

Dignity and Respect Statement

At Age UK Sheffield we recognise that caring for older people is skilled, demanding and often stressful work. Staff who are appropriately trained, and who feel valued and empowered to make decisions, will be the ones who support dignified care and support. Staff who are denied the right training and development, who do not feel valued by their organisation, who are not encouraged by their managers, and who do not feel that they have the freedom to make the right decisions for their customers are far more likely to deliver poor support and care.

Everybody involved in the care of older people must feel personally responsible for championing dignified care. All members of staff need to be clear that it is their responsibility to challenge neglectful, insensitive and discriminatory behaviour towards older people as soon as it occurs, and need to make compassion and kindness an integral part of their everyday vocabulary and practice.

Age UK Sheffield is an organisation that values and respects all our customers and they can expect to receive a service that follows the key Dignity Factors as outlined below:-

1. Have a zero tolerance of abuse.

We provide care and support in a safe environment that is free from abuse and making respect for dignity important to everyone in the organisation.

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

We care for people in a courteous and considerate manner; ensuring time is taken to get to know people.

Support people in receiving services to participate as partners in decision-making about the care and support they receive.

Encourage and support people to take responsibility for managing their care and support themselves (with staff and other relevant services when needed).

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

We make sure your attitude and behavior help to preserve each person's identity and individuality.

We tailor services to each individual, making them personalised not standardised.

We take time to get to know the person using the service and find out how formally or informally they would prefer to be addressed.

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

Enable our customers to have the maximum possible choice and control over the services they receive.

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

Provide clear information so people can make informed choices about their care.

Be open to the opinions of people who use services and encourage them to participate in planning what they want to happen.
Provide support and advocacy so people with communication difficulties or cognitive impairment can have their say.

6. Respect people's right to privacy.

Ensure that people have access to personal space when they need it. Respect areas of sensitivity which relate to modesty, gender, culture or religion and basic manners.

Provide care and support in a way that ensures people are not made to feel embarrassed.

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

Give people the information and advice they need.

Support people to raise their concerns and complaints with the appropriate person.

Provide opportunities for people to access an advocate.

Respect concerns and complaints and answer them in a timely manner.

8. Engage with family members and carers as partners.

Welcome relatives and carers and enable them to communicate as contributing partners.

Keep relatives and carers fully informed and provide them with timely information.

Listen to relatives and carers and encourage them to contribute to the benefit of the person receiving services.

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

Provide care and support in a way that encourages people to participate as far as they feel able.

Aim to develop the self-confidence of the person using the service and actively promote health and wellbeing.

Provide adequate support with eating and drinking where required.

Encourage people to maintain a respectable personal appearance – and do the same.

10. Act to alleviate people's loneliness and isolation

Offer people enjoyable, stimulating and challenging activities that are compatible with their individual interests, needs and abilities.

Encourage people to maintain contact with the outside community.

Help people who use services to feel valued as members of the community.