



The Dignity challenge

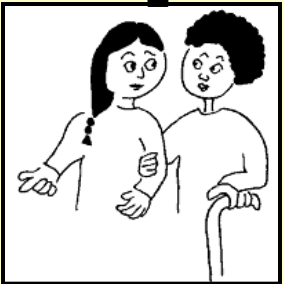
The Dignity Challenge



- Launched in November 2006.
- The challenge was to “put dignity at the heart of care services”.
- Focus originally just for older people



The Dignity Challenge



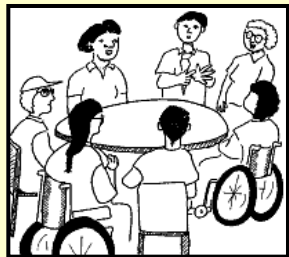
- August 2007 extended to those with mental health needs.
- Cuts across **all** services.

The Dignity Challenge



- This is not something new.
- Builds upon
 - Independence, Well-being & Choice, (Green Paper)
 - Our Health, Our Care, Our Say,
 - Commission for Social Care inspection & essence of care;
 - Patient focused benchmarking for healthcare practitioners.

The Dignity Challenge



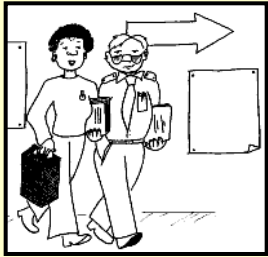
- Newcastle leads the way.
- First authority to include adults with a disability.
- Each workplace in learning disability services has a 'dignity champion'.

The Dignity Challenge



- Newcastle is launching 'Dignity for All campaign'.
- Posters & postcards have been distributed to get positive & negative comments about services.

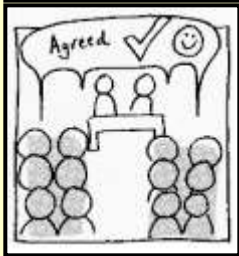
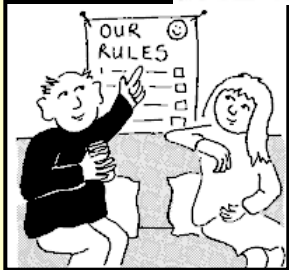
The Dignity Challenge



- Conference 9th April 2008 at Newcastle racecourse.
- Workshops include – values, stereotypes & discrimination, dignity in personal care – and more.
- Action plan for best practice in Newcastle.

The Dignity Challenge

What can the Board do ?



- People who champion Dignity across Board's work
- Who should be champion
- Dignity in all we do including these meetings
- What we are doing as agencies
- Signing up as a partnership
- Stall at 9 April conference
- Register for the conference.