**Dignity in Care 10 Point Challenge**

1. Zero tolerance of all abuse
2. Support people with same respect you want for self/ family
3. Treat as an individual, offering personalised service
4. Enable people to maintain maximum independence, choice and control
5. Listen & support people to express needs and wants
6. Respect right to privacy
7. People able to complain without fear of retribution
8. Engage with family and carers as partners
9. Assist people to maintain confidence and a positive self-esteem
10. Alleviate loneliness and isolation