

# Dignity Action Day: Give the gift of time

25 February 2010

## Staff Resource Pack

**You can make a difference**

Find out in this resource pack how you as a Dignity Champion or someone who works in Health or Social Care can help support Dignity Action Day

“It might well be that the difference people make individually is a mere ripple on the surface of our care system, but each of those ripples added together create a wave, a social movement and if this makes life better for some – then it has to be worthwhile.”

National Dignity Ambassador, Sir Michael Parkinson



Dignity Action Day is supported by the Dignity in Care Campaign & its partner organisations visit us at

[www.dignityincare.org.uk](http://www.dignityincare.org.uk)

Contact us at [dignityincare@dh.gsi.gov.uk](mailto:dignityincare@dh.gsi.gov.uk)

Or call on 0207 9724007

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## WHAT'S IT ALL ABOUT?

Dignity Action Day asks health and social care workers to take action in their place of work to promote dignity. It also asks members of the public to do what they can to take action on this day to promote dignity for people in their communities. Dignity Action Day is organised by the [Dignity in care Campaign](#) which aims to ensure dignified care for all.

### Dignity Action Day:

- **Acts to remind society that dignity is everybody's business**
- **Is about giving everybody the opportunity to contribute to upholding peoples' right to dignity in the community**
- **Is about respect for both staff and the people they care for**
- **Includes activities which give those people who use care the chance to give something back too**

As someone that works in health or social care, you are being asked to dedicate February 25<sup>th</sup> to taking some action around dignity. This can involve as much or little as you want. Read on to find out how you can give those you care for a Dignity Action Day to remember. There is also a [resource pack for members of the public](#) with extra ideas of what can be done outside of work to support Dignity Action Day and make a difference.

Phil Hope, Minister for Care Services, supports Dignity Action Day and encourages everyone to do whatever they can to support the day.

***"The impact of so many people working together for change is fast becoming a social movement that is making a real difference to peoples lives"***



The [Dignity in Care Campaign](#) aims to end tolerance towards indignity and discrimination in health and social care services by getting both staff and the public talking about what dignity in care means and inspiring them to take action. An army of over 12,000 people have joined the campaign as [Dignity Champions](#) and are doing what they can to improve dignity in care.

Over the past three years, the Dignity in Care Campaign has been encouraging health and social care staff to provide a more dignified service. It has provided frontline staff and managers with a range of resources and good practice to help them make sure the care they provide respects people's dignity.

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## YOU CAN DO ALMOST ANYTHING!

Dignity Action Day is a day of celebration. It is a day to celebrate all that you and your colleagues have accomplished in delivering dignified care. It is also a day to celebrate those people at the centre of your care including yourselves as the providers. This Dignity Action Day is a day to do something above and beyond your usual tasks to be part of the national celebration for dignity in care.

In the words of **Sir Michael Parkinson, National Dignity Ambassador** it doesn't matter who you are, everyone can get involved.

***"Dignity in Care must be everybody's business. I hope people will step up to this challenge and do whatever is in their power to make a difference"***

As providers of care please support this initiative and do whatever is in your power to provide an outstanding Dignity Action Day.

### Supporting Dignity Action day will:

- Raise awareness of the importance of Dignity in care
- Promote the services you provide and provide someone in your care with an special day
- Be part of a national celebration and demonstrate solidarity for Dignity in Care

## SUPPORT AVAILIABLE TO YOU

We do not expect you to work alone. We have a selection of resources that may help you in organising the day:

1. [Idea generation](#)- suggestions of what you could do at your place of work can be found overleaf
2. [Maximising Dignity Action day for your organisation](#)- take a look at some top tips later in this booklet to ensure your organisation benefits from your Dignity Action Day plan
3. [Contributions](#)- Ensure those you care for participate in the day by looking at our suggestions for their involvement later in this booklet
4. [Checklist](#)- Planning an event can be daunting, take a look at the 'Setting up an event' checklist for your step by step guide to take your from planning to completion

