seeking feedback from national stakeholders such as Mencap.

PCTs will submit reports to SHA chairs by 31 October. However, until 17 October individuals and organisations can also have their say by:

- completing the online questionnaire at www.nhs.uk/constitution
- emailing nhsconstitution@dh.gsi.gov.uk
- writing to NHS Constitution, Room 611a, Richmond House, 79 Whitehall, London SW1A 2NS.

NEWS

New National Dignity Programme Manager at CSIP

Marion Gee starts her new job as national programme manager dignity in care on 8 October. She will be working with a range of agencies nationally to continue to promote and develop the dignity campaign and to assist in improving experiences of all citizens. Marion will be working with colleagues at national level to organise the next dignity champions conference and attending the regional visits organised this year for the minister Ivan Lewes. Marion is keen to hear from champions about work they are doing to promote dignity and respect for all citizens and can be contacted via email at:

marion.gee@eastmidlands.csip.nhs.uk

Dignity Champions Workshop

A series of dignity workshops have been held across the Eastern region. The main aim was to explore how to embed dignity in everything so it becomes an integral part of services. The workshops explored:

- What dignity means
- The values of the dignity in care campaign
- How we should measure our performance on dignity
- Exploring the reasons why people aren't always treated with dignity, both within our services and within the wider community, and how we might address this so that dignity becomes integral to everything we do
- How dignity champions can work to improve dignity and respect
- What is required to support dignity champions in their role
- Action planning on dignity

A brief report on the workshops can be found at:

http://networks.csip.org.uk/library/Brief_Report_from_dignity_champions_workshops.doc

Report from Workshop held 23rd June 2008

http://networks.csip.org.uk/library/Report_from_Dignity_Champion_Workshop.23.06.08.doc

RESOURCES

Making the Links between 'No Secrets' and Dignity

An article by Anna Morgan - National Programme Manager for 'No Secrets'

In April 2000, the government launched *No Secrets*, providing guidance on the development and implementation of multiagency policies and procedures to protect vulnerable adults from abuse.

Since its' publication there have been some significant legal and policy changes relating to adult health and social care, such as the Mental Capacity Act 2005 and Deprivation of Liberty Safeguards, and Safeguarding Vulnerable Groups Act 2006. The Department of Community and Local Government (CLG), promotes partnerships and joint working to allow more people to take an active role in the decisions that affect their community.

The practical application of these policy changes have created a series of challenges for both health and social care staff working in frontline services and there needs to be a greater understanding of the impact of these changes on staff in other organisations such the independent and voluntary sector.

'Dignity' is built on the concept of human rights and is about the quality, self worth, esteem and respect for an individual. Upholding dignity is therefore paramount and staff providing care are in an ideal position to turn the challenges within the policy changes into opportunities to become leaders in the field of dignity and safeguarding. *No Secrets* also raised the issue of institutional abuse. Commissioning safe services for vulnerable people is a joint responsibility between health and social care organisations and they need to understand what this means in the context of developing and delivering services to ensure that dignity and safeguarding are promoted.

A recent UK study on Abuse and Neglect conducted by National Centre for Social Research (August 2007) highlighted many barriers to reporting abuse by individual's. These largely

centred on low confidence, low self-esteem and a lack of awareness of their rights. Promoting an individual's dignity is therefore an integral part in preventing and protecting a vulnerable person from abuse.

An RCN report *Defending Dignity, challenges and opportunities for nursing* (June 2008) concluded that the government, organisations and individuals have a collective responsibility to create a society, environment and culture that promotes dignity and puts it at the heart of everything we do.

In the summer of 2007 Ivan Lewis announced a review of *No Secrets* giving particular emphasis on strengthening the guidance and its' implementation and to consider the need for further legislative changes.

The review aims to engage with a whole range of people from statutory and non-statutory organisations involved in planning, developing and delivering care. The consultation which is part of the review aims to engage with older people, people with a learning difficulty, people with mental health difficulties, people from minority groups and those who find services difficult to access. The review team are keen to engage with people who deliver care to vulnerable people and to gain their views on the issues raised. The team are also particularly interested in hearing from dignity champions who would like to be involved in the review by taking part in or facilitating the range of events that will be held both nationally and locally.

