

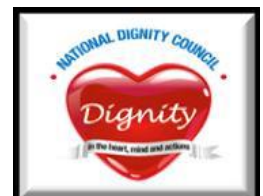
DANCING FOR DIGNITY

OCTOBER 2017

Resource Pack



**HOW YOU CAN RAISE
FUNDS TO KEEP THE
CAMPAIGN GOING**



Why Dancing for Dignity

When the Dignity in Care campaign began in November 2006, the aim was to inspire health & social care staff and local people to place dignity and compassion at the heart of care services, and in their communities. Eleven years on and an army of over 86,000 Dignity Champions are all doing their bit to make a difference in peoples' lives.

Over the years we have celebrated the achievements of these Champions in many ways and Dignity Action Day has been one of the ways we have showcased what is being achieved. However in these times of austerity funds are increasing hard to come by, and we are now asking Champions to step up and raise funds to keep the campaign going.

Dancing for Dignity is the opportunity for you to have fun, whilst raising money. The event can be anything from holding a tea dance in an afternoon, to a marathon event that occurs over a number of hours. You can raise funds by having a collection, getting sponsorship, or 'selling' tickets. Whatever you can do it will be much appreciated and quote a well known phrase, "every little helps".



As someone either working on the frontline of health & social care, or closely involved in a voluntary capacity, or who believes in the importance of dignity, you are in a position, through your own actions, to champion dignity as being fundamental to a person's experience. So please organize a Dancing for Dignity and help raise the funds that we need to keep going.

This resource pack contains many ideas for those Champions who wish to support Dancing for Dignity.

YOU CAN DO ALMOST ANYTHING!

Supporting Dancing for Dignity will:

- Remind society that Dignity is everybody's business
- Raise awareness of the importance of Dignity in all walks of life and particularly in Care and Support settings.
- Give someone in you care about an extra special day
- Be part of a national celebration and demonstrate solidarity for the Dignity campaign.
- Ensure with thought that everyone can get involved and have fun as well as demonstrating your commitment to Dignity.

Dancing for Dignity materials including posters, leaflets and cards are all available to download free from the website.

RAISE MONEY TO KEEP THE CAMPAIGN GOING

The Dignity Campaign receives no support from Government or other statutory sources in terms of funding. It relies totally on donations to the National Dignity Council charity. Dancing for Dignity therefore provides you with an opportunity to not only promote your commitment but also to raise funds to support the campaign. Any Donations can be paid in via our Just Giving account.

DANCING FOR DIGNITY SUGGESTIONS

Hold a Digni-Tea Dance



We want you to invite people to have a cuppa, enjoy the music, get some exercise and take the opportunity to raise the profile of Dignity, both in the way you work and the importance of the Dignity Dos.

Arrange a Dance-a-thon



Participants can be sponsored for the number of minutes /hours they can keep going. It's about making it inclusive and enabling them to have fun.

Arrange a Dance exhibition.



Perhaps your local Morris Troop, can give a demonstration or do you have staff with hidden talents. What about ballroom or Latin American or even belly dancing, or even a bit of hand jiving in the armchair.

Do an activity based around Dance



Take the opportunity to do an activity that increases the health and wellbeing of users of services, as well Dancing for Dignity participants.

Make sure there are copies of the [10 'Dignity Do's'](#) available for all of your guests. Organise a learning event for other staff to hear about your dignity initiatives

Supply information and advice about dignity to those who use the service and their loved ones

Ask those you care for to make wishes for the day and do what you can to make them come true

Organise an intergenerational visit to a school or community group, or vice versa, using dance as the common theme.

Issue press releases about what your organisation is doing to support Dancing for Dignity

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 or wristband. If you are signed up to the national campaign via our website and don't have a badge or wristband you can request one from us through our [website](#).

WHERE ONE PERSON LEADS ANOTHER WILL FOLLOW:

Register your Dancing for Dignity activities on the Dignity in Care website and include details of any help you may require on the day. Importantly we need to share these to inspire and encourage others. Be proud of your involvement with Dancing for Dignity..

