

## Dignity Champions Newsletter Issue 10 - Spring 2009



### STOP PRESS

#### UPDATE YOUR DIGNITY PROFILE

Please help us support you better by updating your profile. We now have over 6000 dignity champions with different interests, so to enable us to tailor communication & activities to your needs please provide us with the extra information. Each champion should have received an email or letter asking them to update details, if you are an online champion you can do this through the website or by emailing [dignitywebsite@dh.gsi.gov.uk](mailto:dignitywebsite@dh.gsi.gov.uk) if you are a postal champion please return the questionnaire sent to you or call us on 0207 9724007

### RECENT SUCCESS STORIES

#### CALLING ALL EXAMPLES OF YOUR DIGNITY WORK

No matter what you do, large or small, we want to hear about it. Are you helping to improve dignity in your place of work? If so, others will benefit from hearing about it. Help us spread dignity ideas, email your examples to [dignityincare@dh.gsi.gov.uk](mailto:dignityincare@dh.gsi.gov.uk)

#### DIGNITY CHAMPION COMPLETES LONDON MARATHON

Dignity Champion Vinesh Kumar completed the London Marathon in April promoting the Dignity in Care Campaign, he ran the marathon to raise money for a charity and used the opportunity to raise awareness of the campaign by publicising the campaign on his t-shirt. Congratulations Vinesh. Do you have any opportunities to promote the campaign? Can you help spread the word further?

#### NHS WESTERN CHESHIRE

NHS Western Cheshire has embedded the dignity agenda in the Quality Section of the standard NHS contracts with their main providers for acute, community services and mental health services. Providers will be performance managed against these standards to ensure services meet expectations.

#### SOUTHERN CROSS DIGNITY CHAMPION TRAINING

Dignity Champion Wendy Averall developed a training programme based on the 12 activities of daily living for all Southern Cross Dignity Champions. The champions are brought together once a month to ensure momentum & enthusiasm is maintained for the dignity initiative and is cascaded to all staff.

#### 'STAY PUT' LAUNDRY IN NOTTINGHAM CARE HOMES

The use of a new laundry identification system called 'Stayput' has been piloted in care homes for older people with resounding success. The system works using radio

frequency identification buttons which are fixed to residents clothing so that staff can easily see who the item belongs to.

### **THE CARE FORCE GROUP IMPLEMENTS DIGNITY STRATEGY**

Careforce group, a national independent home care provider have developed a dignity strategy. The strategy insures dignity is a an integral part of the recruitment process, provides ongoing sustainable training and ensures dignity is a core theme throughout the company.

### **KIRKLEES COUNCIL & NHS KIRKLESS JOIN FORCES**

Kirklees Council Adult Services and NHS Kirklees have joined forces to launch a dignity poster campaign focusing on older people. The posters designed show service users & their direct quotes about what they expect from health & social care staff. The posters aim to tackle negative attitudes towards older people.

### **NOTTINGHAMSHIRE COUNCIL LAUNCH DIGNITY**

Nottinghamshire county council have launched their dignity campaign with radio adverts & posters depicting how people are treated differently because of their age or disability. Front line staff joined together at a conference & heard from ex service users about the way they feel they are treated.

### **MIMOSA HEALTHCARE**

Dignity Champions & managers from Mimosa homes have been brought together in workshops that primarily focus on person centred care, self awareness & care planning. Oucomes of these sessions include the implementation of protected meal times, 'personal care in progress' signs & dignitiy in care notice boards in all reception areas.

### **UNIVERSITY HOSPITAL BRISTOL DIGNITY DAY**

The Dignity in care team at UHB arranged an all day event to showcase the range of dignity initiatives within the Trust. A presentation on a loop ran all day showing the types of problems patients have encountered and how these can be addressed through ensuring their Dignity is respected and they are treated as individuals.

## **KEY NATIONAL INITIATIVES**

### **WELCOME NEW REGIONAL LEADS**

This month has seen the arrival of two new regional dignity leads for the South West region & East Midlands region. Welcome to David Pennington & Robert Nisbet. Contact details can be found on the back page.

