

# Dignity Newsletter



Adults, Wellbeing and Health

August Edition 2011

Welcome to the seventh edition of the Dignity Newsletter. This newsletter will look at:

- Dignity Challenge 9
- Skin integrity protocol
- Equality and Diversity
- Personalisation Awards, including the award for the best example of a service that promotes dignity
- Safeguarding update

## The Dignity Challenge 9

### “Assist people to maintain confidence and a positive self-esteem”

Social Care Institute for Excellence (SCIE) advise that this means:

Services should aim to develop the self-confidence of the person using the service and actively promote health and wellbeing.

Providing care and support in a way that encourages people to participate as far as they are able.

Maximising individual abilities at all times during eating, personal care and hygiene activities.

Provide appropriate (adequate) support with eating and drinking. Encourage socialising during mealtimes, but offer privacy to people who have difficulties with eating to avoid embarrassment or loss of dignity.

There should be enough staff available at mealtimes to provide assistance to people who need it. Provide discreet assistance to someone who needs assistance with eating. Use serviettes, not bibs to protect people's clothing.

Provide adapted crockery and cutlery to enable people to feed themselves where appropriate.

Having a clean and respectable and pleasant environment is important in maintaining self-esteem.

Ensure that personal care and eating environments are well designed for their purpose, comfortable and clean.

Support people to maintain their personal hygiene and appearance, and their living environment, to the standards that they want.

Encourage people to maintain a respectable personal appearance. A person's appearance is integral to their self-respect.

Older people need to receive appropriate levels of support to maintain the standards they are used to. Even in death, maintaining a respectable appearance is very important to people.

Don't make assumptions about appropriate standards of hygiene for individuals. Cultural factors need to be taken into consideration. When providing support with personal care, take the individual's lifestyle choices into consideration – for example respect their choice of dress and hairstyle.

For more information visit [www.scie.org.uk](http://www.scie.org.uk)

# Safeguarding Adults Skin Damage Protocol

The protocol gives guidance to staff in all sectors in County Durham.

Skin damage can have a number of causes, some that relate to individual patients. However, it could be because of poor practice or neglect. The protocol helps staff when considering whether a pressure ulcer (or other skin damage) is caused through neglect and whether a safeguarding referral is required.

All cases of suspected abuse, including neglect or actions of omission should be referred through County Durham Inter-Agency Safeguarding Procedures.

When a member of staff identifies a possible safeguarding concern about skin damage an initial assessment must be carried out to ascertain whether a safeguarding alert should be made. Body maps should be used where appropriate. Guidance is given in the protocol to help with decision making about whether to make a safeguarding referral.

If a safeguarding referral is not required, staff should decide whether any other action is required and by whom. All safeguarding referrals should be made by contacting Social Care Direct on 0845 850 5010.

The protocol includes tools to use for decision making and recording:

- Flowchart: Deciding when a safeguarding referral should be made.
- Report to be completed when determining if a safeguarding referral should be made.
- Body maps: male / female.
- Suggested structure for investigatory report.

[www.safeguardingdurhamadults.info/Pages/policies/proceduresanddocumentation.aspx](http://www.safeguardingdurhamadults.info/Pages/policies/proceduresanddocumentation.aspx)

## Equality and Diversity

Issues of equality and diversity are essential in maintaining the dignity of people receiving care services. Commitment to equality and diversity is important to ensure everyone is treated fairly and with respect. Each individual has different needs and requirements which need to be considered in their care and support.

### When working with service users / carers do you consider:

Communication; culture; religious / spiritual / worship needs; cultural / religious dietary needs where meals are provided; disability; sensory support; mental health; issues of gender; sexual orientation.

### In County Durham

- We have a growing population of people over the age of 65, with more people using health and social care services.
- 25% of people have limiting long-term illness, compared to 18.5% of the UK population.
- Over 83% of people state their religion as Christian, around 1% as either Buddhist, Hindu, Jewish, Muslim or Sikh, and 16% as having no religion at all (2001 Census).
- One of the largest ethnic minority communities is Gypsy Roma Travellers.
- Department of Health estimate 5% of the population in County Durham are lesbian, gay, bisexual and transgender people.

