The Ten Points of The Dignity Challenge

1. Have a zero tolerance of all forms of abuse.

2. Support people with the same respect you would want for yourself or a member of your family.

3. Treat each other as an individual by offering a personalised service.

4. Enable people to maintain the maximum possible level of independence, choice control.

5. Listen and support people to express their needs and wants.

6. Respect people’s right to privacy.

7. Ensure people feel able to complain without fear of retribution.

8. Engage with family members and carers as care partners.

9. Assist people to maintain confidence and a positive self-esteem.

10. Act to alleviate people’s loneliness and isolation.

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