

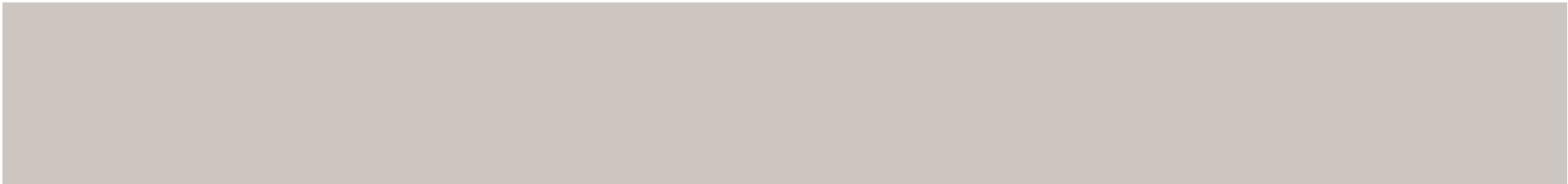


MANCHESTER
CITY COUNCIL

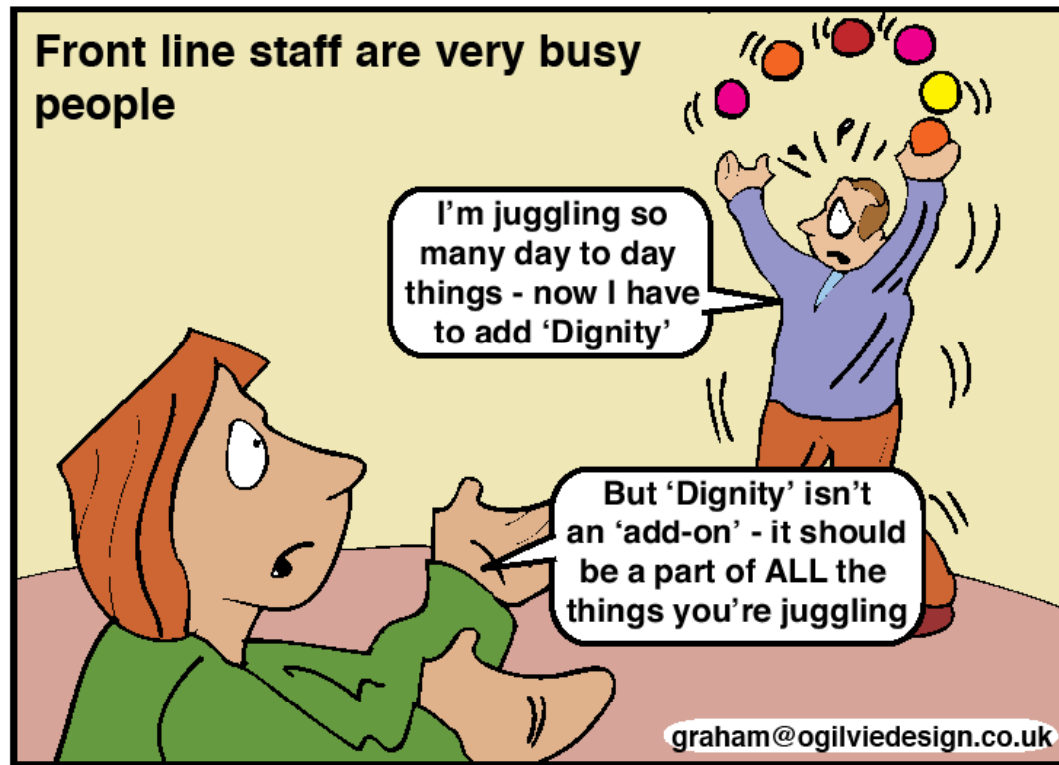
Dignity in Care



**Gillian Moncaster, Dignity Lead
Manchester City Council**



Making Dignity Matter – it is not an optional extra



Article 1. All human beings are born free and equal in dignity and right. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.



