

HOW IT WORKS

You can submit your nomination in one of two ways:

- online at www.institute.nhs.uk/dignity2009
- by requesting a copy of the nomination form through our freephone helpline – **0870 000 1100**

If you prefer, you can ask a friend or the person you are nominating to help you complete the form. On receipt, the award organisers will contact the person or team you have nominated and ask them for additional information about the care they provided.

2009

PEOPLE'S AWARD FOR
DIGNITY
IN CARE

Do you know someone who has provided outstanding care?

**THE CLOSING DATE
FOR ENTRIES IS 6 MARCH 2009.**

FURTHER INFORMATION

To find out more about the People's Award for Dignity in Care, please visit:

www.institute.nhs.uk/dignity2009

If you would like copies of this leaflet in large print or other languages please contact our freephone helpline on **0870 000 1100**.

Someone who has gone above and beyond the call of duty for you or a member of your family? Someone who has listened to your concerns, considered your unique needs or improved your experience of health or social care?

**THEN WHY NOT NOMINATE THEM FOR A
PEOPLE'S AWARD FOR DIGNITY IN CARE?**



A category of the
Health and Social Care Awards

The Health and Social Care Awards are run by the NHS Institute for Innovation and Improvement in partnership with the Department of Health



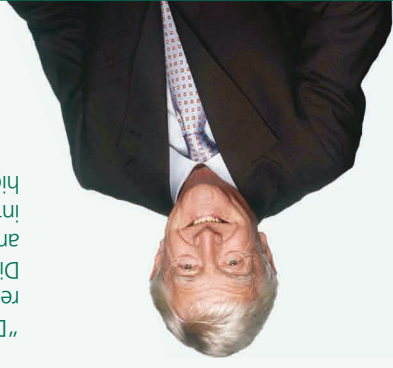
PEOPLE'S AWARD FOR DIGNITY IN CARE

An award for individuals or teams
working in health or social care



The **People's Award for Dignity in Care** gives you the opportunity to recognise individuals or teams who work in health or social care for the care that they provided to you, a friend or a member of your family. It's a great way to make the people who have cared for you feel good, and it's a genuinely nice thing to do. It will also help to inspire others working in the same profession.

"Dignity is about being treated as an individual, with respect and compassion. I intend to use my role as Dignity Ambassador to help make a real difference, and I will work to ensure that everyone who comes into contact with the NHS and care services gets high quality, dignified and compassionate care."
– Sir Michael Parkinson, Dignity Ambassador



The award celebrates individuals or teams who have gone above and beyond the call of duty to provide care that respects people's dignity. Things like offering a genuinely personal service; flexibility in where or when the care is provided; a service that considers the right to privacy of people receiving care; and the encouragement of independence and self-esteem.

This is the first time that members of the public have been given the opportunity to nominate people who provide health and social care services for such an award.

The person or team you nominate will be entered into the regional Dignity in Care awards and, if successful, will be recognised at a national award ceremony in London in July 2009, which we hope will be attended by Phil Hope MP, Minister of State for Care Services, and Dignity Ambassador Sir Michael Parkinson.

Please help us to ensure that people who have provided these exceptional standards of care get the recognition they deserve by completing a nomination form now.