



The Dignity Champions Model!

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SESSION OBJECTIVES



Through this session attendees will:

- Understand the context for and the role of the National Dignity Council
- Arrive at a working definition for the term 'dignity'
- Gain an awareness of the key objectives of the dignity campaign and the role of Dignity Champions
- Recognise the links between delivering with Dignity, the role of a champion and the Key lines of Enquiry.
- Reflect on how what they have learned can have an impact on the type of service they deliver and improve the quality of dignified, compassionate services



The National Dignity Council Aims to

Promote the importance of 'Dignity' for all through:-

- Leadership in raising awareness of **Dignity** and its importance in delivering excellent services
- Developing clear guidelines to raise citizen's awareness of their right to access respectful **dignified** and **compassionate** services
- Leading and inspiring people to take action to promote **Dignity**
- Leading and stimulating a National **Dignity** Campaign.
- Supporting and maintaining a growing network of **Dignity** Champions
- Inspiring champions to be active in their role and uphold the ten **Dignity Dos**



National Dignity Council was established in **2011** at the behest of the Department of Health – became a charity in 2016

We have operated in the wake of:

- Winterbourne View
- Emerging understandings about failings at the Mid Staffs NHS Foundation Trust
- General concerns about the delivery of dignity in public services
- Inadequate and Require Improvement ratings from CQC



Dignity is.....?



Defining Dignity

- Dignity consists of many overlapping aspects, involving **respect, privacy, autonomy and self-worth**
- a standard dictionary definition: **a state, quality or manner worthy of esteem or respect**; and (by extension) **self-respect**.
- Dignity in care, therefore, means the kind of care, in any setting, which **supports and promotes**, and **does not undermine, a person's self-respect regardless of any perceived difference**.
- While 'dignity' may be difficult to define, what is clear is that **people know when they have not been treated with dignity and respect**

SCIE- Dignity in care guide



Dignity is:

Kindness

Respect

Compassion

Defining Dignity – the NMC Code

The Prioritise People Standard:

1 Treat people as individuals and uphold their dignity

To achieve this, you must:

1.1 treat people with kindness, respect and compassion

1.2 make sure you deliver the fundamentals of care effectively

1.3 avoid making assumptions and recognise diversity and individual choice

1.4 make sure that any treatment, assistance or care for which you are responsible is delivered without undue delay and

1.5 respect and uphold people's human rights

Francis report: Mid Staffs report

Poor standards – lack of leadership in tackling negative **culture** [Francis 2013]

Why as a professionals, **are we not** consistently ensuring that dignified caregiving is the **primary driver of nursing activities.**

Francis report – highlighted **33 cases** of oral evidence presented **22 - 67%** raised significant concerns about continence, including bladder and bowel care.

The area of care was singled out for complaint more frequently than any other, indicating just how important dignified care is to overall standards.

DIGNITY AND REGULATION

The Mum (or anyone you love) Test



Is it effective?

Is it responsive to people's needs?

Is it safe?

Is it well-led?



Is it caring?

Is it good enough for my Mum?



Delivering Services with Dignity



THERE ARE OVER **93,000** CHAMPIONS SIGNED
UP ON THE DIGNITY IN CARE WEBSITE

Email: info@dignityincare.org.uk

Web: www.dignityincare.org.uk

Facebook: <https://www.facebook.com/pages/Dignity-Champion/226051697554150>



What is a

Champion?

A Dignity Champion is someone who believes passionately that being treated with dignity is a basic human right, not an optional extra. They believe that care services must be compassionate, person centred, as well as efficient, and are willing to try to do something to achieve this

Key Aims for Dignity Champions

- Stand up and challenge disrespectful behaviour rather than just tolerate it.
- Act as a good role model by treating other people with respect particularly those who are less able to stand up for themselves
- Speak up about Dignity to improve the way that services are organised and delivered
- Influence and inform colleagues
- Listen to and understand the views and experiences of citizens
- Making sure dignity, compassion and respect is at the heart of everyday practice and isn't an addition to it.
- Treating everyone as a unique individual
- Promoting independence, well-being and quality of care /life
- Uphold and promote the Ten Dignity Do's



Ten Dignity Do's

- 1. Have zero tolerance of all forms of abuse**
- 2. Support people with the same respect and compassion that you would want for yourself or a member of your family**
- 3. Treat each person as an individual by offering a personalised service**
- 4. Listen and support people to express their needs and wants**
- 5. Respect people's right to privacy**
- 6. Enable people to maintain the maximum possible level of independence, choice and control**
- 7. Ensure people are able to complain without fear of retribution**
- 8. Engage with family members and carers**
- 9. Assist people to maintain confidence and a positive self-esteem**
- 10. Act to alleviate people's loneliness and isolation**

DOING IT WITH DIGNITY?