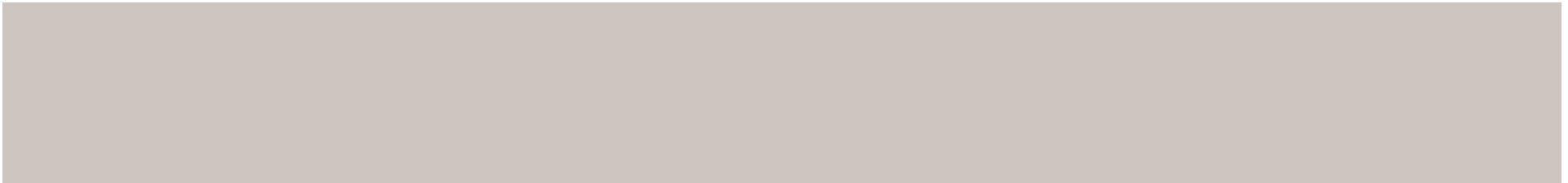
Article 2. Everyone is entitled to all the rights and freedoms set forth in this Declaration, without distinction of any kind....

The Universal Declaration of Human Rights adopted by the United Nations

Dignity - one word, seven letters, but with a multitude of different definitions and explanations for what it means.

Dignity is one of those words like tolerance, respect and love.

We all instinctively know it is a good thing, but when asked what action it translates into, we struggle to find an answer.....



Dignity is about people – their stories

“In the next room you could hear the buzzers sounding. After about 20 minutes you could hear the men shouting for the nurse, “Nurse, nurse”, and it just went on and on. And then very often it would be two people calling at the same time and then you would hear them crying, like shouting “Nurse” louder, and then you would hear them just crying, just sobbing, they would just sob and you just presumed that they had had to wet the bed. And then after they would sob, they seemed to then shout again for the nurse and then it would go quiet”

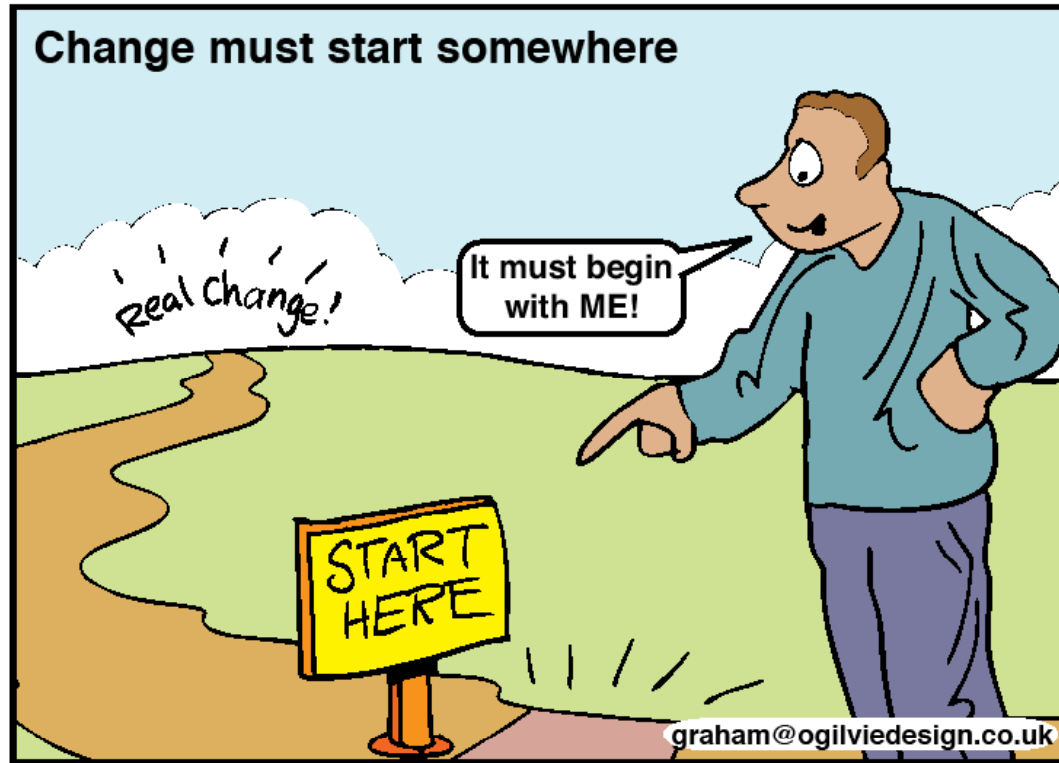
Independent Inquiry into care provided by Mid Staffordshire NHS Foundation Trust

