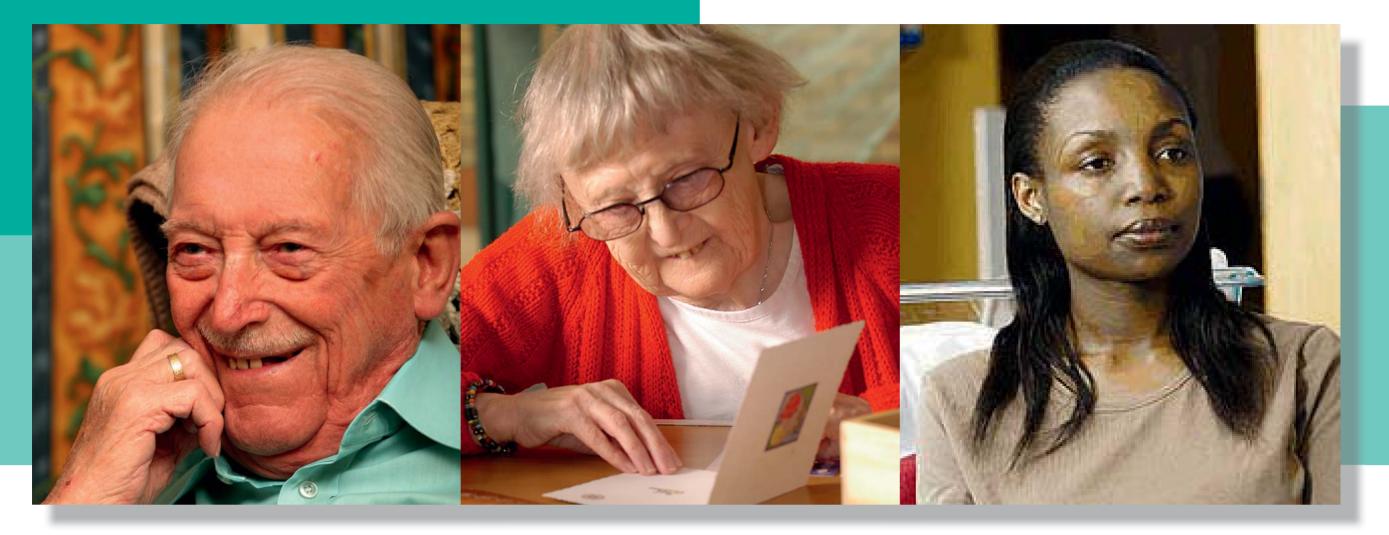


Dignity in Care



The Dignity Challenge

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

Have a zero tolerance of all forms



Respect people's right to



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





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

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.