If you are able to take part, or have views and ideas to share, please contact Anna for more information about the planned events and how you can contribute. Anna's contact details are:

Email anna.morgan@dh.gsi.gov.uk
Mobile 07884062614.

Age Concern - Hungry to be Heard - YouTube Clips

Tackling malnutrition should be a top priority for all of us and here's a fun way to get involved. You can help to improve the situation for older people in hospital by sharing the videos with your friends and colleagues and helping to champion good practice on your own ward. If you would like to use these videos for presentation or training purposes you can request a free CD copy by emailing htbh@ace.org.uk

<http://networks.csip.org.uk/dignityincare/Topics/Browse/ToolkitForAction/Public/RaisingAwareness/Blogging/>

Down But Not Out - Age Concern Campaign

Age Concern's new campaign, 'Down, but not out', aims to improve the quality of life for older people with depression. Depression is the most common mental health problem in later life, affecting one in four older people yet it is often ignored. If depression is not identified and treated, it can lead to a life of misery. It can also cause other illnesses and, in extreme cases, can lead to suicide.

The charity will be helping older people to recognise the symptoms of depression and encouraging them to seek help. It will also be working with GPs to improve the diagnosis of older people with depression and ensure that effective treatments are available to all, regardless of age.

Poor health and problems such as money worries, losing a loved one, stress and events like moving into a care home can trigger depression. Recently bereaved older people are three times more likely than married older people to show signs of depression.

Report

http://www.ageconcern.org.uk/AgeConcern/Documents/depression_campaign_report_PR.pdf

Marginalised and Depressed: Britain's older people

Urgent action needs to be taken to curb a decline in mental health and wellbeing amongst the over 65s, according to a new report from the Institute for Public Policy (IPPR).

IPPR highlights that older people's mental health and wellbeing has been severely neglected while young people's health and wellbeing have been the focus of many new policies and debate. 2.4 million older people are estimated to have depression which impairs their quality of life. IPPR's report found a strong association between levels of deprivation amongst older people and poor emotional wellbeing. Although pensioner poverty has reduced overall since 1997, in 2006/7 (the latest figures) 2.5 million people over 65 were living in poverty, up 300,000 on the previous year.

Report

http://www.ippr.org/members/download.asp?f=/ecomm/files/older_people_and_wellbeing.pdf&a=skip

Depression in Older People - Free Guide Available

The difficult changes that many elderly individuals face such as the death of a spouse or medical problems, can lead to depression especially in those without a strong support system. But depression is not a normal or necessary part of aging. In fact, most seniors are satisfied with their lives despite the challenges of growing old. Left alone, depression not only prevents older adults from enjoying life like they could be, it also takes a heavy toll on health

Link to this free guide for more information and tips on how to recognise depression in older people and how it is possible to help older people who may be depressed.

Guide: http://www.helpguide.org/mental/depression_elderly.htm

Royal College of Nursing Dignity Campaign

Underpinning the thinking behind the RCN's campaign is a survey, which took place over a three-week period from February 2008. Attracting more than 2,000 participants, the study explored the attitudes and experiences of RCN members about this crucial aspect of care.

Amongst the survey's significant findings are:

- more than eight out of 10 respondents say they always or sometimes feel upset or distressed because they are unable to give the dignified care they know they should.
- 65 per cent say they sometimes or never have enough time to devote to the dignity of their patients or clients
- more than 98 per cent say that the dignity of their patients and clients is important to them.

The full results of the RCN survey are published in a special report that is available to download http://www.rcn.org.uk/_data/assets/pdf_file/0011/166655/003257.pdf

EVENTS

Coming Soon – National Dignity Champions Conference

The next national conference for dignity champions from social care health local authorities CVOs and independent sector will be held in London on Tuesday 25 November. Sir Michael Parkinson and the minister Ivan Lewis are due to give key note speeches and there will be a range of workshops focused on improving the experiences of citizens and finding solutions for staff. More detail will be available shortly on the Dignity Champion's website.