Making Change Sustainable

- Policies and procedures are only part of the solution
- Change can not be driven by a centrally led campaign – local responsibility & accountability are needed
- People need to be connecting with this agenda on a an **emotional level – making dignity matter personally!**

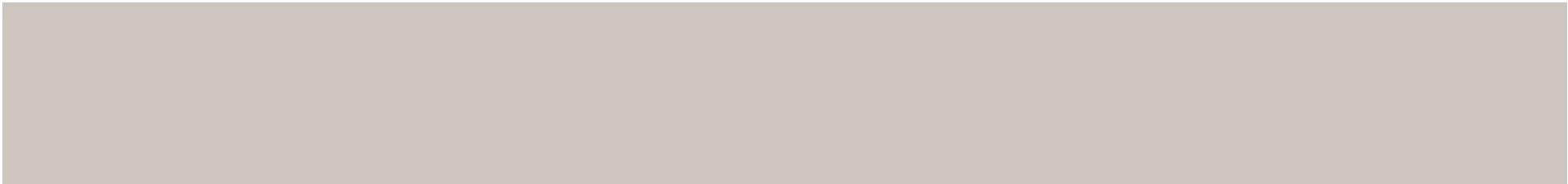


Starting position



System alignment or joining up

How can you make sure that your organisation ensures that all parts of it and the services which it provides pull in the same direction to achieve shared goals in a joined up way?



Making decisions at the right level

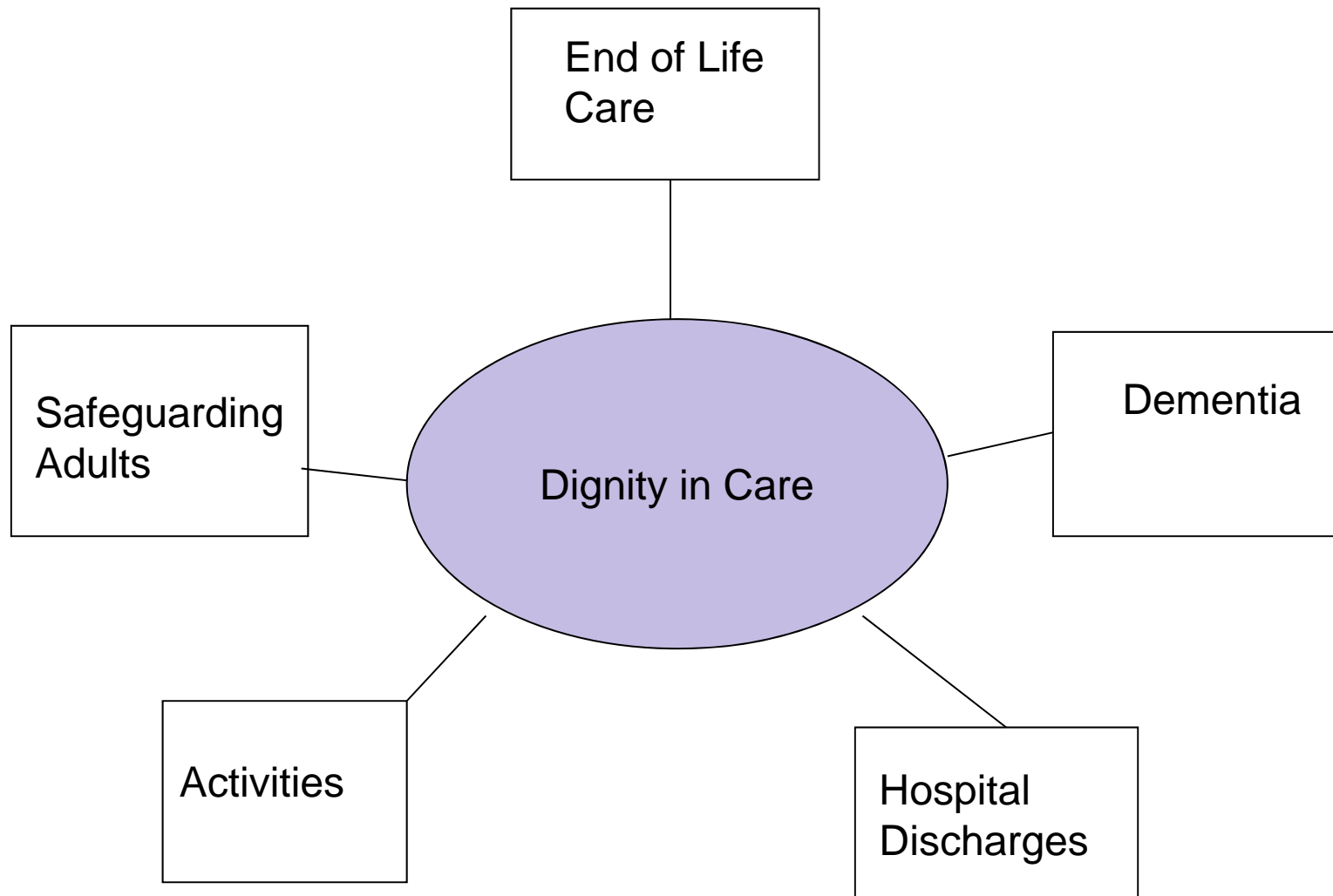
- **Clarity and vision at a national level**
- **Decision making, innovation and responsibility / accountability at a local level**
- 100's of organisations adopting the Dignity Challenge and using it in many different ways:
 - Quality criteria in contracts
 - Poster & radio campaigns
 - A charter for service users
 - A training tool
 - An auditing tool

