



Dignity in our hearts, minds and actions



PRESS RELEASE

For immediate release.

DIGNITY ACTION DAY 1ST FEBRUARY 2017

What is Dignity Action Day

The National Dignity Council is the lead body in taking forward the Dignity Campaign.

As a registered Charity our primary aim is to promote Dignity across the board and raise its profile and our charitable aims are:-

- The preservation and protection of health for the public benefit by promoting best practice in standards of care, in particular the importance of dignity in care
- For the purpose of this clause 'dignity in care' means care, in any setting, including but not limited to hospitals, residential homes and care homes which support and promotes,, but does not undermine, a person's self respect.

The Council believe that Dignity is everyone's business and we bring together outputs from other initiatives and work collaboratively to ensure that learning and best practice is shared and not proceeding in isolation.

We currently have over 81,000 registered Dignity champions, working actively to promote dignity in their work settings and challenging poor practice wherever they see it. Dignity Action Day on the 1st February marks the start of a month of activities that provide a showcase for good practice, involving others and raising funds for the campaign.

We invite everyone to get involved by holding a "Digni-Tea event", taking the opportunity to raise the profile of Dignity and make it accessible to all. It can be as simple as having a cuppa with someone, [it doesn't have to be tea], and spending some time with someone who is lonely, holding an afternoon/morning tea to celebrate and showcase what you do well, using a cup of tea as a vehicle for thinking about how you can improve the experiences of individuals, whether you are in a care home, a hospital or a bank. Champions could invite their friends and sign them up as new champions, enjoy a cuppa and raise funds. It is

free to join and a simple process through the website www.dignityincare.org.uk. Any funds raised will enable us to produce more resources to enable our Champions to have a much louder voice and greater influence.

Our Chair, Jan Burns MBE has set a target of 100,000 Champions by June this year, and we believe this is possible with your help.

If you can get involved please let us know by logging your event on the Dignity map which is on the Dignity in Care website www.dignityincare.org.uk Any funds raised can be paid in via our Just Giving page at <https://www.justgiving.com/national-dignitycouncil>

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Notes to editors - For further information please contact:

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What is a Dignity Champion?

A Dignity Champion is someone who believes passionately that being treated with dignity is a basic human right, not an optional extra. They believe that all care must be compassionate, person centred, as well as efficient, and are willing to do something to achieve this.

About The National Dignity Council

The National Dignity Council's, through its Dignity in Care campaign has over 50,000 champions signed up to uphold and promote the dignity in care Campaign professionally and personally in workplaces and society at large. We urge the media to report some of the countless examples of how their brilliant initiatives are transforming the care of the most vulnerable people in the community, so that others can learn from them.