

## Press release

**FOR IMMEDIATE RELEASE: Tuesday 7 February 2012**

### **Dignity Action Day at Pilgrim Hospital**

Pilgrim Hospital demonstrates commitment to respecting patients' dignity by marking national Dignity Action Day.

The event took place on Wednesday 1 February and included a display on ward 8B for staff, patients and visitors to show that the ward and hospital are fully committed to providing care in a dignified way.

Beverley Duncan, a Sister on the ward which is used for general medical, diabetes and endocrinology patients, said: "Last year we signed up to six dignity pledges and we wanted to use this national day to emphasise our commitment to those to patients, staff and relatives who come in to visit.

"One of the six pledges is that we care for our patients as valued individuals and on Ward 8B we have put in place a scheme called *Plan for Every Patient*, which links in very closely with this pledge.

"It ensures that all our patients have an individualised plan of care and treatment which is agreed with the team responsible for providing that care as well as the patient themselves."

Beverley added: "Although still in its pilot stage, the aim is to improve communication by holding daily meetings led by the senior nurse. This will ensure that each patient is receiving individualised, safe, reliable care and that we can avoid or reduce any delays in care or treatment.

"This scheme started about a month ago and is a multi-disciplinary approach which includes occupational therapists, physiotherapists and others."

Staff nurse Philip Schneider, a Royal College of Nursing dignity champion, said: "I have been qualified for about a year and think it is a really good idea to be involved with putting together a display like this as it emphasises that the staff are committed to patient dignity."

**ENDS**

**Note to editors:** The Trust's six dignity pledges are:

- 1) We pledge to be kind and compassionate at all times
- 2) We pledge to treat you with courtesy, dignity and respect
- 3) We pledge to respect your personal space
- 4) We pledge to preserve your modesty
- 5) We pledge to meet your dietary needs
- 6) We pledge to care for you as a valued individual

Please find attached a photograph of Sister Beverley Duncan and Staff Nurse Philip Schneider.



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