<http://networks.csip.org.uk/dignityincare/>

Northern Conference on Life Story Work - 17 November in Leeds.

Following a symposium on Life Stories 'Turning Theory into Practice, Getting it into Services' at the PSIGE (national faculty of old age psychology) conference in July in York, CSIP is hosting a conference in the north to share learning about this innovative work. At the symposium, carer Ken Holt, who initiated life story work in Oldham in 2003 when he produced his wife's life story as she was admitted to residential care, explained how he mobilised local agencies to work together to deliver a joint approach. The objective of the day in Leeds is to bring and share some of the excellent Life Story work which is already taking place, to identify where we may have gaps, to develop some solutions and to do some serious networking.

Participants will be expected to share the work they are doing to contribute to the development of material to share nationally. If you are interested, please visit the website at visit www.neyh.csip.org.uk to complete the on-line registration form.

Please note that we are restricting attendance to the northern regions initially (northwest, north east and Yorkshire and Humber)

CHAMPIONS' STORIES

Update from Amanda Brown - Beacon Co-ordinator Warrington

As beacon authority for dignity in care, we have a really busy schedule this autumn. We are currently planning our national open day to be held in Warrington on 27 November. We are hoping it will be a really interesting interactive day where we can all learn from each other's experiences and best practice. We hope that dignity champions will attend and we are looking forward to meeting colleagues from across the country.

If you are interested in attending, details about the day and registration arrangements are available on our website.

<http://www.warrington.gov.uk/Healthandsocialcare/dignity/beacon/openday.aspx>

Warrington will also be presenting at the NW Public Health Conference on 14 October and the National Children and Adult Services Conference 22 -24 October, both to be held at Liverpool Arena and Conference Centre. Further details of these conference, other events and information about dignity in care are available on our beacon website which we are continually updating.

<http://www.warrington.gov.uk/beacon>

Please feel free to contact Amanda Brown, Beacon Co-ordinator abrown@warrington.gov.uk or telephone 01925 444242

News from Susie McMullen Service Improvement Facilitator North Somerset PCT

In North Somerset we are striving to ensure dignity in care is extended to all adults receiving health and social care services irrespective of the setting and service provider, thereby including all vulnerable and hard to reach groups.

Just a few of the actions taken by the North Somerset Health and Social Care Community include;

- The development of a Dignity in Care Statement and Action Plan which incorporates the 10 point Dignity Challenge.
- The formation of the North Somerset Dignity in Care Steering Group - which is monitoring the progress made against the action plan.
- Development of a Dignity in Care Audit Self Assessment Tool for use by all the care homes in North Somerset.
- We are raising awareness of the Dignity in Care campaign and our North Somerset Health and Social Care Community Dignity in Care Statement and Action Plan through attending events and talking to different groups about the campaign.
- All North Somerset Primary Care Trust (PCT), Weston Area Health Trust and North Somerset Council staff were given a Dignity in Care card. All North Somerset PCT new starters are given a card and a copy of the North Somerset Dignity in Care Statement.
- We are encouraging as many people as possible to sign up as Dignity Champions and are aiming to have at least 1 Dignity Champion in every care home, hospital ward and care team!

If you would like further information on the work being done in North Somerset please contact Susie McMullen email; susanna.mcmullen@nsomerset-pct.nhs.uk or telephone 01275 546753

REGIONAL DIGNITY AWARD WINNERS

In the last edition of the newsletter we promised to give you further updates from the winners of the regional dignity awards. We are pleased to showcase the first three award winners in this issue.

South West Region -The ICE Team (Inclusive Communication Environments) - Enterprise Resource Centre

The ICE (Inclusive Communication Environments) team in Somerset work with some of the hardest to reach individuals – those with profound and multiple impairments, including learning disabilities, physical impairments and sensory loss. This group present particular challenges when it comes to considering choice and well-being, informing and consulting. The project has been running for around 3 years and involves over 60 fully trained, passionate and enthusiastic staff, who cascade the training to others – both in social care and further education.

