

Dignity Champion role description

Dignity Champions uphold and champion dignity in our homes.

Key aims for Dignity Champions

- Stand up and challenge disrespectful behaviour rather than just tolerate it.
- Act as a role model by treating other people with respect particularly those who are less able to stand up for themselves.
- Speak up about dignity to improve the way that services are organised and delivered.
- Influence and inform colleagues.
- Listen to and understand the views and experiences of citizens.

Qualities and behaviours of Dignity Champions

- Treat others as you would be expected to be treated yourself.
- Take an active role.
- Act as an advocate role.
- Promote the understanding of person-centred planning and personal choice.
- Promote independence, well-being and quality of life.
- Raise safeguarding issues when necessary.
- Ability to see beyond the task and the routine and to understand individual needs.

The 10 dignity 'do's'

1. Have zero tolerance to all forms of abuse
2. Support people with the same respect that you would want for yourself or a member of your family
3. Treat each person as an individual by offering a personalised service
4. Enable people to maintain the maximum possible level of independence, choice and control
5. Listen and support people to express their needs and wants
6. Respect people's privacy and dignity
7. Respect people's right to complain without fear of retribution
8. Engage with family members and carers as partners in care
9. Assist people to maintain confidence and positive self-esteem
10. Act to alleviate people's loneliness and isolation.