

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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