Dancing for Dignity is supported by the National Dignity Council and the Dignity in Care campaign. Visit us at www.dignityincare.org.uk

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.

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

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

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

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 your Dancing for Dignity 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 this pack to publicise your activity.

You could contact local media who may be interested in covering your activity. Many journalists love person centred stories so you can tell them how you are improving the care of individuals. We have a sample press release at the end of this pack that you may wish to use to send to local media/press.

Don't let it end there

It's important to keep the momentum of the Dignity Campaign going throughout the year. You could use the event to make plans for further improvements/changes in the year to come. Remember to keep telling people about the work you are doing.

WHERE DO I PAY THE MONEY AFTER THE EVENT.

There are three ways you can send your money to the National Dignity Council after the event. We would be grateful if you arrange for us to receive any monies by 20th November 2017.

Send a cheque [payable to The National Dignity Council,] to
The National Dignity Council, c/o RNHA , Derek Whittaker House
Tunnel Lane, Off Lifford Lane, Kings Norton, Birmingham B30 3JN

Make a transfer using on-line banking to
The Co-operative Bank, account name, The National Dignity Council.
Account number: 65545911 Sort Code 08-92-99

Make a payment via JUST GIVING. <https://www.justgiving.com/national-dignitycouncil>

If any of your contributors have ticked gift aid, please let us have the information via info@dignityincare.org.uk –using sponsorship/ gift aid in the subject line.

WHERE WILL THE MONEY BE SPENT?

Your donations will help fund

- Support for individual champions
- The production of resources that help promote Dignity
- Sharing good practice and networking opportunities
- Events and activities such as Dignity Action Day
- Representing Dignity Champions on key stakeholder groups

CHECKLIST FOR SETTING UP EVENTS FOR DANCING FOR DIGNITY

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 as early as possible
2. REMEMBER you can chose any date in October.
3. Enlist a committed team of people to support you
4. Involve everyone in planning the event e.g. patients, residents, management, carers
5. Identify potential partners and volunteers to help you. Do not forget when you fill in the form online 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
6. 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
7. Consider financial implications (remember there are lots of activities you can do that do not cost you anything – be innovative)
8. Organise a plan of action and distribute tasks
9. Let us know what you are doing by completing the online activites form, and get yourself on the map.
10. Send out invitations as soon as possible
11. Plan your publicity
12. Arrange for someone to take pictures on the day so that they can be uploaded onto the Dignity in Care memory book afterwards

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?

SAMPLE PRESS RELEASE

[Organisation Name] Supports Dancing for Dignity

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 88,000 Champions from all walks of life have joined forces to provide a more dignified service for everyone

[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 we are running an event as part of a national month of action to promote and raise funds Dignity in Care.

[Organisation Name] will be [enter activity] this will involve [enter who] will be held on [enter details] at [enter venue].].

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

Dancing for Dignity is a national initiative led by the Dignity in Care Campaign and its key partners to bring staff and members of the public together to make a difference to those in care.

Anybody can support Dancing for Dignity to find out more log onto www.dignityincare.org.uk where resource packs full of ideas and useful information for staff and members of the public to support Dancing for Dignity 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.

The Dignity Dos.

High quality care services that respect people's dignity:

- 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

SAMPLE EXTERNAL NEWSLETTER TEMPLATE

[Organisation Name] is participating in Dancing for Dignity an event that brings staff and members of the public together to make a difference to those receiving care, and to raise funds for this important campaign. .

We will be [enter activity] this will involve [enter who] will be held on [enter details] at [enter venue].

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

Dancing for Dignity 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 the Dignity in Care campaign and get involved with other activities that are happening around the country go to www.dignityincare.org.uk

SAMPLE DANCING FOR DIGNITY FLYER

**WE ARE SUPPORTING
DANCING FOR
DIGNITY**

WE CAN MAKE A DIFFERENCE

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

**TITLE [ENTER TITLE OF
EVENT] DATE [01st
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]**