

SENIOR CARE connections

Home
Instead
SENIOR CARE®
To us, it's personal™

Autumn 2011

Newsletter from
Home Instead Senior Care,
Ireland's Trusted Source
of Home Care for Seniors

INSIDE:

- **Home Instead Senior Care: A Fairer Deal for Older People**
- **New Arthritis Training Programme for Carers**
- **The 40 - 70 Rule: A Guide to Conversation Starters Between Ageing Parents and Adult Children**

WIN
a 2 night stay
in Kelly's Hotel
Resort & Spa.
See Page 2 for details.

SFA
OUTSTANDING SMALL
BUSINESS OF THE YEAR 2009

**IRISH
FRANCHISE
ASSOCIATION**
WINNER IRISH FRANCHISE
OF THE YEAR 2009 & 2011

**Home Care
Association**

SGS

**UKAS
QUALITY
MANAGEMENT**
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Healthmark

Home Instead Senior Care: A Fairer Deal for Older People

As a result of the recent crisis in nursing home funding, Ed Murphy, Chief Executive of Home Instead Senior Care, encourages hospitals to discharge to the individual's home rather than to a nursing home.

Our nurse led service includes a range of home care services for **€429** per week or **€253.11** per week after 41% income tax relief. Clients receive personalised one on one care at least three hours a day, seven days a week and a nurse to oversee and supervise the service.

As a result older people will have all of their personal care, housekeeping, transport, medication and meal preparation looked after along with many other activities that enable older people to maintain their independence and live at home.

Home Instead Senior Care will carry out a **FREE** assessment at the hospital and will be ready to start the care assignment within 24 hours.

Home Instead CAREGivers are professionally **trained, insured,** thoroughly **screened,** Garda **checked** and **matched** to meet the needs of the individual.

For more information on Home Instead Senior Care as an alternative to nursing home care please contact your local Home Instead Senior Care office.



Benefits of Home Care

- Home care is the first choice of seniors – 90% say they want to live at home
- The person receives personalised, one-on-one care
- Home care is less expensive than other care options

Cut Your Home Care Fees



Did you know if you are paying for home care you can claim tax relief at your higher rate of 41% income tax? So if you're paying €1,000 a month for your mother or father to receive home care you can claim back €410 per month or almost €5,000 a year. You can avail of these savings on a monthly or yearly basis.

For further information on claiming tax relief on home care fees please contact your local Home Instead Senior Care office. We will also help make home care more affordable and put you in touch with your local Public Health Nurse who will help you apply for a home care grant.

33% of Nursing Home Residents Should Be Living at Home - Government Could Save Millions

With over €1 billion spent on the Fair Deal Scheme and **33% of people not needing to be in a nursing home**, the Government is spending €330 million on people who could be looked after at home at a fraction of the cost.

At present **4.5% of the older population in Ireland live in long-stay residential care**. That is 40% higher than the EU average of 3.2%. 33% are assessed as either low or medium dependency which means they could easily be cared for in the community. With an average weekly cost of €778 for nursing home care, there are substantial savings to be made if a large percentage of these people can be cared for at home.

A further 1% of the population are in hospital, with evidence that for many of them their discharge is delayed because of the absence of respite, rehabilitation or adequate home-care funding. **An acute hospital bed costs upwards of €7,000 per week.**

According to CSO data, **those aged 65+ will account for one-fifth of the population by 2036 - in comparison to just 11% in 2011**. This makes it even more important for the Government to shift valuable resources to more cost effective care services such as community based care. By providing a range of affordable home care services, Home Instead Senior Care can help the Government save money and help older people live independently at home.

TWO Kelly's Resort Hotel Breaks to Be Won!

Sign up for the Home Instead Senior Care online newsletter and you will be entered into a **FREE** prize draw to be in with a chance to win **TWO** champagne Autumn/Spring midweek breaks for two (full board) at the beautiful Kelly's Resort Hotel & Spa in Rosslare.

All you have to do to be in with a chance is log on to **www.homeinstead.ie** and sign up for the online newsletter. The winner will be selected at random from all the newsletter sign ups. What do you have to lose?

