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Ymddiriedolaeth GIG
Gwasanaethau Ambiwllans Cymru
Welsh Ambulance Services
NHS Trust

Dignity Care Plan

2017/18

This document sets out the Welsh Ambulance Services NHS Trust 'Dignity Campaign' plan for our staff, patients, carers and the public

"Treating people with dignity, respect and kindness"

Introduction

It has been two years since the Welsh Ambulance Services NHS Trust introduced its 'Dignity Care Plan' 2015/16. The programme outlines our commitment to delivering high quality, safe and compassionate care to patients across Wales. As a Trust we will:

- Ensure we consider the needs of people with dementia
- Ensure that our communication with people is appropriate
- Consider all patients needs and ensure they are at the centre of everything we do

For people to be treated with dignity and respect we want to ensure that person centred care is at the heart of our practice and for all patient contacts.

The Trust launched its story 'Being our Best' in 2016; its vision 'to be a caring and responsive ambulance service for people in Wales'. Trust staff work hard across the organisation to support patients we serve; we know there is always room to improve. We want to ensure that safe, effective, high quality care that respects the dignity and rights of individuals is the norm for the Trust.

A number of actions and initiatives have been identified and implemented over the previous year to improve patient care and experiences.

This next plan of work over the next two years will give a clear commitment to our patients and the importance we place on quality and patient centred care.

General information & statistics

- **1 in 4 adults will experience Mental health problems or illness**
- **2 in 100 people will have a severe mental illness (like schizophrenia or bipolar disorder)**
- **1 in 10 children between 5-16 years has a mental health problem**
- **1 in 16 people over 65 years will be affected by dementia**
- **1 in 6 people over 80 years will also be affected by dementia**
- **45,000 people in Wales estimated to be living with Dementia**
- **There are more than 600,000 people in Wales have hearing or sight loss**
- **1 in 4 patients likely to have some form of sensory loss**
- **There are 800,000 people living in Wales aged 50+ and over and;**
- **This is expected to rise to over a million people in the next twenty years**

Setting the scene....

We recognise that 'dignity' covers all aspects of daily life including respect, privacy and self worth.

We place a lot weight on the feedback, experiences and observations of everyone who access, use and deliver all our Trust services. We want to achieve a truly 'patient-focused' service that is designed to meet the needs and wishes of individuals receiving care and treatment. Through this Dignity in Care Programme we will:

- maintain good communications, including listening and talking to people, patients and communities
- understand more about those using the service and understand their specific needs
- keep users of our services informed and involved in shaping service delivery
- uphold our Trust values and behaviours, dignity and respect
- Work with people to have the ability to respond flexibly to a person's specific needs
- Be able to take effective action and evidence that we are improving services, and
- Talk. We will talk to people, our patients, service users, the wider public and communities.
- Actively listen. We will always listen to what people have to say and work with them to ensure that we keep them informed of changes as a result of their feedback.

The reflections of a Dignity Champion – Huw Jackson

“I started my career with WAST in 2006 when I was 18 years old. I was a Community First Responder through my occupation at that time and in the April of 2006 I was employed as a GP Out of Hours Driver whilst studying for my A-levels. In October 2006 I was employed as a PCS call taker for a day before being promoted to Church Village EMS Control. I was based at Church Village for two years where I progressed from call handler to a dispatcher.

Due to the closure of Church Village Control I was transferred to Vantage Point House where I worked as a dispatcher for just over a year. In October 2009 I was accepted onto an Emergency Medical Technician (EMT) course which I successfully completed in January 2010 and was based in Cymmer Ambulance Station where I worked for 5 years.

Whilst working in Cymmer I was fortunate enough to be accepted on to the first EMT to Paramedic conversion course in collaboration with WAST and Swansea University in 2013. With the support of my paramedic colleagues in Cymmer I successfully achieved a Diploma of Higher Education in Paramedic Sciences allowing me to register as a Health and Care Professions Council Paramedic in April 2015. I was offered a Paramedic position in Glynneath Ambulance Station in June 2015 and this is where I am based at present.

