

# The German Charter of Rights for People in Need of Long-Term Care and Assistance – Exemplary dissemination and implementation strategies



For the Wellbeing and Dignity of Older people

**First EU Event**  
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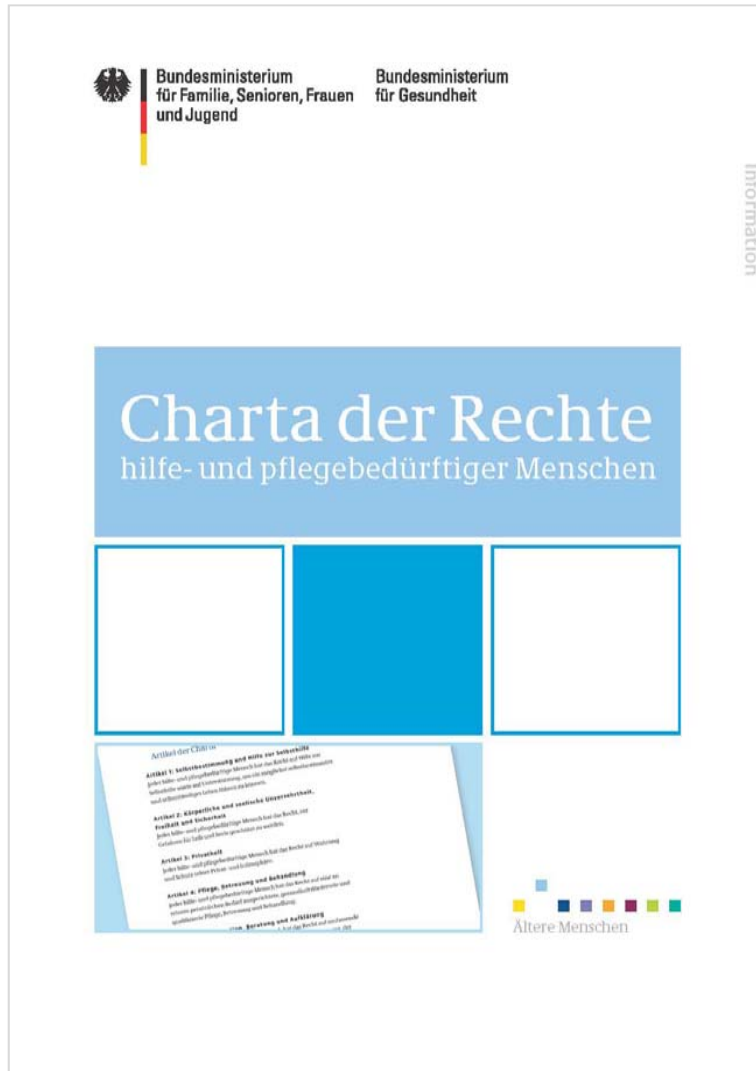
**Co-organised by**  
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# Outline

1. History and implementation of the German Charter of Rights for People in Need of Long-Term Care and Assistance (German Charter)
2. Examples for implementation projects of the German Charter
3. Exemplary successful implementation strategies and challenges from the WeDO “German Coalition’s” perspective





**Download of English  
version (24 pages):**

**[www.pflege-  
charta.de/en/download](http://www.pflegecharta.de/en/download)**



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# German Charter of Rights for People in Need of Long-term Care and Assistance

## Preamble

### 8 Articles and explanatory notes

1. Self-determination and support for self-help
2. Physical and mental integrity, freedom and security
3. Privacy
4. Care, support and treatment
5. Information, counselling, informed consent
6. Communication, esteem and participation in society
7. Religion, culture and beliefs
8. Palliative support, dying and death

**Download of German and English version: [www.pflege-charta.de](http://www.pflege-charta.de)**



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## History of the German Charter

**German Charter as a example of good practice for a participative approach to quality development in long-term care**

**Charter is one of the significant outcomes of the project**

**„Round Table for Long-Term Care“ 2002 – 2005**

**Participation:** 200 stakeholders from the areas of long-term care, law and ethics, such as representatives from the federal states and local governments, welfare associations, care home supervisory bodies, long-term care insurance funds, researchers, advocacy groups for the elderly and the like.