Enter now!



Caring Hands Are Not Alone: New Support Programme from Home Instead Senior Care and Arthritis Ireland

There's good news for the 160,000 carers in Ireland in the form of **Caring Hands**, a new support programme for carers of people with arthritis - the single biggest cause of disability in Ireland.

Caring Hands has been developed by Arthritis Ireland in association with Home Instead Senior Care to help carers learn about arthritis, understand more about its symptoms and realise how they can support someone with arthritis to live a full and independent life.

Attendees will also receive some practical tips on improving communications between the carer and the person being cared for, as well as information on treatments for arthritis, and how to identify medical priorities.

Ultimately, and most importantly attendees will learn about self management and how to provide help and assistance while enabling the person with arthritis maintain as much mobility, independence and control over their life as possible.

Each workshop is delivered by a team comprised of a trained Home Instead employee and a person living with arthritis. This

ensures that the knowledge received is truly valid in the home care setting.

All participants will receive a full Carers Pack to take home which can be referred to time and again. These workshops will take place in 17 locations nationwide over the next 12 months. Early registration is essential as these workshops are likely to prove extremely popular.



"Ageing is not lost youth but a new stage of opportunity and strength."

Betty Friedan



To mark the launch of this pioneering programme, Arthritis Ireland and Home Instead Senior Care have developed an information booklet '**Caring Hands: Caring for A Person with Arthritis**' which is available free of charge from Arthritis Ireland.

To request a copy of the booklet, to register for the **Caring Hands**

Workshop or to speak to someone about caring for a person with arthritis contact Arthritis Ireland's National Arthritis Helpline on LoCall 1890 252 846 or visit **www.arthritisireland.ie**.

The 40 – 70 Rule: A Guide to Conversation Starters Between Ageing Parents and Adult Children



Home Instead Senior Care has launched a campaign called the 'The 40-70 Rule' which is designed to help adult children as well as their ageing parents begin to address difficult issues with each other such as driving, finances, independence, end-of-life issues, and even romance.

“The idea is that if you’re 40+, or your parents are 70+, it’s time to start talking - at least about certain topics”, said Ed Murphy, Chief Executive of Home Instead Senior Care in Ireland.

“Likewise, there are many topics that older people themselves should begin discussing with their children once they are 70+ so we’ve also introduced a ‘70-40 Rule’ element to the campaign”. Some issues can be challenging to discuss in families even where communication is free and open.

Home Instead Senior Care’s research revealed nearly **one-third of adult children have a major communications obstacle with their parents** that stems from continuation of the parent-child role. In other words, it can be difficult to get the conversation going because the child is still in a child rather than an adult role with their parents. But talking sooner is better than waiting until a crisis has occurred.

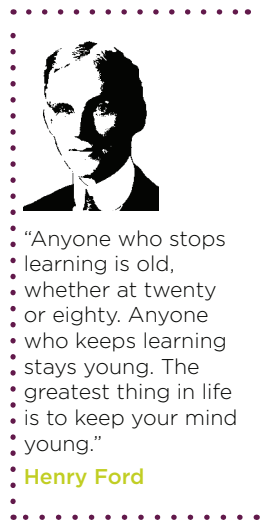
Consider the following scenarios:

40-70 RULE:

An adult daughter rushes to the emergency room where her mother has suffered a stroke and lapsed into a coma. But she has no idea what her mother’s wishes are regarding the level of medical intervention, nor does she know other practical details regarding possible power of attorney arrangements or even who her mother’s solicitor is. She wishes she’d asked.

70-40 RULE:

At age 85, you’re happy to be healthy and living longer than you expected. But money is running out. Not only will you be unable to leave your children the inheritance they’re expecting, but funds are getting tight for you as well. What do you say to your children?



“Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young.”

Henry Ford

If you’re an adult child with ageing parents, log on to www.4070talk.com, the site is designed to help you start even the most difficult conversations with your older loved ones, before a crisis has occurred and even after one has already happened.

A free copy of the ‘**40/70 & 70/40 Rule**’ is available from your local Home Instead Senior Care office. Log on to www.homeinstead.ie to download a free copy of the guide.