WHERE IS THE DIGNITY
IS THE SERVICE:

SAFE?

EFFECTIVE?

CARING?

RESPONSIVE

WELL LED?





DIGNITY CHAMPIONS
SIGN UP TO UPHOLD
THE TEN DIGNITY DO'S

Leading Change



UNWARRANTED VARIATION

Adding Value



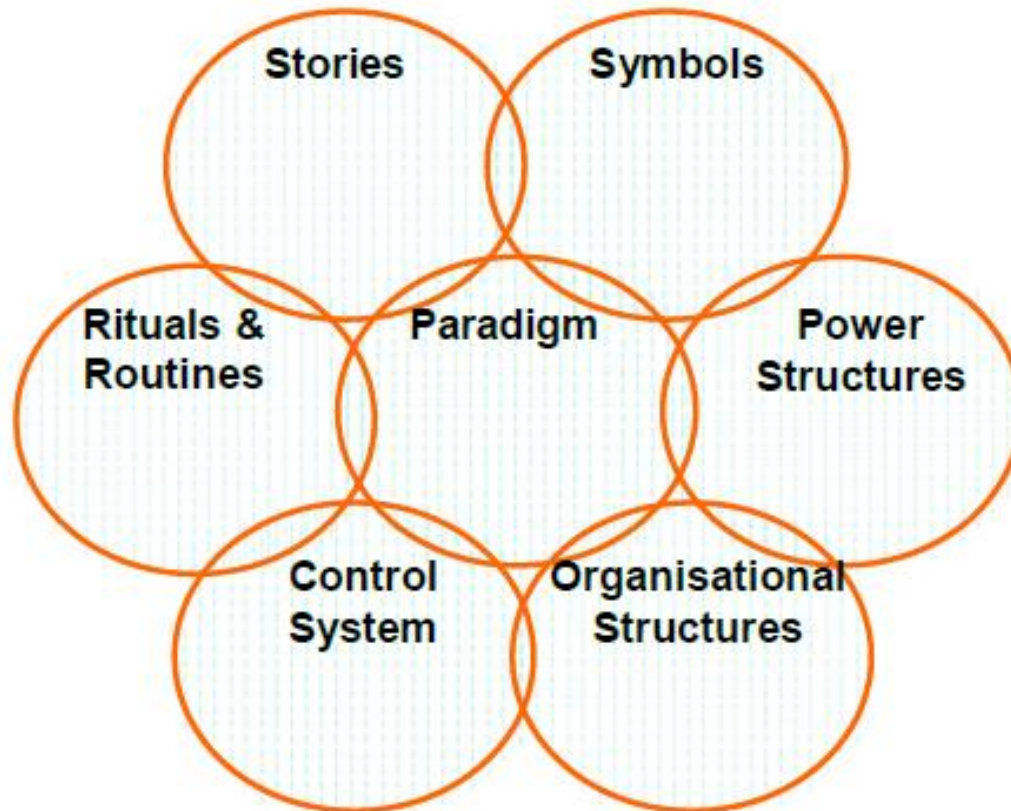
Leading change – Adding value framework;

1. We will promote a culture where improving the population's health is a core component of the practice of all nursing, midwifery and care staff.
2. We will increase the visibility of [nursing and midwifery leadership](#) and input in prevention
3. We will work with individuals, families and communities to equip them to make informed choices and manage their own health
4. We will be centred on individuals experiencing high value care
5. We will work in partnership with individuals, their families, carer's and others important to them
6. We will actively respond to what matters most to our staff and colleagues
7. We will lead and drive research to evidence the impact of what we do
8. We will have the right [education, training and development](#) to enhance our skills, knowledge and understanding.
9. We will have the right staff in the right places and at the right time
10. We will champion the use of [technology and informatics](#) to improve practice, address unwarranted variations and enhance outcomes.

HAVE YOU GOT THE RIGHT
CULTURE TO DELIVER AND
OUTSTANDING SERVICE?

Johnson and Scholes Culture Web

Exhibit 1: The cultural web of an organisation





SAFE JOURNEY!