



**Report of the Head of Strategic Partnerships and Development
(Older People and Disabled People) – Leeds PCT**

Originator: M Ward
Tel: 2474567

Scrutiny Board (Adult Social Care)

Date: 7th January 2009

Subject: Update on Work in Leeds on the Dignity in Care Campaign

Electoral Wards Affected:

Ward Members consulted
(referred to in report)

Specific Implications For:

Equality and Diversity
Community Cohesion
Narrowing the Gap

Executive Summary

The previous update to Scrutiny Board, in July 2008, was just after Leeds had won the National NHS Health and Social Care Award for its work on Dignity in Care. Since then we have not rested on our laurels and work has continued to both expand the dignity campaign and to embed dignity in day to day practice. In addition, winning the award has brought national attention and considerable interest in the approach taken in Leeds.

Firstly, fostering cultural change through the use of social marketing: The poster and postcard campaign has continued and has now been expanded to include a series of ten images depicting disabled people in Leeds and their expectations. The posters were produced by the Physical and Sensory Impairment Network, a network of voluntary sector organisations.

The Dignity Campaign has now included the production of radio adverts. These went out across Leeds in October and November. We have also produced leaflets encouraging people to complain about examples of poor practice in regard to dignity in care.

Secondly, achieving 'top-to-bottom' organisational action: Organisations have set up internal task groups for implementation, using 'essence of care' groups within NHS organisations and 'dignity' has become a standing item on the meetings of the partnerships structures. In Adult Social Care this will be built in to the plans in respect of quality assurance improvement arising out of the CSCI inspection, and strong links have been made between safeguarding and dignity in care.

Thirdly, Audit Tools continue to be used to drive up standards on hospital wards and in primary care settings, whereby patients, carers and staff provided information and feedback

and improvement plans implemented. A second phase, in partnership with Age Concern, involving groups of older people carrying out audits in care homes has now commenced.

Fourthly, the use Dignity as an outcome measure. Performance Indicators have now been developed, related to the Dignity Standards, and these are being used within contracts with care providers and as part of the basis for service reviews.

Finally, national interest has resulted in Leeds presenting at a number of key national conferences, including a presentation on the Scrutiny Board Inquiry itself, at the Directors of Adult and Children's National Conference this year. The NHS National Institute for Innovation and Improvement has produced a case study on Leeds, and the Department of Health has commissioned three short films about the work in Leeds to be distributed as pod casts.

1.0 Purpose of the Report

1.1 The purpose of this report is to provide a further update to the Scrutiny Board for Adult Social Care on the Dignity in Care campaign in Leeds.

2.0 Introduction

2.1 It is now 2 1/2 years since Leeds City Council's Health and Adult Social Care Scrutiny Board began an inquiry into Dignity in Care issues in the city and the Dignity in Care campaign launch, and 6 months since winning the NHS Health and Social care award. The aim of the campaign is to ensure that older people are treated with the highest standards of dignity when using health and social care services in Leeds. It has worked to achieve this through:

- ◇ Raising the profile of Dignity in Care issues with older people and disabled people, the public and care staff
- ◇ Collating, sharing and publicising best practice
- ◇ Identifying poor practice and implementing change to improve services
- ◇ Ensuring that Dignity in Care continues to be explicitly addressed in day to day practice

2.2 The Leeds Dignity in Care Scrutiny Inquiry Report stated:

"High quality health and social care services should be delivered in a person-centred way that respects the dignity of the individual receiving them. However, in acknowledging that older people in particular are not always treated with the respect they deserve, the Scrutiny Board (Health and Adult Social Care) agreed to conduct an Inquiry into Dignity in Care for Older People".

Therefore a drive to change, and to harness existing commitments from staff and organisations, was generated from both Older People and Councillors - a strong alliance for implementing active change. The initial Scrutiny Board report has since been disseminated to a number of other Local Authorities.

3.0 Background

3.1 The campaign is overseen by the Leeds Older People's Champions Group, which is supported by the Older People's Strategic Partnership. The 'Champions' consist of older people's representatives, Councillors and staff from all major Health and Social

care organisations in the city including the voluntary and independent sector. The initial campaign included:

- A poster campaign of older people involved service users and their carers in deciding their image and their quotes for the posters and involved a range of statutory, voluntary and independent sector providers.
- The Scrutiny Inquiry involved informing elected members about the national and local Dignity campaign so that they were, and are, in a better position to challenge senior officers from the main Health and Social Care provider and commissioning organisations about how well they meet the Dignity Challenge. Organisational task groups involved staff in devising solutions to dignity issues. In this way, dignity is brought to the fore and focussed action starts from senior management through to front-line staff.
- The Hospital Dignity Audit Tool was developed through local consultation with patients, carers, ward staff and managers and a review of national documentation and media highlighted issues to ensure that it encompassed the broadest spectrum of Dignity issues that impact on the patient experience of general hospital care. The results of the audits are transformed into action plans for improvement by ward managers and staff and wider issues are brought to the attention of senior management for action.
- Adult Social Care Commissioners worked in partnership with the Older People's Champions Group and Older People's organisations to define the criteria for allocating the DoH care home capital grant. Older people's organisations were represented on the selection panel and only bidders who could demonstrate a real impact on Dignity were short listed and selected.