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5. Dignity materials- We have posters, leaflets, cards and newsletters that will help you raise awareness for dignity in care. Email your request for materials to [dignityincare@dh.gsi.gov.uk](mailto:dignityincare@dh.gsi.gov.uk)
6. Inspiration - take a look at our [Dignity Action Day pledge pages](#) on the website to get an idea of what others are doing for Dignity Action Day
7. Volunteering- register your Dignity Action Day plans with us and include an [outline of how potential volunteers may be able to help you](#).
8. [Newsletter template](#) – Does your organisation use newsletters to communicate to its members? Then why not use one of the attached templates to tell everyone involved with your organisation - internally and externally what you are doing for Dignity Action Day.
9. [Press release](#) – There is a template press release at the back of this booklet that you can amend to help promote dignity coverage for your organisation in the local press
10. Advice and support - available via e-mail and telephone. Contact us as at [dignityincare@dh.gsi.gov.uk](mailto:dignityincare@dh.gsi.gov.uk) or on 0207 9724007

## DIGNITY ACTION DAY SUGGESTIONS

We have listed below ideas that you may wish to undertake in your place of work. These range from organising a coffee morning, putting up a display, showcasing your dignity initiatives or holding special activities for those you care for.

In a recent survey of almost 3000 people, three dignity priorities emerged, so if you are undecided about which activities you might wish to undertake then perhaps you could choose an activity: that treats people as individuals, provides stimulating activities and a sense of purpose and allows more choice and control on daily routines.

You are in the best position to decide what the people in your care would benefit from most, so please use the list as inspiration and come up with your own ideas.

- Organise a learning event for other staff to hear about your dignity initiatives
- Hold an open day and showcase the dignified service you provide
- Arrange question and answer sessions for staff, the people you care for and carers and invite them to discuss what dignity means to them
- Host an internal conference
- Supply information and advice about dignity to those who use the service and their loved ones

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- Ask those you care for to make wishes for the day and do what you can to make them come true
- Organise a treat for people receiving care. This could take many forms including pamper sessions, local trips, special guest visits or taster sessions such as computing, tai chi, bowls, music, dance, quiz nights, bingo
- Organise an intergenerational visit to a school or community group
- Start to create a [Life Story box](#) for residents
- Help those you care for with their hobbies and interests
- Hold a party to celebrate Dignity Action Day and get everyone involved.
- Put up a dignity display in your place of work
- Utilise your website and newsletters to promote dignity
- Issue press releases about what your organisation is doing to support dignity action day
- Introduce the Dignity in Care campaign to your workplace by using [downloadable resources and materials](#)
- Get a colleague to [sign up as a Dignity Champion](#)
- Don't forget to wear your Dignity in Care badge

**WHERE ONE PERSON LEADS ANOTHER WILL FOLLOW :  
PLEASE TELL US WHAT YOU ARE DOING**

We are really interested to know what activities people are planning to undertake around Dignity Action Day and importantly we need to share these to inspire and encourage others. Be proud of your involvement with Dignity Action Day.

**Tell us your action at [www.dignityincare.org.uk](http://www.dignityincare.org.uk)**

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## SETTING UP A DISPLAY

One of the easiest and most effective things you can do this Dignity Action Day is to set up a Dignity in Care display in your place of work.

- You can order posters, leaflets, cards and newsletters for your display from [dignitychampions@dh.gsi.gov.uk](mailto:dignitychampions@dh.gsi.gov.uk)
- Why not collect pictures of staff and the people you care for to display on the notice board
- Capture and draw attention to the initiatives you have implemented in your place of work to support dignified care
- Make a poster publicising what else you are doing to support Dignity Action Day

## HOW TO HELP THOSE YOU CARE FOR GET THE MOST FROM THE DAY:

- Include people in discussions about what to do on the day
- Give people a choice of activities to choose from
- Invite people to participate – it does not have to be about you providing the activity. The people you normally provide care for could spend time sharing a skill of theirs with yourselves and others
- Ask people to invite their family and friends along
- Encourage people to discuss what dignity means to them



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## **HOW TO HELP YOUR ORGANISATION GET THE MOST FROM THE DAY:**

It is an ongoing objective of the Dignity in Care Campaign to publicise what is being done to improve dignity in care. Your organisation can use Dignity Action Day as a platform to showcase what you are doing.

### **Making Sure Everyone Knows What You are Doing**

It is important not to assume that everyone knows what you are planning. Get as much support as you can for Dignity Action Day by ensuring everyone involved in the organisation knows what is going on. Invite everyone along. You can use the [sample newsletter article](#) and [flyer](#) attached to the document to publicise your involvement in Dignity Action Day.

