

SENIOR CARE CONNECTIONS

from

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**NEW! THE 40/70 RULE: A GUIDE TO
CONVERSATION FOR ADULT CHILDREN
AND OLDER PARENTS**

COMMUNICATION TIPS FOR FAMILIES

**MINISTER OF STATE FOR OLDER PEOPLE,
HELEN MCENTEE, LAUNCHES NEW TECHNOLOGY
TO HELP OLDER PEOPLE AT HOME**



STUDY FINDS MOST FAMILIES WAIT TOO LONG TO BEGIN AGEING CONVERSATIONS

Home Instead Senior Care Offers Free Resources to Help Bridge the Communication Gap between Adult Children and Their Senior Parents

Growing older forces change. And that change often impacts areas of life such as living choices, driving, relationships and dating, financial choices, health and end of life. What if you could no longer remain at home without help? How do you tell your adult children you're dating? What will you do if you can't drive or you have to tell someone you love that he or she shouldn't?

Making decisions, identifying choices and conveying wishes are an important part of the road ahead. That doesn't always happen. Why aren't families talking? For one, it's difficult. Research conducted by the Home Instead Senior Care network indicates that a majority of adult children (66%) surveyed described their critical conversations with parents as uncomfortable at times, difficult but necessary, or emotional with some upset.



The 40-70 Rule

Beginning these conversations is so important and doesn't need to be daunting. Experts have said that by the time you're approaching 40 and a loved one is around 70, you should have had the "talk" about issues so many families want to avoid. The Home Instead Senior Care network refers to that as the 40-70 Rule®, a programme launched in 2008 to address the importance of starting difficult conversations early. Home Instead Senior Care, now wants to take these conversations further and encourage individuals and families to document their wishes.

Action Plan for Successful Ageing

The 40-70 Rule: An Action Plan for Successful AgeingSM provides expert advice to help you and your loved ones start the necessary conversations about the future and put your plan into action. With the assistance of noted experts in ageing, finances, health, end of life and communication, this resource will take the guesswork out of some of the issues that many families eventually face. Included are conversation tips and considerations for a variety of circumstances such as living alone, blended families, dementia and religious preferences – topics that so many families are dealing with in today's world.

The Action Plan encourages individuals and families not only to start those vital conversations soon, but to finish them with a plan that can help them take the guesswork out of ageing. The plan encourages individuals of all ages to ACT (Accept, Consider, Talk) on their desires and wishes for the future, then put their plan into action. It's never too late to talk, but starting today could make the road a lot smoother.

Let's get
families
talking

Order a copy of the Action Plan for Successful Ageing: Call Home Instead on **1890 930 847** or download a copy from **HomeInstead.ie**

40-70 COMMUNICATION TIPS

Seven Tips to Help Older Children Communicate With Their Senior Parents:



Many adult children of ageing adults know how difficult it can be to talk with their parents about certain topics. The following (from Home Instead Senior Care and communication expert Jake Harwood, Ph.D., from the University of Arizona) are tips to help family caregivers communicate with their ageing parents on sensitive subjects.

1. Get Started

If you're 40 or your parents are 70, it's time to start observing and gathering information carefully and thoughtfully. Don't reach a conclusion from a single observation and decide on the best solution until you have gathered information with an open mind and talked with your parents.

2. Talk it out

Approach your parents with a conversation. Discuss what you've observed and ask your parents what they think is going on. If your parents acknowledge the situation, ask what they think would be good solutions. If your parents don't recognise a problem, use concrete examples to support your case.

3. Sooner is best

Talk sooner rather than later when a crisis has occurred. If you know your loved one has poor eyesight or has trouble driving at night, begin to address those issues before a problem arises.

4. Forget the Baby Talk

Remember you are talking to an adult, not a child. Patronising speech or baby talk will put older adults on the defensive and convey a lack of respect for them. Put yourself in your parents' shoes and think of how you would want to be addressed in the situation.

5. Maximise the Independence

Always try to move toward solutions that provide the maximum amount of independence for the older person. Look for answers that optimise strengths and compensate for problems. For instance, if your loved ones need help at home, look for tools that can help them maintain their strengths. Professional caregiving services, such as those offered by Home Instead Senior Care, provide assistance in a number of areas including meal preparation, light housekeeping or medication reminders. Or find friends who can help.

6. Be aware of the whole situation

If your dad dies and soon afterward your mum's house seems to be in disarray, it's probably not because she suddenly became ill. It's much more likely to stem from a lack of social support and the loss of a life-long relationship. Make sure that your mum has friends and a social life.

7. Ask for Help

Many of the issues of ageing can be solved by providing parents with the support they need to continue to maintain their independence. Resources such as Home Instead Senior Care and Active Retirement Ireland are available to support older people and their families.