### **SIR MICHAEL PARKINSON ASKS CHAMPIONS TO HELP DELIVER SAME SEX ACCOMODATION**

Sir Michael Parkinson speaking at the RCN Congress this week urges all NHS-based Dignity Champions to get involved & help deliver same sex wards. The Targeted Support team responsible for delivering same sex accommodation are keen to work with Dignity Champions and engage you in a series of events that will inform you on progress, provide a forum for learning between Champions and mechanisms for sharing good practice. Road shows are currently being planned and more info will follow. In the meantime to find out more about the programme please contact the team on [dssa@dh.qsi.gov.uk](mailto:dssa@dh.qsi.gov.uk)

## **DIGNITY POSTERS AVAILABLE**

Help promote the campaign by displaying our Dignity Challenge posters in your place of work. Available in a variety of sizes A4, A3 & A2. Order some for your workplace by emailing [dignitychampions@dh.gsi.gov.uk](mailto:dignitychampions@dh.gsi.gov.uk) or calling 0207 9724007

## **'PEOPLE'S AWARD FOR DIGNITY IN CARE' UPDATE**

The nominations for the peoples award for dignity in care closed in March, we received over 400 public nominations recognising the work across the nation that helps to provide a dignified service. Thank you to all that helped support these awards. Regional ceremonies are taking place throughout May & June to congratulate the runners up & winners. The South West Regional winner was the Viewing Rooms Project North Bristol NHS trust. Details of all winners will be brought to you soon.

## **RESOURCES & DH POLICY UPDATES**

### **IMPROVING DEMENTIA CARE IN HOSPITALS**

Alzheimer's Society are exploring the quality of care that people receive for their dementia when they are admitted to hospital and the challenges that health care professionals face. To share your experiences as a staff member or patient please call 020 7423 3581 for a questionnaire.

<http://www.dhcarenetworks.org.uk/dignityincare/News/newsItem/?cid=5589>

### **SOCIAL CARE WORKFORCE STRATEGY**

Fifty thousand long-term unemployed young people will be helped into social care traineeships thanks to new plans published by the Government. Backed by £75 million from the Department for Work and Pensions, employers will receive a £1,500 subsidy to take on social care trainees aged between 18 and 24.

<http://www.dhcarenetworks.org.uk/dignityincare/News/newsItem/?cid=5586>

### **INTERGENERATIONAL PILOTS**

The Generations Together programme is seeking bids from all English local authorities with social services responsibilities to submit expressions of interest, in partnership with third sector organisations, for funding to develop demonstrator sites of intergenerational practice.

<http://www.dhcarenetworks.org.uk/dignityincare/News/newsItem/?cid=5587>

### **IMMEDIATE STEPS TO BOOST PATIENT CARE AT STAFFORD HOSPITAL**

Extra nurses and an experienced Assistant Director of Nursing are being deployed to Stafford Hospital to boost frontline staff and further improve patient care as part of a package of measures following the Healthcare Commission's findings last month.

<http://www.dhcarenetworks.org.uk/dignityincare/News/newsItem/?cid=5588>

### **NEW VISION FOR MENTAL HEALTH**

The millions of people who suffer from or might face mental illness at some point in their lives will be the focus of a new strategy. 'New Horizons' is a new strategy that will promote good mental health and well-being, whilst improving services for people who have mental health problems.

<http://www.dhcarenetworks.org.uk/dignityincare/News/newsItem/?cid=5585>

### **WALES DIGNIFIED REVOLUTION**

A Dignified Revolution is a group of individuals, the majority of whom are nurses, who want to improve the care of older people in hospital. To find out more email

[info@dignifiedrevolution.org.uk](mailto:info@dignifiedrevolution.org.uk) or call 07811 159800

## KEY CONTACTS

### **Your Local Dignity Regional Lead Contacts are listed below:**

#### **South West:**

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#### **London:**

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#### **West Midlands:**

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#### **East Midlands:**

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#### **Eastern Interim cover:**

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#### **North West:**

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#### **North East:**

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#### **Yorkshire & Humber:**

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### **For general queries please contact the national team:**

[dignityincare@dh.gsi.gov.uk](mailto:dignityincare@dh.gsi.gov.uk) or call 020 7972 4007