

Dignity in Care



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

Become a Dignity Champion today

Sign up online at www.dignityincare.org.uk or ring 020 7972 4007.

Log on to find out more about the campaign and get ideas to help you improve local services.