Behavioral and Person Centered Care
Appendix B

Positive Person Work (PPW) and Malignant Social Psychology (MSP) Categorized by Kitwood's Psychosocial Needs

The Need for ***Comfort***	
Undermined by MSP	Met through PPW
Intimidation - Making a person frightened or fearful by using spoken work or physical power.	**Warmth** - The demonstration of care concern or affection for another person.
Withholding - Refusing to give asked for attention, or to meet an evident need for contact.	**Holding** - Providing safety, security and comfort.
Outpacing - Providing information and presenting choices at a rate too fast for a person to understand.	**Relaxed Pace** - Recognizing the importance of helping create a relaxed atmosphere.
The Need for ***Identity***	
Undermined by MSP	Met through PPW
Infantilizing - Treating a person in a patronizing way as if they were a small child.	**Respect** - Treating a person as a valued member of society and recognizing their experience and age.
Labeling - Using a label as the way to describe or relate to a person.	**Acceptance** - Entering into a relationship based on an attitude of acceptance or positive regard for the other.
Disparagement - Telling a person that they are incompetent, or incapable through words or actions.	**Celebration** - Recognizing, supporting, and taking delight in the skills and achievements of a person.
The Need for ***Attachment***	
Undermined by MSP	Met through PPW
Accusation - Blaming a person for things they have done or have not been able to do.	**Acknowledgement** - Recognizing, accepting and supporting the person as a unique and valued individual.
Treachery - Using trickery or deception to distract or manipulate a person in order to make them do or not do something.	**Genuineness** - Being open and honest with a person in a way that is sensitive to their needs, feelings.
Invalidation - Failing to acknowledge the reality of a person in any situation.	**Validation** - Recognizing and supporting the reality of the person. Sensitivity to feeling and emotion must take priority.

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The Need for ***Occupation***	
Undermined by MSP	Met through PPW
Disempowerment - Not allowing the person to use the abilities they have.	**Empowerment** - Letting go of control and assisting a person to discover or employ abilities and skills
Imposition - Forcing persons to do something, over-riding their own desires or wishes. Denying them choice.	**Facilitation** - Assessing levels of support required and providing them.
Disruption - Intruding in or interfering with something a person is doing or crudely breaking their frame of reference.	**Enabling** - Recognizing and encouraging a person's level of engagement within a frame of reference.
Objectification - Treating persons as if they were an object.	**Collaboration** - Treating a person as a full and equal partner in what is happening. Consulting and working with them.
The Need for ***Inclusion***	
Undermined by MSP	Met through PPW
Stigmatizing - Treating persons as if they were a diseased object.	**Recognizing** - Meeting a person in his or her own uniqueness, bringing an open, unprejudiced attitude.
Ignoring - Carrying on in conversation or action in the presence of a person as if they are not there.	**Including** - Enabling and encouraging a person to feel and be included, physically and psychologically.
Banishment - Sending a person away or excluding them physically or psychologically.	**Belonging** - Providing a sense of acceptance in a particular setting regardless of abilities and disabilities.
Mockery - Making fun of a person, teasing, humiliating or making jokes at their expense.	**Fun** - Finding a way to use positive humor and encouraging the person to do so.

Brooker and Surr, 2006. *DCM Principals and Practice.* Bradford Dementia Group: Bradford, UK.