

PRIVACY & DIGNITY POLICY

POLICY: **PRIVACY AND DIGNITY POLICY**

ISSUE NO: **7**

ISSUED: **July 2022**

REVIEW DATE: **July 2025**

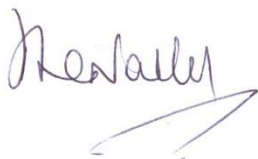
Scope of Policy

This policy applies to all staff, volunteers and trainees.

This Policy covers

The treatment of customers to ensure that they are given respect, valued as a person and their privacy upheld.

Authorised by:

A handwritten signature in blue ink, appearing to read 'Dawn McNally', with a long horizontal stroke extending to the right.

Dawn McNally

Group Chief Executive

Age UK North Tyneside Group strives to ensure equality of opportunity for all, both as an employer and a provider of services. This policy has therefore been equality impact assessed by the Head of Corporate Support to ensure fairness and consistency for all those covered by it regardless of their individual differences

The Age UK North Tyneside Group recognises that all customers should feel that they are valued as a person, treated with respect and their privacy upheld.

When providing care and support to customers in their own homes, within our Extra Care Housing Schemes and Wellbeing Centres. We will ensure that customers within these services feel at all times that they are treated with respect, valued as a person and their privacy and dignity upheld, particularly when assisting with:

- Personal Care
- Dressing and undressing
- Bathing, washing, shaving , oral hygiene
- Toilet and continence requirements
- Manual handling
- Food and nutrition
- Handling personal possessions and documents
- Entering the home

We aim to do this by following the ten steps of Dignity in Care:

- Staff addressing customers by their preferred name.
- Have a zero tolerance of all forms of abuse.
- Support people with the same respect you would want for yourself or a member of your family.
- Treat each person as an individual by offering personalised service.
- Enable people to maintain the maximum possible level of independence, choice and control.
- Listen and support people to express their needs and wants.
- Respect people's right to privacy.
- Ensure people feel able to complain without fear of retribution.
- Engage with family members and carers as care partners.
- Assist people to maintain confidence and positive self-esteem.
- Act to alleviate people's loneliness and isolation.

PLEASE NOTE: cameras can be installed in customers' homes without the Group's consent or it being aware of this. Evidence from camera's, with or without prior knowledge can be used as part of any disciplinary process.