### Questions to Consider

- Does your organisation have an equality and diversity policy?
- Have staff in your organisation received equality and diversity training?

### Legal Background

The Equality Act 2010 replaces all previous equality law including: Sex Discrimination Act 1975; Race Relations Act 1976 and most of the Disability Discrimination Act 1995.

# Personalisation Awards 2011



## What's it all about?

Durham County Council is promoting the awards to celebrate excellence across the care and support sector. The awards also promote best practice within the sector and pay tribute to service providers who have demonstrated outstanding excellence within their field of work.

## Award categories

**1. Award for the best example of personalised services in a community setting by a Provider**

This award will be given to the organisation who can best demonstrate positive outcomes for service users. Winners will be organisations who show exceptional empowerment, choice and control for the service users along with sustainability of the business model and are able to transfer the model to other areas.

**2. Award for the best example of personalised services in a residential setting by a Provider**

This award will be given to the organisation who can best demonstrate positive outcomes for service users. Winners will be organisations who show exceptional empowerment, choice and control for the service users along with sustainability of the business model and are able to transfer the model to other areas.

**3. Award for the best example of personalised services in the use of food and nutrition**

This award will be given to the organisation who can best demonstrate how they have met the challenge of providing choice for service users, while meeting high standards of quality in terms of food and nutrition. Sample menus and references from satisfied customers would be welcome within the word limit provided.

**4. Award for the best example of a service that promotes dignity**

This award will be given to the organisation/service who can best demonstrate positive outcomes for service users, their families and carers. The winner will be an organisation that ensures that service users are respected and listened to, have their dignity maintained at all times and are placed at the centre of the caring process.

Deadline for entries is:  
**Friday 2 September 2011**

Short listed Providers will be notified week commencing 26 September with winners announced in October 2011. The judging panel's decision will be final. For full information including the general criteria and last years winners please read Awards for Personalisation 2011 and entry forms can be found on:

**[www.durham.gov.uk/yourlifeyourchoice](http://www.durham.gov.uk/yourlifeyourchoice)**  
under the 'useful links' section.



## See it Report it! Campaign wins national award

In March 2011, County Durham led a regional radio campaign with Real Radio to raise awareness about safeguarding which included broadcasts of real life stories of adult abuse and how to prevent it. See it Report it! campaign has won the Government to Citizen Communication honour at the Good Communications Awards in London.

The campaign developed by County Durham Safeguarding Adults Partnership ran in the North East region for two weeks during March this year. The aim of the campaign was to raise awareness of the potential risks to vulnerable people and promote the safeguarding adults agenda. See it Report it! was backed by all 12 local councils and is supported by the Association of Directors of Adult Social Services.

[www.safeguardingdurhamadults.info/Pages/PictureGallery.aspx?Gallery=1](http://www.safeguardingdurhamadults.info/Pages/PictureGallery.aspx?Gallery=1)

## Safeguarding Policy and Procedures

The Safeguarding Adults County Durham Interagency Policy and Procedure has been updated and is available on the Safeguarding Adults Board website. The previous 3 policies and procedures documents have been reformatted and merged into 1. There have been updates in 5 areas: executive strategy meetings, domestic abuse, personalisation, substance misuse and skin damage protocol.

[www.safeguardingdurhamadults.info/Pages/PoliciesProceduresandDocumentation.aspx](http://www.safeguardingdurhamadults.info/Pages/PoliciesProceduresandDocumentation.aspx)

## Safeguarding Lead Officers

In March 2011, the Safeguarding and Practice Development Team reconfigured and 4 Safeguarding Lead Officer posts were created within existing resources. Their role is to take responsibility for safeguarding referrals for incidents in:

- Care homes
- Private hospitals
- Supported living settings or adult placements (learning disability services)

The contact point for all safeguarding referrals is Social Care Direct ☎0845 850 5010

## Would you like to be involved in writing an article for the Dignity Newsletter?

- The article could be about how your service promotes dignity.
- Innovative ways that you have provided care or support.
- How your service is person centred and meets individual needs.
- Being a Dignity Champion.

If you would like to be involved in future newsletters please contact:

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