MARIGOLD FESTIVAL SERIES: CELEBRATING ACTIVE AND HEALTHY AGEING IN PARTNERSHIP WITH ACTIVE RETIREMENT IRELAND

Ireland's largest health and wellbeing event, the Marigold Festival, recently took place in 9 different locations throughout the country. This is the third year in a row that the Marigold Festival has been hosted by Home Instead Senior Care, in partnership with Active Retirement Ireland. The festival series provided people of all ages the chance to learn more about living an active and healthy life as well as enjoy a range of activities from tai-chi, singing, dancing, shopping and crafts!



Ed Murphy, CEO and Founder of Home Instead Senior Care Ireland; Theresa Lowe, RTÉ presenter, barrister and media trainer and Mai Quaid, President of Active Retirement Ireland

Former RTÉ presenter, barrister and media trainer, Theresa Lowe, served as advocate for the 2016 Marigold Festival Series. Speaking about the Marigold Festival, Theresa Lowe said: "It is important that we all embrace healthy and active living. There is a brilliant sense of community at the Marigold Festival - we really only get the best sense of community when we tap into our greatest natural resource - the wisdom of our elders."

"I am hugely in favour of this Home Instead Senior Care initiative. I know, first hand, how important it was to my mother to be able to continue living at home right up to the end. The visits from family and neighbours, dropping in for a cuppa, the familiarity, the security and happiness of being home. I have no doubt that we got a few precious extra years with Mam because she was able to live at home".

Active Retirement Ireland is the largest community-based older person's organisation in the country and encourages people of all ages to attend this important

festival of active ageing. Mai Quaid, President of Active Retirement Ireland said: "Ireland has a vibrant community of retired and semi-retired people and we are delighted to host this very special festival with Home Instead Senior Care for the third year in the row. My favourite part of the festival is that every person who attends, no matter what their age, enjoys the day but also learns something new that could help to transform their life in some small or major way."



Picnic in the Park! Active Retirement members, Tony Sheridan, Geraldine Murphy and Theresa Lowe get ready for the Marigold Festival!



L-R: Tony Sheridan, Theresa Lowe, Geraldine Murphy, Michael Maher

Hosted in partnership by Active Retirement Ireland and Home Instead Senior Care:



NEW CUTTING EDGE HEALTH TECHNOLOGY TO ENABLE OLDER PEOPLE WITH CHRONIC ILLNESSES TO BE TREATED IN THEIR OWN HOMES

Launched by new Minister of State for Older People, Helen McEntee

A new, cutting edge digital health technology project led by Trinity College Dublin will enable older people with multiple chronic diseases to self-manage their conditions and to be cared for in their own homes. Minister of State for Mental Health and Older People, Helen McEntee launched the new digital health research programme 'ProACT' that has been awarded €4.87 million under the European Union's (EU) Horizon 2020 Research and Innovation programme. Led by the Trinity Centre for Practice and Healthcare Innovation (TCPHI), the project brings together an EU consortium of research institutions, SMEs, health service providers, EU networks and multinational ICT companies IBM and Philips.



Peter Taylor, Ed Murphy, Karl Schütte and Hugh McGauran of Home Instead Senior Care Ireland with Dr. John Dinsmore, Health Innovation Lead & Deputy Director, Centre for Practice and Healthcare Innovation, Trinity College Dublin

'ProACT' when complete will be the first cloud based, digital solution of its kind in Ireland and Europe to specifically support home based integrated care and management for older adults (aged 65 and over) with multiple chronic health conditions. The technologies will be focused on facilitating behavioural and lifestyle changes for older people living at home and will link with their care support network. It aims to enable older individuals to live independently in their community for as long as possible.

Commenting on its significance, the newly appointed Minister McEntee said: *"Supporting older people and the challenges they face in later years is a priority for us in Government. 'ProACT' is just one example of how this can be achieved by providing a unified approach to integrated*

care, centred on the patient at home with support from caregivers, social care workers, community based GPs, pharmacists and hospital based clinicians. I am delighted to be launching this project today as it clearly will help people to remain in their own homes in the community as they grow older."

Ed Murphy, Founder and CEO of Home Instead Senior Care in Ireland said:

"It is Home Instead Senior Care's mission to enhance the lives of older people and their families. ProACT brings together clinical and health research, data solutions and ICT that will lead to the development of new technologies with the overall aim of improving older people's lives so they can remain living at home for longer than otherwise possible. Joined by leading experts in ageing, international partners and industry, ProACT will deliver cutting edge innovation that will make Ireland, Europe and the rest of the world a better place in which to grow old."



Home Instead Senior Care client Brendan Gallagher with Minister of State for Older People, Helen McEntee



NEW HOME INSTEAD SENIOR CARE OFFICE IN MAYO!