Calling All Writers & Poets: SeniorCare.ie And Home Instead Senior Care Launch Creativity Initiative For 50+

SeniorCare.ie, Ireland's number one website for advice and information for older people and caregivers has launched a Creativity Initiative. Sponsored by Home Instead Senior Care, the aim of the initiative is to build an online library of poems, short stories and memoirs of older people in Ireland.

"The Creativity Initiative is for older people in Ireland to showcase their creativity. It encourages people to express themselves and share their works with other writers who are fifty-five and over. If you have written poetry, short stories, or memoirs, simply email them to conor@seniorcare.ie. We will publish your work on our website for free. Our aim is to build a rich archive. If this is something that interests you, please get in touch", said Conor Ebbs, Co - Founder and Marketing Manager of SeniorCare.ie.

SeniorCare.ie was set up in 2007. It was the brainchild of Sheila Ebbs. Her son Conor, a singer / songwriter and Computer Science graduate, stepped in with his expertise and after a year of planning, the website was born. It has grown over the last 4 years, incorporating a forum and blog, and they hope the new creativity section will help the site reach even more people.

"You can be a budding writer at any age and at Home Instead Senior Care we encourage all aspiring writers to take part in the Creativity Initiative. Creative writing can help improve both quality of life and mental functioning. Writing stimulates a person's brain cells and provides an opportunity to express personal thoughts and feelings. It can also be a nostalgic activity and allows an older person to reflect on the past. For example, if an older person writes a memoir he or she has the opportunity to reminisce on past experiences and share this with children, friends and family members. The Creativity Initiative gives older people the chance to take up a healthy and rewarding hobby", said Ed Murphy, Chief Executive of Home Instead Senior Care.

For more information log on to www.seniorcare.ie or contact your local Home Instead Senior Care office.



"As I grow older, I pay less attention to what men say. I just watch what they do."

Andrew Carnegie

I'm Fine

Poem by Sheila Ebbs, Founder of SeniorCare.ie

There is nothing the matter with me
I'm as healthy as can be.
I have arthritis in both my knees
And when I talk, I talk with a wheeze,
My pulse is weak and my blood is thin,
But I'm awfully well for the shape I'm in.

Arch supports I have for my feet,
Or I wouldn't be able to go on the street.
Sleep is denied me night after night,
But every morning I find I'm all right,
My memory is failing, my head's in a spin
But I'm awfully well for the shape I'm in.

The moral is this - as my tale I unfold,
That for you and me who are growing old,
It's better to say, "I'm fine" with a grin,
Than to let folks know the shape we're in.

How do I know that my youth is all spent?
Well my 'get up and go' has got up and
went. But I don't really mind
when I think with a grin,
Of all the grand places
'my get up' has been.

Old age is golden, I've heard it said,
But sometimes I wonder as I get into bed,
With my ears in the drawer,
my teeth in the cup,
My eyes on the table until I wake up.
Ere sleep overtakes me, I think to myself
Is there anything else
I could lay on the shelf?

When I was young, my slippers were red;
I could kick my heels right over my head.
When I got older, my slippers were blue;
But still I could dance
the whole night through.
But now I am old, my slippers are black;
I walk to the store and puff my way back.

I get up each day and dust off my wits,
And pick up the paper
and read the 'obits'.
If my name is still missing,
I know I'm not dead -
So I have a good breakfast
and go back to bed.

What To Do When The Doctor Says It's.. Rheumatoid Arthritis

by Carol Eustice



If you or a loved one has been diagnosed with rheumatoid arthritis, I would recommend reading this book by Carol Eustice. This book helps you understand what you can do to manage living with arthritis - how you can live with it and how you can deal with the pain and fatigue. I think the most important message the book has to deliver is to stay active and keep moving so you can enjoy a good quality of life.



This book review has been provided by Noeleen Cronin, Managing Director of Home Instead Senior Care in Blackrock, Cork. Noeleen is a Registered Nurse and has completed both a BSc Nursing & HDip Gerontology in UCC. She previously worked as a Clinical Nurse Specialist in the Community in the area of Psychiatry of Old Age in South Lee.

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