**Coordination:** German Centre of Gerontology

**Funding:** Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) and the Federal Ministry for Health (BMG)

**Publication of Charter in 2005**



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# Exemplary strategies for the dissemination of the German Charter

## Public relation activities and broad voluntary dissemination by various stakeholders

Since 2005 distribution of more than **400.000 brochures, posters, audio books**

- Website: [www.pflege-charta.de/en](http://www.pflege-charta.de/en): Download of brochures, information and distribution of examples of good practice
- Charter conferences, meetings
- Public statements and joint signatures
- Publications in mass media and specialised press

The Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) has implemented a coordination office at the German Centre for Gerontology since 2007.



# Exemplary strategies for the implementation of the German Charter

The Charter as a reference point in various measures for quality improvement

## (1) Internal quality development within care organisations

e.g. self-evaluation and benchmarking, human resources development, quality circles

- BMFSFJ funded **two benchmarking projects** in care homes and home care services
- At present, BMFSJF funds project to **develop and disseminate Charter based guidelines for vocational training and qualification (Publication in autumn 2011)**

## (2) External quality development from outside the care organisation

e.g. reference to Charter in external quality assessment, quality labels and legislation

- Charter complementary to scientifically validated outcome indicators for quality of care
- Reference to Charter to substantiate relevant laws concerning care and housing



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## Example 1 for the implementation of the German Charter in internal quality development

### Charter based benchmarking projects of care homes and home care services

- Benchmark according to Charter based manuals for systematic self-evaluation
- Moderated self-evaluation process
- Funding by BMFSFJ

### Key outcomes

- Increased awareness and work motivation of the staff
- Various plans for action to improve respect for values and client's perspective

### Critical success factor

- Involvement of the staff from the start

### Download of project reports and manual for self-evaluation:

[www.pflege-charta.de/en](http://www.pflege-charta.de/en)



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## Excerpt from manual for self-evaluation of care homes based on the German Charter

Article 3: Everyone in need of long-term care and assistance has the right to the safeguarding and protection of his or her private and intimate sphere.			
What does the institution do to ensure...		Concepts, methods and measures in the institution: <i>What do we do to ensure that ...?</i>	Scope for improvement: <i>What can we do to improve...?</i>
30	... that staff in the institution develops the skills needed to treat the personal living sphere of residents with sensitivity and respect?		



## Excerpt from manual for self-evaluation of home care services, based on the German Charter

Article 8: Everyone in need of long-term care and assistance has the right to die in dignity.			
What is the contribution of long-term care services towards ensuring ...		Concepts, methods and measures: What do we do to ensure ....?	Scope for improvement: What can we do to improve...?
1	... that the staff of services acquire and further develop the skills required to give care and support to those who are dying?		



## Example 2 for implementation of the German Charter in internal quality development



Source: Campaign „Konfetti im Kopf“,  
Photo by Michael Hagedorn



**Training of the staff with the  
„ WorkShadowing“**  
Participatory observation method

**Objectives:** Improve staff's self-reflection  
and attentiveness to dignity of care from  
the residents' perspectives



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## Example 3 for the implementation of the Charter in quality labeling

### Example for implementation to the Charter in quality labels and participation of older volunteers – Nationwide project “Care Home Register”

Special interest group of users of housing and care services (BIVA) organises a website that helps consumers to identify consumer friendly residential care homes that offer good standards for quality of life [www.heimverzeichnis.de](http://www.heimverzeichnis.de)

- Reference to the Charter in a checklist for assessment of consumer friendliness and resident’s scope for enjoying autonomy, participation and dignity in care homes

### Objectives

- Better transparency and information for users of care homes in Germany
- Complementary information to external quality controls



## Example 3 for the implementation of the Charter in quality labeling

Example for implementation to the Charter in quality labels and participation of older volunteers - Project “Care Home Register” [www.heimverzeichnis.de](http://www.heimverzeichnis.de)

**Checklist with 121 assessment criteria centred around three domains:**

1. Autonomy (53 criteria)
2. Participation (37 criteria)
3. Dignity (32 criteria)

At least 80 Percent of the criteria for each concept must be fulfilled to achieve the quality label “consumer friendliness and good quality of life”

Data collection by trained volunteers



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# Example for a Charter based Quality Label

## www.heimverzeichnis.de

www.heimverzeichnis.de/index.php?id=99

Nachrichten  Nachrichten von BV P...  Nachrichten von BV P...



