



Dignity:

at the heart of everything we do

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This presentation aims to:

- Share the goals and objectives of the work
- Share perspectives of dignity
- Raise awareness of RCN Dignity products
- Discuss next steps

A Team Effort – Staff & Members



- The RCN President, Maura Buchanan, was the campaign champion.
- 26 members of RCN staff from all parts of the UK contributed their time and expertise to the campaign
- 60 members of the RCN from across the UK are contributed to the campaign either through:
 - Membership of the practitioner advisory group
 - Membership of the key work strands



Campaign Objectives

- Create a definition
- Highlight and promote good practice
- Provide learning materials and guidance
- Demonstrate that nursing staff care deeply about providing dignified care.
- Demonstrate that the Royal College of Nursing is responding decisively to dignity issues
- Maintain and develop relationships with key stakeholders
- Lobby for positive changes in the culture of the health services



Dignity - RCN definition, 2008



Dignity is concerned with how people feel, think and behave in relation to the worth or value of themselves and others. To treat someone with dignity is to treat them as being of worth, in a way that is respectful of their diversity, as valued individuals.

In care situations, dignity may be promoted or diminished by: the physical environment; organisational culture; by the attitudes and behaviour of nurses and others and by the way in which care activities are carried out. When dignity is present people feel in control, valued, confident, comfortable and able to make decisions for themselves. When dignity is absent people feel devalued, lacking control and comfort. They may lack confidence and be unable to make decisions for themselves. They may feel humiliated, embarrassed and ashamed.

Dignity applies equally to those who have capacity and to those who lack it. Everyone has equal worth as human beings and must be treated as if they are able to feel, think and behave in relation to their own worth or value. Nurses should, therefore, treat all people in all settings and of any health status with dignity, and dignified care should continue after death."





Dignity themes

- Place
- People
- Process

Campaign Outputs



- Online survey of nursing staff on dignity generated a report
Defending dignity: opportunities and challenges for nursing
- E-learning resource and the principles for emergency care developed
in partnership with the patients association
- Practice Support Pack and DVD
- Influencing Pack
- RCN Web resources





Next Steps



Your support is crucial



- Make dignity a priority in your organisation
- Actively challenge undignified practice and ways of working
- Value the good work that staff undertake
- Promote the RCN products with examples of good practice