

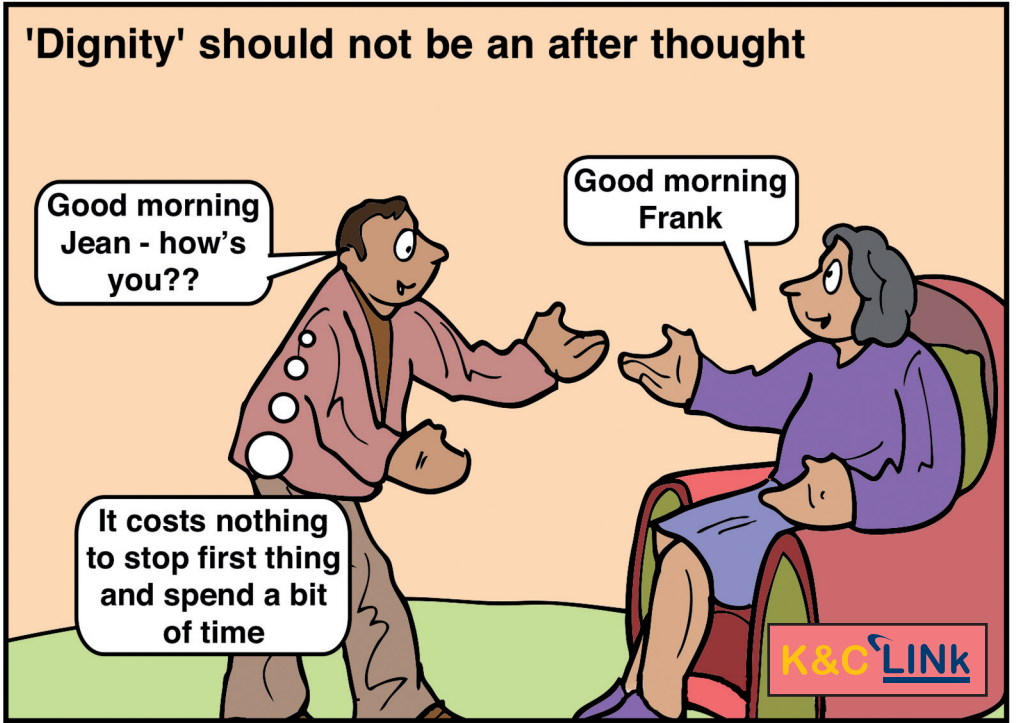
# 'Dignity' should not be an after thought

Good morning  
Jean - how's  
you??

Good morning  
Frank

It costs nothing  
to stop first thing  
and spend a bit  
of time

K&C LINK



# The Dignity Challenge



K&C LINK believes everyone should have access to high quality health and social care services that respect people's dignity. This includes:

- Having a zero tolerance of all forms of abuse
- Treating each person as an individual
- Enabling people to maintain the maximum level of independence, choice and control
- Listening and supporting people to express their needs and wants
- Acting to alleviate people's loneliness and isolation.

Change must start somewhere...become a Dignity Champion in Kensington and Chelsea!

Sign up today by ringing K&C LINK on ph: **020 8968 7049**, email: **[rbkclink@hestia.org](mailto:rbkclink@hestia.org)** or for more information visit **[www.rbkclink.org](http://www.rbkclink.org)**

You can help us promote dignity in the borough, raise awareness amongst your friends and neighbours and/or assess local services. Full training, support and expenses will be provided.