 Schrift  Start | Trägerbereich | Gutachterbereich | Presse

HEIM SUCHEN:



Erweiterte Suche 

Heimverzeichnis

Erfahrungsberichte

Häufige Fragen (FAQ)

Heime nach Ortsname A-Z

Sie sind hier: [Start](#) > Heime nach Ortsname A-Z

## Altenheime und Seniorenheime in Städten A-Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

**A**  
Aachen  
Aalen  
Abenberg  
Abensberg  
Abstatt  
Abtsgmünd  
Ahl



# Example for a Charter based Quality Label www.heimverzeichnis.de

The screenshot shows a web browser window with the URL `www.heimverzeichnis.de/index.php?id=49&hid=30005719&PHPSESSID=2bd85728fe11a6f8ef1b05a1fa44bfbcb`. The browser's address bar and tabs are visible at the top. The website header features the logo "Heimverzeichnis" and a navigation menu with "Start", "Trägerbereich", "Gutachterbereich", and "Presse".

The main content area is divided into a search sidebar on the left and a search results section on the right. The search sidebar includes a search box with "Berlin" entered, a "Erweiterte Suche" button, and filters for "Name des Heims", "Träger", and "Entfernung". The search results section displays the title "Heim Verbraucherfreundlichkeit" and the name of the care home: "Pflegewerk Senioren Centrum Michaelkirchstraße, 10179 Berlin". Below this, there are tabs for "Suchergebnis", "Steckbrief des Heims", "Details zum Angebot", and "Verbraucherfreundlichkeit Heim geprüft". The "Verbraucherfreundlichkeit" tab is active, showing a list of criteria: "1. AUTONOMIE", "2. TEILHABE", and "3. MENSCHENWÜRDE". Under "1. AUTONOMIE", there is a sub-section "1.1 Informationsangebote" and "1.1.1 Verbraucherfreundliche schriftliche Informationen". A green checkmark icon is next to the text: "In den Materialien, die den Interessenten zur Verfügung gestellt werden, lässt sich das Heim wiedererkennen."

On the right side of the search results, there is a "Kurzinfo" section with a photograph of the care home building and the following text: "Pflegewerk Senioren Centrum Michaelkirchstraße Michaelkirchstraße 18-19 10179 Berlin Tel.: 030-27 56 08 40".

# Exemplary successful dissemination strategies from the “German Coalition’s” perspective

## Exemplary successful dissemination strategies

- Voluntary dissemination strengthens commitment and credibility
- Broad dissemination of brochures by various stakeholders
- Comprehensive website for dissemination of brochures, posters, information material and examples of good practice
- Communication of examples of good practice on various levels
- Publications in professional journals

## Exemplary challenges

- Providing complementary counselling and advice for consumers
- Constant public relation activities better than singular large scale activities





# Exemplary successful implementation strategies from the “German Coalition’s” perspective

## Exemplary successful implementation strategies

Use of the German Charter for internal quality development

(e.g. mission statement, self-evaluation)

- Vocational training and training of the staff (workshop, quality circles etc)
- Dissemination of Charter based training material (publication in 2011)
- Reference to Charter in external quality control and quality labels

## Exemplary challenges

- Reference to the Charter complementary to other existing external quality tools
- Limited resources



# German Coalition's Perspective on the potential and challenges of the Charter

## Examples for potential of the Charter

- Covers „soft“ quality of life factors
- Strengthens consumer's role
- Internal quality development
- Vocational training and human resources development

## Exemplary Challenges

- External quality control and objective assessment of quality of LTC
- Feed Charter into societal discourse on quality of longterm care



## Thank you for your attention!

Don't hesitate to ask for further information: [doerte.naumann@dza.de](mailto:doerte.naumann@dza.de)

**Download of information material on presented implementation projects of the German Charter:**

1. Reports on benchmarking projects and manuals for self-evaluation

[www.pflege-charta.de/en](http://www.pflege-charta.de/en)

2. Description of „Care Home Register“ project in English:

[http://interlinks.euro.centre.org/model/example/wwwHeimverzeichnisde\\_CertifiedQualityOfLifeInNursingHomes](http://interlinks.euro.centre.org/model/example/wwwHeimverzeichnisde_CertifiedQualityOfLifeInNursingHomes)

