Are you up to speed on equality?

Glenys Bridges provides some advice on the code of equality

Alongside the professional requirements set out by the General Dental Council, dental professionals must make sure their day-to-day activities meet generic legal requirements. There has always been a considerable overlap between the professional legal requirements, now Care Quality Commission’s mandate is to blend these factors into a joined-up code of practice for providers of health and social care. To fulfill this role they must ensure timely integration of new legal requirements into practices working procedures. Therefore, practices cannot afford to overlook new legislation or fail to make any required changes.

Some new legal codes will have a minimal impact of dental teams. Others will be more significant. One significant change was introduced the new Equality Act which was introduced on October 1 2010. Under this Act all employers and providers of goods or services to the public need to be aware of some significant changes.

The Act was introduced to streamline and combine previous legislation and make things easier for businesses. Its objective is to help protect minority groups and those who are discriminated against, which is unarguably good society as a whole, but reality places increased pressures on care service providers.

**Key changes**
The Act specifies ‘Protected Characteristics’ and types of discrimination:

**Protected Characteristics**
Age; disability; race; religion or belief’s; sexual orientation; gender reassignment; marriage and civil partnership; pregnancy and maternity.

**Different types of discrimination:**
Direct discrimination; Associative discrimination; indirect discrimination; Harassment; Harassment by a third party; Victimisation; Discrimination by perception.

The response to these changes must be to actively promote equality, diversity and human rights. On this basis you can plan actions to cater for patients with specific needs, including those with disabilities.

You will need to Introduce practice processes to receive patient feedback and act on it, so that patient wants and needs are accounted for when shaping your services.

Practice managers need to determine practical ways to introduce and monitor both existing and updated measures into their practices. The most effective way to roll out the practices best intentions is to involve all staff in setting and measuring the observation of standards. In most cases this requires some training and development for the team.

In house training options are an ideal way to set-up what will become a self-perpetuating training and development culture. At present in certain circumstances a £1,000 training grant can be accessed for this purpose.

---

**About the author**

Glenys Bridges is managing director of the Dental Resource Company, and has provided training for dental teams since 1992. For more information, visit www.dental-resource.com or call Glenys Bridges on 0121 241 6693.

---

**The One-Day Marketing Action Plan with Chris Barrow**

‘Arrive with a blank sheet of paper and leave with your team committed to an action plan that will catapult your business – to where you want it to be.’

This dynamic workshop will be focused on the PRACTICALITIES of creating your own personalised practice marketing plan.

You will be able to choose from a menu of current ideas that fit your practice profile, your core values and your financial budgets. Ideas that have been tested and proven in the marketplace – and are working TODAY!

**Tuesday 24th May 2011**

- Holiday Inn Bromsgrove, Birmingham

The event starts at 9.00 am and will end at 4.30 pm

Lunch and refreshments are included.

So, if you’re up for the challenge and want to gain five hours CPD, contact us now to book your place!

**Call 01691 684141**

Or email sarah.whittall@practiceplan.co.uk

**Limited places available**

---

**Back by popular demand...**

Special One-day event for 2011**

**The One-Day Marketing Action Plan with Chris Barrow**

“Arrive with a blank sheet of paper and leave with your team committed to an action plan that will catapult your business – to where you want it to be.”

This dynamic workshop will be focused on the PRACTICALITIES of creating your own personalised practice marketing plan.

You will be able to choose from a menu of current ideas that fit your practice profile, your core values and your financial budgets. Ideas that have been tested and proven in the marketplace – and are working TODAY!

**Tuesday 24th May 2011**

- Holiday Inn Bromsgrove, Birmingham

The event starts at 9.00 am and will end at 4.30 pm

Lunch and refreshments are included.

So, if you’re up for the challenge and want to gain five hours CPD, contact us now to book your place!

**Call 01691 684141**

Or email sarah.whittall@practiceplan.co.uk

**Limited places available**