During my time at Glynneath I have become a station representative, a dignity champion, a Practice Placement Educator (PPEd) and have completed my first year of a Bachelor of Science degree in Acute and Critical Care at the University of South Wales. Dignity is not something that I had really thought of at great length until I was asked to become a 'Dignity Champion'. It is not until I really thought about it that I realised the importance and extent that dignity impacts my role as a paramedic.

As a healthcare professional I always aim to treat our service users and colleagues with respect and dignity irrespective of their ethnicity, religion, sexual orientation, disability, appearance or background. I say 'always aim to' as in emergency medicine and life threatening scenarios a 'best as' approach is sometimes necessary to preserve life. However, it is often the little things that make the biggest difference to a service users experience from health care professionals.

Continued.....

The campaign that highlighted this to me more than anything was the 'Hello my name is..' campaign by Dr Kate Granger, a terminally ill cancer patient, who observed that staff who were looking after her did not introduce themselves. Dr Kate Granger felt that this basic common courtesy allowed for a greater connection between one human being and another, especially when one of them is suffering or vulnerable. I thought about this in relation to my practice and I realised that unless asked, I very rarely introduced myself other than as a paramedic. I felt somewhat disappointed in myself and vowed to make a change to my practice.

I now make a conscious effort of introducing myself and my colleague when attending to service users and it really does make a difference. To be called 'Huw' instead of 'Excuse me?' or 'Paramedic' really does improve the patient-carer relationship and I believe individualises and improves the experience for the service user.

It is worth noting that the above example is just a small snapshot of how we can improve the way we treat our service users, with many other campaigns such as the 'Dementia Friends' campaign. I think it is fair to say that most staff treat service users and colleagues with dignity and respect and do not intentionally intend to offend or disrespect them, as in my case above.

The role of a Dignity Champion is therefore very important and, if by becoming a Dignity Champion, I can pass on the importance of something as simple as introducing yourself to just one of my colleagues I will be proud.”

Dignity in Care Plan

The Dignity in Care Programme is overseen by the Quality, Safety & Patient Experience Directorate and in particular by the Head of Patient Experience and Community Involvement. Actions are delivered through the Patient Experience & Community Involvement team in partnership with colleagues across all Trust Departments. The plan includes:

- Ongoing promotion of 'Hello my name is..' campaign
- Assist with the Trust becoming a Dementia Friendly Organisation
 - Promoting 'This is me'
 - Encourage Staff to become Dementia Friends and Champions
 - Capturing and sharing experiences of patients living with Dementia
- Full implementation of the All Wales Accessible Healthcare Standards for Sensory Loss
 - Assessment against the standards
 - Disseminating information and awareness and the needs of people with sensory loss
 - Piloting 'Show me where' App across ABMU
 - Development and launch of the Pre Hospital Communication App
 - Promoting Sensory Loss Awareness Month, November 2016
- Identify/introduce safeguarding measures for service users with learning disabilities
- Celebrate our 'Dignity Champions' from across all disciplines across the Trust and raise their profile.
- Continued promotion and awareness of dignity plan

Actions being taken forward in 2016/18

- Foster a culture of Dignity & Respect for older people across the Welsh Ambulance Services NHS Trust
 - Develop a set of 'Promises' to older people
 - Connect the 'Promises' with Trust values/behaviours
 - Implement/monitor the 'Promises' and measure their impact on service users
 - Share 'Promises' across the wider NHS and Older Persons Commissioner

- Ensure children’s voices are heard within the Organisation and are respected
 - Work with children to become future ‘advocates’ of the ambulance service and influencers of service design/delivery
 - Collaborate closely with Children’s Commissioner
- Raise awareness of the problems faced by disabled people in using and accessing health services
 - Develop ‘best practice’ guidance in relation to transporting electronic wheelchairs
 - Ensure safe transportation
 - Ensuring patients maintain their mobility and independence
- Providing dignified care to Obese (Bariatric) patients
 - Promoting patients dignity
 - Encourage staff to raise anticipated obesity-related issues and the impact on their own health
 - Ensuring we learn lessons from patients and staff experiences
- Address the Continence Care for patients
 - Ensure we respond to continence needs of patients in our care
 - Improve experiences of patients waiting in ambulance vehicles who require toileting
 - Maintaining the dignity for those patients while toileting who require:
 - Assistance when walking
 - In a wheelchair
 - Stretcher bound
- Promote dignified End of Life Care and the needs of patients/families
 - Promote dignified care for patients facing end of life as well as their carers/families
 - Highlight issues of Marie Curie, “Hiding who I am” – ‘The reality of end of life care for LGBT people’ and avoid being a Heterocentric organisation
- In partnership with staff deliver a RESPECT – campaign
 - Capture experiences of staff who have been victims of abuse from patients/public
 - Develop resources and messages in partnership with staff
 - Deliver a campaign promoting zero tolerance to staff abuse