Building on the principles of a concept called Intensive Interaction, the ICE approach trains carers how to 'be' with disabled individuals for appropriate periods of time, observing and recording the smallest signs of what might be communication. Usually, observations are recorded on film and reviewed by speech and language therapists and other carers, so that any apparent signs of communication can be tested out. Over a period, the carer builds up a personalised 'vocabulary' that can be used by a range of people who interact with that person. This vocabulary might include touch, gesture, eye movements, vocalisations as well as a photos, objects and symbols.

The team has achieved outstanding results in enabling people to communicate properly for what can be the first time in their lives. There have been obvious benefits of service users

being able to communicate their needs and wishes to staff and families. Staff are now able to include and involve people in their care and support in a way that was not possible before, leading to significant reductions in anxiety, stress and challenging behaviour.

Having worked hard on embedding ICE work in their own services, the team are now facing the challenge of convincing partners and other organisations of the value of this work, in order to ensure that individuals are able to access ICE support and values wherever they may be.

For more information, please contact Steve Jones at:

Tel: 07788 568403
Email SAJones@somerset.gov.uk

London Region - The Whizz-Kidz and Tower Hamlets Primary Care Trust Wheelchair Services Partnership

Whizz-Kidz and Tower Hamlets PCT have identified over 300 children under 18 living in Tower Hamlets who need mobility equipment, many of whom are currently unable to access a wheelchair that meets their complete needs in school, at home and at play. The pilot partnership gives young disabled people greater and earlier access to wheelchairs and mobility equipment.

The service, which has been running since April 2007 has so far provided mobility equipment to more than 35 young people which meets their health, educational and social needs. By working together to pool their funding and paediatric expertise, Whizz-Kidz and Tower Hamlets PCT aim to support greater numbers of disabled children in 2008.

Access to the right mobility equipment early in life is crucial to ensure that disabled children can live a full and active childhood, and are able to develop the confidence and skills to live independently in the future. Under the partnership, therapists are working together to provide essential mobility equipment that meets the needs of disabled children and their families from their early and childhood years, right through their transition to adulthood.

Disabled children have been identified as a priority group for the 2008 NHS Operating Framework, and the Government has committed to improve the provision of wheelchair services for children and young people in its 'Aiming High for Disabled Children' Report and through the current 'Transforming Community Equipment and Wheelchair Services Programme'.

To find out more about the partnership please contact Rob Dyson
Tel: 020 7798 6103 or
Email r.dyson@whizz-kidz.org.uk

Yorkshire and the Humber Region - Leeds Older People's Strategic Partnership

On 1st July this year, Leeds won the national NHS Health and Social Care Award 2008 for its work on Dignity in Care and this has helped maintain the momentum in developing a number of work streams.

Firstly, fostering cultural change: The initial poster (and now postcard) campaign depicting older people in Leeds and their expectations from services has been through a number of reprints and these continue to be displayed across the city. This has now been expanded into a local radio campaign; Through October 250 short 'slots', covering 4 different elements of the Dignity Standards, will be broadcast, with older people and Carers talking about their experiences, and health and social care organisations in Leeds re-affirming their commitment to the campaign.

Secondly, The Local Authority Scrutiny Board Inquiry ensured that organisations developed action plans to meet the recommendations and organisations have set up internal task groups for implementation, with regular reports back to scrutiny.

Thirdly, dignity audit tools were developed and used to drive up standards on hospital wards (Generic and in OPMH settings) whereby patients, carers and staff provided information and feedback and improvement plans were agreed with ward managers. This approach has now been adopted for use in Primary Care settings. Another element, developed in partnership with Age Concern and Adult Social Care, involves groups of older people carrying out audits in care homes and the first group of older people has just been recruited and are about to start training.

Finally, using dignity as an outcome measure, for example in the allocation of capital grants, performance indicators have now been developed related to the Dignity Standards and these are to be used within contracts with care providers.

For further information please contact Mick Ward - Head of Strategic Partnerships and Development (Older People and Disabled People)

Tel: 0113 2474567
Email mick.ward@leeds.gov.uk

KEY CONTACTS

Your Local Dignity Champions Contacts are listed below:

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or call

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