The Dignity Challenge
High quality services that respect people's dignity should:

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

Dignity - what is happening in Manchester

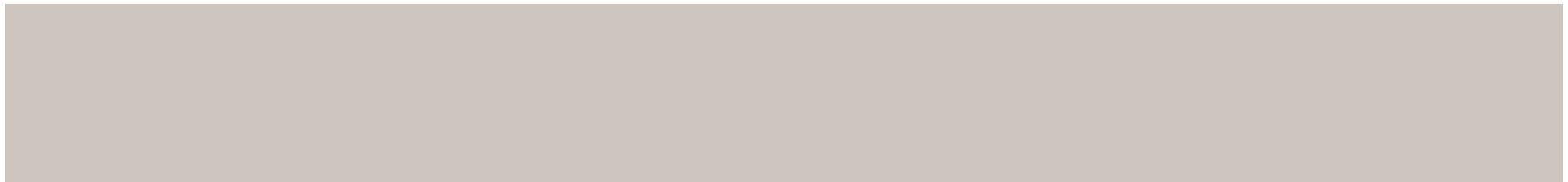
- Manchester City Council recognised that dignity is a central theme in the provision of all Health and Social Care Services.
- Dignity in Care Steering Group established 2008
- First Local Authority in the country to develop a toolkit to enable Care Home Providers to apply for Dignity Status.
- 25 have now achieved the status, displaying the Dignity in Care daisy emblem to demonstrate their commitment to quality and dignity.
- Further 16 homes currently working through the process



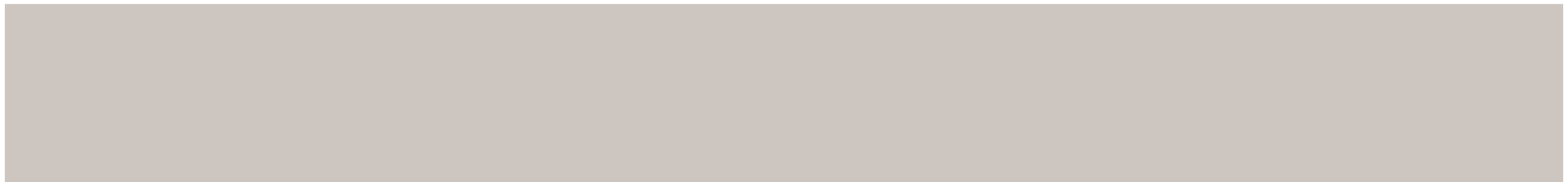
Dignity Daisy Award

- New tool kit developed to reflect dignity challenges etc.
- Recruited Lay Assessors to carry out assessments
- Care homes ask to go for the award
- Currently working with the Brownies and the Girl Guides piloting a dignity daisy badge – National badge
- Following the evaluation will then work with the Scouts, Cubs and St Johns Ambulance to build on the brownie badge
- Intergeneration work with local Primary School and Care Home
- Care for a Career – Care Ambassadors

