

DIGNITY ACTION DAY WEDNESDAY 1.2.17 BRIEFING PAPER



Background

Over the last few years, the NPC has been organising around National Dignity Action Day on 1 February, to highlight our Dignity Code and the need for improvements in social care. This year, we are aiming to focus on five key areas of social care. This briefing provides guidance as to what regions/local groups can do to support the campaign on the day.

Over the last 20 years, there have been numerous commissions, research projects and inquiries into the social care system and whilst all have concluded that it is not fit for purpose, nothing has been done and thousands more frail old and disabled people and their families have suffered. The King's Fund reports that following cuts of over 12% to care budgets across local authorities in England, there has been a reduction of 25% of people receiving care through community services and residential homes. At this point, social care is about to fall into the precipice.

As a result, pressure is now building from local authorities, charities and politicians to argue that more of the same is simply not going to work. The case for funding social care through taxation is now becoming more widespread, and there is considerable evidence to show that the public would be willing to pay more to ensure a free social care system, linked to the NHS. Now is the time to step up our campaigning on this vital issue and bring about some real change.

Activities

On the day, the NPC is hoping to stage a national demonstration outside Parliament, given that it is on a Wednesday when Prime Minister's Questions is taking place. If individuals are not involved in local activities, they should support this demo instead. More details will be issued shortly. In the meantime, we are asking regions/local groups/supporters to carry out some or all of the following:

- Give out leaflets to the general public (these will be provided centrally).
- Arrange for the local MP, council leader, hospital medical director etc to publicly sign a copy of the Dignity Code.
- Organise a stall inside the foyer of a local hospital or somewhere suitable giving out information about the Dignity Code and getting membership support from pensioners.
- Organise a stunt in a suitable place using the 'skeletons' (as shown overleaf). We have posters available on request and can advise on how to get the materials you need for the stunt.
- All of this activity need only take place for a couple of hours at a suitable time during the day.
- Remember – take a picture of whatever you decide to do and send it to the NPC office on email info@npcuk.org if possible.



The message on the day

- The NPC will be using the day to make five key points on the future of social care. These are as follows:
 1. The quality of care must be improved
 2. The funding of care must be increased through taxation
 3. Services must be systematically brought into the public arena
 4. The terms and conditions of staff must be improved and professionalised
 5. The dignity of users must be promoted

Practical points

- We are working with UNISON at a national level, whose members are involved in social care and are encouraging regions and local groups to make contact with them wherever possible. We also hope to let regions have contact details of UNISON reps in their areas asap.
- Along with this briefing, is the current list of those who have already signed up to the NPC's Dignity Code. If your MP or local authority is not on the list, ask them to sign up.
- Please put in an order for leaflets asap. These will be A5 flyers that can be handed out to the public.
- Start planning now and let the NPC office know what you are planning so that we can build up a picture of activities across the country. We will use this information as part of a national press statement.

For more information

If you need any further information contact the NPC National Officer, Neil Duncan-Jordan on info@npcuk.org or T: 07432-575251.