Tell your friends, family and colleagues about Dignity Action Day. If you use online social networking tools such as MySpace, Facebook, Twitter, Bebo or have your own online blog or organisational website or email network, use these to help spread the word

### **Obtaining Press Coverage**

You are planning an activity that will really benefit those you care for and help promote dignity in care, so why not let as many people as possible know about it? You can contact your local media who may be interested in covering your story. Many journalists love person centred stories so you can tell them how, by carrying out your activity for Dignity Action Day, you are improving the care of particular individuals. We have a [sample press release](#) that you may wish to use to try get coverage in your local paper.

If you intend to obtain media coverage:

- Use the [sample press release](#) and adapt it to suit your activity and organisation, or write your own press release ensuring that the story is person centred. (Newspapers are more likely to cover stories that effect individuals rather than organisations)
- Contact the news desk of your local paper and try to find out which journalist might be interested in your story at least a couple of weeks in advance
- When talking to the news desk introduce yourself and briefly explain what the news item is about, highlighting the most interesting information first
- Email your press release to the journalist at the paper
- Ensure you follow up your email with a phone call the next day to ensure the journalist has received it.

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## CHECKLIST FOR SETTING UP EVENTS FOR DIGNITY ACTION DAY

If you do decide to set up an event or activity here are a few simple guidelines to help you on your way

1. Start preparations early
2. If you can not complete your idea on Dignity Action Day choose a date as close to Dignity Action Day as possible
3. Enlist a committed team of people to support you
4. Involve everyone in planning the event e.g. patients, residents, management, carers
5. Decide what you want to achieve and your aims for the day
6. Identify potential partners and volunteers to help you. Do not forget when you fill in the form to update us about what you are planning, there is the opportunity to detail what extra help you need. Other champions and members of the public will see this and can volunteer their time to you
7. Decide if it would be appropriate to invite along any local celebrities. This will help you raise the profile of dignity and your organisation. It may also help you obtain press coverage
8. Consider financial implications (remember there are lots of activities you can do that do not cost you anything – be innovative)
9. Organise a plan of action and distribute tasks
10. Let us know what you are doing by completing [this form](#)
11. Send out invitations as soon as possible
12. Plan your publicity
13. Arrange for someone to take pictures on the day

After the event is completed do not forget to evaluate what you have done to make it easier in the future if you are planning a similar event.

1. Thank everyone involved
2. Ask for feedback on the event from everyone and use this to build on for future events
3. Evaluate what you have achieved- is there something you would like to repeat on a regular basis?

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## **SAMPLE PRESS RELEASE**

### [Organisation Name] Supports Dignity Action Day

Most of us at some point in our lives will be in contact with care services, be that in our work, as a service user, carer, relative or friend and when we do we hope we will be treated with Dignity and respect. Over 2 million health and social care staff in the UK work around the clock to provide support and care for those in need. Over 11,000 of those staff have joined forces to provide a more dignified service in their place of work.

[Organisation Name] is helping to make sure that dignity is a reality for all. Over and above the care that [Organisations name] provided on a daily basis they are running an event as part of a national day of action to promote Dignity in Care.

[Organisation Name] will be [enter activity] this will involve [enter who] will be held on [enter details] at [enter venue]. The activity will promote the dignity of those in the care of [Organisations name] by [enter how].

[Enter personal account of an individual in your care that will benefit from your chosen activity: this is likely to be the perspective journalists will focus on]

A spokesman for [Organisation Name] said: [provide a quote which may include: why they the organisation is choosing to support Dignity Action Day, and what you hope to achieve]

Dignity Action Day is a national initiative lead by the Dignity in Care Campaign to bring staff and members of the public together to make a difference to those in care.

In the words of Sir Michael Parkinson ‘It might well be that the difference people make individually is a mere ripple on the surface of our care system, but each of those ripples added together create a wave, a social movement and if that makes life better for some – then it has to be worthwhile. Dignity in care must be everybody’s business, I hope people will do whatever is in their power to make a difference.’

Dignity Action day gives everyone the opportunity to contribute to upholding people’s rights to dignity and provide a truly memorable day for people receiving care. Dignity Action Day aims to ensure people in care are treated as

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individuals, are given choice, control and a sense of purpose in their daily activities and are provided with stimulating activities.

Anybody can support dignity action day to find out more log onto [www.dignityincare.org.uk](http://www.dignityincare.org.uk) where resource packs full of ideas and useful information for staff and members of the public to support Dignity Action Day can be found.