4.0 Recent Developments

- 4.1 Dignity Audit Tools continue to be used across hospital settings in both Leeds Teaching Hospital Trust and Leeds Partnership Foundation Trust. They are also being used in a range of Primary Care settings.
- 4.2 The Care Homes Audit has now commenced. This is a partnership between Adult Social Care Homes and Age Concern. A group of 8 older people have been recruited and trained in carrying out dignity audits. They are now in the process of carrying these out in a small number of establishments. This is being evaluated and will inform future plans for expanding this work.
- 4.3 The inclusion of the Dignity Standards within contracts of health and social care providers is rolling out. Adult Social care is working with the Alliance of Service Users and Carers to develop robust monitoring arrangements in regards to dignity within service provision.
- 4.3 We have produced a leaflet on 'Dignity – Compliments and Complaints' which highlights the ten dignity challenges and outlines how to complain if people feel that they have not been treated with dignity and respect. This is backed up by a credit card sized card that contains the appropriate numbers to ring re complaints across health and social care organisations.
- 4.4 Locally we have established a Dignity E mail Network (join by contacting angela.mkandla@leeds.gov.uk) to update on local developments. We are also encouraging staff and other stakeholders to sign up as national dignity champions

(go to; <http://networks.csip.org.uk/dignityincare/>).

- 4.5 The dignity campaign is now rolling out to all adult groups. An example of this is that the Physical and Sensory Impairment Network, which is a network of voluntary sector organisations and is funded by Adult Social Care, have produced a set of ten posters and postcards depicting disabled people in positive situations in Leeds, each with an accompanying quote from the individual disabled person saying what dignity means to them. This was launched at the International Day of Disabled People on the 3rd December to coincide with the United Nations theme of 'Dignity and Justice for all Disabled People.
- 4.6 As part of an innovative approach, using social marketing methods, the Dignity Campaign expanded to use local radio. We commissioned a series of 4 adverts, each highlighting dignity issues and reaffirming health and social care organisations in Leeds commitment to dignity in care. These were played out across a local station several times a day, every day for 6 weeks. These have stimulated a lot of debate and interest in the campaign. These can be heard on the Leeds Older People's Website – 'Infostore'. Go to www.olderpeopleleeds.info

5.0 Leeds as an Example of Good Practice

- 5.1 The winning of the award has brought national recognition and interest. This has included:
- Leeds been asked to present on our work at several major national conferences. This has included the Directors of Adult and Children's Social Services conference, at which Councillor Lancaster spoke about the Scrutiny Board Inquiry into Dignity in Care and also the National Dignity Conference at which Leeds ran a workshop on the social marketing element of the campaign.
 - The NHS Institute for Innovation and Improvement has produced a case study, entitled 'Power to Older People' which highlights the work in Leeds and this has been distributed county wide.
 - Meeting with Sir Michael Parkinson, the National Dignity Champion, and with the Care Services Minister to outline the Leeds campaign and how it can be adopted elsewhere.
 - We have responded to numerous requests from other local authorities and health organisations for information on how we successfully ran the campaign in Leeds, as well as sharing key documents produced in Leeds such as the Audit Tools and examples of Contract Specifications.
 - The Department of Health has produced 3 short films about the work in Leeds. One focussing on the partnership approach, one on the dignity audits and one on the social marketing campaign. These are to be available as pod casts in January.

6.0 Conclusion

- 6.1 Dignity continues to be regard by older people and other service users as a priority. It is intended that we continue to respond to this as such. The focus in 2009 will be on embedding dignity in everyday practice across health and social care organisations. We also recognise that the campaign not only raises the standards of dignity in care it also raises service users expectations. That is a challenge, but it is one all organisations are committed to meeting
- 6.2 Finally, in part as celebration of the national award, but also to keep the campaign as visible as possible, the Strategic Partnership Team has produced a 'Leeds Dignity

Champion' Badge. This is based on the magnolia flower, a symbol of dignity, which is the logo of the Leeds Campaign. These are being distributed to staff, volunteers and older and disabled people to demonstrate our commitment to dignity. They are of course also available to Councillors in Leeds and will be available at the scrutiny Board meeting.

7.0 Recommendation

- 7.1 Members of the Scrutiny Board are requested to note the contents of this update and progress report.