There is a series of specific activities that underpin our programme that includes:

Hello my name is....

The Trust has been committed to this campaign and has been encouraging staff to introduce themselves to patients/callers as good practice. The campaign puts compassionate care at the heart of our service delivery.

Useful links:

- <http://hellomynameis.org.uk/>
- www.1000livesplus.wales.nhs.uk/hello-my-name-is

Dementia Friendly Organisation

Working in partnership with the Alzheimer's Society we continue to work in becoming a Dementia Friendly Organisation. We have an Action Plan to deliver against annually.

'This is me' –for people with dementia who are receiving professional care in any setting – at home, in hospital, in respite care or a care home. It was originally developed for people with dementia who were going into hospital. It is a simple and practical tool that people with dementia can use to tell staff about their needs, preferences, likes, dislikes and interests.

Useful links:

- www.dementiafriends.org.uk
- www.alzheimers.org.uk/thisisme

All Wales Accessible Healthcare Standards for Sensory Loss

These [standards](#) were developed to ensure that the needs of people with a sensory loss are met when accessing our healthcare services.

Under the Equality Act 2010 there is a legal duty to make reasonable adjustments to ensure equality of access to healthcare services for disabled people. Public bodies need to take positive action so that all access and communication needs are met.

The document sets out the standards of service delivery that people with sensory loss should expect when they access healthcare. These standards apply to adults, young people and children.

Learning Disabilities

We aim to help all patients make informed choices regarding their own health care, support them to use emergency services more appropriately and receive a better patient experience. Through our engagement with learning disability groups, we know that this group have poorer health outcomes and issues accessing health services. We have developed a number of initiatives and resources to support this, including:

- An interactive learning programme – [Learning Disability Zone](#)
- A network of local community champions to drive and act as a link with communities so that their voices are heard within the Trust
- Host a Learning Disability Celebration event February 2017

Older People

We want to foster a culture of Dignity & Respect for older people. We are working in partnership with the Older Person's Commissioner in the implementation of the Ageing Well in Wales Phase II strategy (particularly 'falls' prevention).

Children

We want children and their voices to be visible within the Trust and that their rights are at the centre of how we work. The United Nations Convention on the Rights of the Child clearly outlines those rights and in particular Respect of the views of the child.

Dignity Champions

Dignity Champions are committed to taking action to create a care system that has compassion and respect for those using Trust services. They are committed to ensuring that the Trust deliver safe, effective, high quality care that respects the dignity and rights of individuals should be the norm for the Trust.

Dignity Champions are key allies working with Patient Experience & Community Involvement team in implementing and achieving those elements of this plan.

A [call out](#) for Trust Dignity Champions continues with a number of staff across all disciplines identified.

Champions are given promotional material – Dignity badge, 10 point ‘dignity do’s’ card, hello my name is lanyard/badge.

Useful links:

- www.dignityincare.org.uk

Quality, Patient Experience & Safety Committee - QUEST

The Committee is responsible for overseeing the improvement and outcomes in quality, patient experience, effectiveness and safety and delivering the Quality Improvement Strategy.

Its specific responsibilities are to provide:

- Evidence based and timely advice to the Board to assist it in discharging its functions and meeting its responsibilities with regard to governance, quality and safety of healthcare;
- Assurance to the Board in relation to the Trust’s arrangements for safeguarding and improving the quality and safety of patient centred healthcare in accordance with its stated objectives and the requirements and standards determined for the NHS in Wales.