National Dignity Day



National Dignity Day



What is happening in the North West

Established Network Chaired by Manchester and Halton Dignity Leads - Vision:

- Ensure that 'Dignity is everybody's business
- Share good practice
- Keep dignity on top of the agenda in the current climate
- Facilitate a whole system approach to dignity at a local level
- Provide a forum to share challenges and difficulties
- Enable a collective voice to be formed on issues of dignity and human rights
- Provide a forum through which we can influence the future agenda both regionally and nationally

From '*good to great*' in the North West

- **Manchester City Council - Manchester Daisy Campaign** working with Care Homes and have developed a self assessment tool and support resources to achieve higher standard in care
- **Halton Borough Council** – first council to appoint a full time Dignity Co-ordinator. Manchester City Council now has a dedicated Dignity Lead. The only two councils in the country.
- **Glossop and Tameside PCT** won the Nursing Times award for their Dignity work. They use the Daisy as their logo.
- **Trafford MBC** – Winner of the Local Innovation Awards 2010 /11
Age Concern Trafford – Silver Surfer Project – specifically aimed at reducing social isolation of older people by using social media

From '*good to great*' in the North West

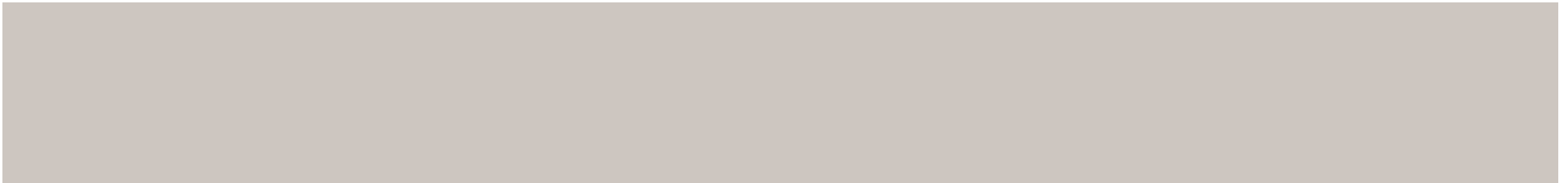
- **Oldham Borough Council** – initiated the Life Story network
- **Stockport Borough Council** - Dignity Matched Funding Scheme – up to £50k – so any successful bid to the Dignity in Care fund will need to have match funding from the successful organisations..
- **Greater Manchester West Mental Health NHS Foundation Trust** – Regional finalist in the People's Award for Dignity. They use the Daisy as their logo.
- **Wirral Council and Essex Council** now using the daisy as their emblem.

From '*good to great*' in the North West

- **Warrington Borough Council** - Beacon Award for Dignity 2008/9 (Checking Out project)
- **Admiral Nursing Team – Manchester** – Regional winner of the People's award for Dignity 08/09
- **NHS Central and Eastern Cheshire** – Whole Systems Approach to embedding dignity and using the incentives through the Commissioning for Quality and Innovation (CQUIN) scheme
- **Blackpool, Fylde and Wyre NHS Foundation Trust** – whole Trust approach to embedding dignity

Department of Health's 2008 End of life care strategy

High quality end of life care “should be available wherever the person may be: at home, in a care home, in hospital, a hospice or elsewhere.”



Dignity at End of Life

Route to success series in End of Life Care

Achieving quality:

- in a care home
- in domiciliary care
- for people with Learning Disabilities
- in acute hospitals

How do we start?

- By providing services and support based on a holistic needs assessment
- Be prepared to initiate discussion about dying and people's wishes for their future care. ACP
- Making the environment for both breaking bad news and for people in the last hours and days of their life as private as possible.

Dignity isn't all about hi-tech systems & processes.