### **Notes to Editors:**

[Add Organisation details & history]

[Organisation contacts for further information]

### **The Dignity in care Campaign**

The Dignity in care Campaign, which launched in November 2006, aims to stimulate a national debate around dignity in care and create a care system where there is zero tolerance of abuse and disrespect of adults. It is led by Government in partnership with many organisations that provide and commission care and protect the interests of those using care services and their carers.

Sir Michael Parkinson joined the campaign as the National Dignity Ambassador in May 2008 to help raise the profile of the campaign by bringing it to the attention of the public.

High quality care services that respect people's dignity should:

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

For further information on the Dignity in Care Campaign, or to sign up to become a Dignity Champion see [www.dignityincare.org.uk](http://www.dignityincare.org.uk)

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## **SAMPLE EXTERNAL NEWSLETTER TEMPLATE**

[Organisation Name] is participating in Dignity Action Day – a day that brings staff and members of the public together to make a difference to those receiving care.

We will be [enter activity] this will involve [enter who] will be held on [enter details] at [enter venue]. The activity will promote the dignity of those in the care by [enter how].

[Enter personal account of an individual in your care that will benefit from your chosen activity]

Dignity Action day gives everyone the opportunity to contribute to upholding people's rights to dignity and provide a truly memorable day for people receiving care. So if you want to get involved contact [add details] or if you want to find out more about Dignity Action Day and get involved with other activities that are happening around the country go to [www.dignityincare.org.uk](http://www.dignityincare.org.uk)

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## SAMPLE INTERNAL NEWSLETTER TEMPLATE

[Organisation name] supports the Dignity in Care Campaign and we will be supporting the new initiative Dignity Action Day: a day to showcase what [organisation name] are doing to provide a dignified service and to give those we care for a truly memorable day.

At an organisational level we will be [enter details of how the organisation will be participating e.g. issuing press releases, organising an activity, promoting awareness]

We would like to see additional activity for Dignity action day in each [please enter- e.g. care home, hospital, day centre].

Please support this initiative in your place of work and do whatever is in your power to provide an outstanding Dignity Action Day for those you care for. Supporting Dignity Action day will help raise awareness of dignity to all staff, service users and their carers, promote the services that you provide, be part of a national celebration and remind everyone that staff have a right to be treated with dignity and respect too.

To find out how you can get involved please download the [resource packs](#) to give you inspiration about what you can do to support Dignity Action Day. Once you have decided what your place of work will do to support Dignity Action Day please do not forget to promote your activity on the [pledging pages](#).

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**SAMPLE DIGNITY ACTION DAY FLYER**

**WE ARE SUPPORTING  
DIGNITY ACTION DAY**

**WE CAN MAKE A DIFFERENCE**

**PLEASE JOIN US TO PROVIDE A TRULY MEMORABLE DAY FOR  
THOSE WE CARE FOR**

**TITLE [ENTER TITLE OF EVENT]**

**DATE [25<sup>TH</sup> FEBRUARY]**

**TIME [ENTER]**

**VENUE [ENTER]**

**CONTACT DETAILS [ENTER DETAILS TO FIND OUT HOW  
OTHERS CAN GET INVOLVED IN YOUR ACTIVITY]**

**[ENTER TEXT ON WHAT WILL HAPPEN ON THE DAY, WHO IS  
INVITED, WHAT OTHERS CAN DO TO HELP]**

**Dignity Action Day is supported by  
the Dignity in Care Campaign. To find  
out more about Dignity Action Day and  
how you can get involved please visit  
[www.dignityincare.org.uk](http://www.dignityincare.org.uk) or call 0207  
9724007**

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## HOW TO CONTACT US

If you want to support Dignity Action Day further take a look at our suggestions in the [public resource pack](#).

Please get in contact with us if you have any queries or concerns. If you wish to support the campaign further, please sign up as a Dignity Champion and take a look at our toolkit for action detailing what health and social care staff and members of the public can do on an ongoing basis to support dignity for people in care.

You can contact us directly on [dignityincare@dh.gsi.gov.uk](mailto:dignityincare@dh.gsi.gov.uk) or 0207 9724007.

**PLEASE DO NOT FORGET TO MAKE YOUR COMMITMENT ONLINE AT [WWW.DIGNITYINCARE.ORG.UK](http://WWW.DIGNITYINCARE.ORG.UK) SO WE KNOW HOW YOU HAVE CHOSEN TO SUPPORT DIGNITY ACTION DAY AND TO GIVE OTHERS INSPIRATION**

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