

Dignity in Care

The 10 Dignity Principles:

1. 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 person as an individual by offering a personalised service
4. Enable people to maintain the maximum possibly level of independence, choice, and control
5. Listen and support people to express their needs and wants
6. Respect people's 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.

Dignity in care matters!



For more information

Central Adelaide Local Health Network
Dignity in Care
28 Woodville Road,
Woodville South, SA 5011
dignityincare@health.sa.gov.au
www.sahealth.sa.gov.au/DignityInCare



© Department of Health and Wellbeing,
Government of South Australia.
All rights reserved. November 2018 Reference: CALHN 2018-027



<http://www.ausgoal.gov.au/creative-commons>

About Dignity in Care

Launched for the first time in Australia in early 2011 at TQEH and with Maggie Beer as the Patron, the Dignity in Care program aims to change the culture of SA health services by reinforcing the importance of treating patients with dignity and respect.

Definition of dignity

Dignity is concerned with how people feel, think and behave in relation to the value of themselves and others¹. To treat someone with dignity is to treat them in a way that is respectful of them and as valued individuals.

In a care situation, dignity may be promoted or lessened by physical environment, organisation cultures, attitudes and behaviour of the nursing team or others.

When dignity is present, people feel in control, valued, confident, comfortable and able to make decisions for themselves.

What is a dignity champion?

Dignity champions believe ensuring dignity and respect for people using care services is worth pursuing. To dignity champions, being treated with dignity isn't an optional extra, it's a basic human right. They believe it is not enough that care services are efficient. They must be compassionate too. Champions aim to work in partnership with care providers to improve the quality of services².

Role of a champion

Dignity champions:

- > stand up to disrespectful behaviour
- > act a role model by treating people with respect.
- > speak up about dignity to improve services.
- > influence and inform other staff.³

A dignity in care champion's role will vary according to knowledge and the type of work they are involved in. There are many small things that a champion can do which can have a big impact on people's lives.

A champion can choose how active they want to be, and there are no requirements which need to be met. Simply providing feedback on good or bad care with a thank you note to staff is being active in the role of a dignity champion.

Regular in-service and training, aims to provide those champions in the workplace with the knowledge and skills to guide other in promoting the ten Dignity in Care principles within their area.

Further information

If you would like further information or would like to become a champion please send us an email at: dignityincare@health.sa.gov.au.

To learn more about Dignity in Care Australia and the 10 Dignity in Care principles, please visit; <http://www.dignityincare.com.au/>



1. Royal College of Nursing, 2012, RCN's Definition of Dignity http://www.rcn.org.uk/development/practice/dignity/rcns_definition_of_dignity

2. Department of Health 2008, Dignity in Care: Becoming a Champion http://www.dignityincare.org.uk/_library/Dignity_in_Care_A5_final.pdf

3. Kirklees Council, n.d, Dignity in Care: What is a dignity in care champion <http://www.kirklees.gov.uk/community/care-support/keepingsafe/dignity.shtml>