

**30 JUNE 2009**

**Do you know someone who has provided outstanding care?**

Age Concern Metro Rochdale is delighted to be launching a Dignity in Care Award. This is a local initiative which directly supports the national campaign for Dignity in Care and zero tolerance of abuse and lack of respect in the care of older people.

The award is a joint initiative with Rochdale MBC and is about changing the culture of Care Services and placing a greater emphasis on improving the quality of Care and the experience of local people using NHS Hospitals, Community Services, Care Homes and Home Support Services.

The four categories for nominations are Hospitals, Care at Home, Mental Health and Residential/Nursing Homes, so whether it's a family member who has taken on the role of full time carer or a nurse who has treated you with dignity and respect as well as treating your ailments, nominations from all areas of care provision are welcome.

Paul Gala, Chief Officer of Age Concern Metro Rochdale says of the Award, 'It's a great opportunity to acknowledge and celebrate those often unsung heroes who make such a difference to the lives of older people'.

For further information or to make a nomination please contact **Age Concern Metro Rochdale on 01706 712 515** for a nomination pack.