Guest of Honour, Enda Kenny, Commemorates the Official Opening

An Taoiseach and Mayo native, Enda Kenny, officially launched the new Home Instead Senior Care office in Mayo. The new office is located in Castlebar in the Moneen Industrial Estate and provides care to older people living throughout county Mayo.



Left to right: Seamus Reidy and Oonagh Cox of Home Instead Senior Care Mayo with Mayo native and An Taoiseach, Enda Kenny

The new home care office in Castlebar is independently owned and operated by Oonagh Cox, a qualified nurse and trainer. *“My team and I are thrilled to offer a quality home care service to older people in the local community. We are passionate about caring for older people and as a Mayo native, I know the area well and feel families will benefit from a combination of real local knowledge and a caring, quality home care service”*, said Oonagh Cox.

“Having someone like Enda Kenny on hand to celebrate the launch of Home Instead Senior Care in Mayo has really helped us generate awareness of the home care service. Considering the Taoiseach is the most successful leader in Fine Gael history, I could not ask for a better person to support the expansion of home care services in Mayo”, continues Oonagh.

Since setting up in Ireland in 2005, Home Instead Senior Care has provided care for almost 4,500 people and has employed over 4,000 professional caregivers. With the new home care office in Castlebar, this growth is set to continue and will provide a further jobs boost to the local economy.

Home Instead Senior Care provides support services such as - assistance with activities of daily living, personal care, medication reminders, meal preparation, light housekeeping, errands and shopping as well as specialised Alzheimer's and dementia care.

For more information call Home Instead Senior Care in Mayo on **(094) 904 4785** or visit the new office in Moneen Industrial Estate, Castlebar.

ABOUT HOME INSTEAD SENIOR CARE

- The first Home Instead Senior Care office was set up in 2005 and it quickly grew to become the largest home care provider in Ireland
- Local home care offices are available 24/7, 365 days a year to clients and professional CAREGivers
- There are over 4,500 professional CAREGivers providing home care services and enhancing the lives of older people and their families throughout the country
- It is the first home care provider to be appointed an HSE-Preferred Home Care provider
- Clients and professional CAREGivers are matched based on compatibility to provide a long-lasting and beneficial client-CAREGiver relationship
- Home Instead Senior Care provides specialised Alzheimer's and dementia care services and provides world-class training for professional CAREGivers and family carers



SEPTEMBER IS WORLD ALZHEIMER'S MONTH

Groundbreaking programme helps CAREGivers, health care professionals and local businesses to better understand and care for individuals and loved ones with Alzheimer's and other dementias.

Starting September 2016 during World Alzheimer's Month, Home Instead Senior Care will host a series of FREE dementia care workshops. Across Ireland a number of education workshops are planned in the run up to World Alzheimer's Awareness Day on September 21st. The purpose of the workshops is to support individuals when it comes to understanding dementia and providing care at home for a loved one.

The Home Instead Senior Care network assembled the top experts in Alzheimer's disease across the globe to develop this new training and support programme. Entitled '**CARE: Changing Ageing Through Research and Education**', it is a first-of-its-kind education programme that addresses current and future needs by offering family members unrivalled dementia care, training and support. Rather than focusing on the diagnosing and symptoms of the disease, the CARE programme focuses on the care and dignity of the person with dementia. This relationship centred approach enables the provision of individualised care that:

- Helps the person living with dementia remain safe and calm at home
- Encourages engagement
- Helps minimise symptoms
- Honours who the person was earlier in life
- Supports the entire family



"The workshops we are offering families, healthcare professionals and retailers are the same kind of training our professional caregivers receive. We want to support the community, help them better understand this condition and encourage them to care for themselves while also caring for loved ones," says Ed Murphy, CEO and Founder of Home Instead Senior Care in Ireland.

"Through this education programme, we are demonstrating our commitment to providing the highest level of care to the whole community. Families want to ensure that their loved ones with dementia are safe and stay involved in life. Perhaps most important, the dignity and worth of the person with dementia will be assured through the provision of care personalised to the individual."

For further dementia care, support and advice visit: HomeInstead.ie/Alzheimers-Disease and download our complimentary resource guides.

DEMENTIA CARE WORKSHOPS FOR FAMILIES AND RETAILERS

Call 1890 930 013 to book your FREE place or register online at HomeInstead.ie

CLARE	Kilrush Golf Club, Kilrush, Co. Clare Friday, 2 September 11.00am-2.00pm Ennis Golf Club, Ennis, Co. Clare Friday, 9 September 11.00am – 2pm Falls Hotel, Ennistymon, Co. Clare Monday, 19 September 7-9pm
CORK	4 Nessian House, Riverview Business Park, Bessboro Road, Blackrock, Co. Cork Wednesday, 14 September 2-4pm St Micheal's Centre, South Main Street, Bandon, Co. Cork Wednesday, 21 September 1am-1pm Bishopstown Library, Sarsfield Road, Wilton, Cork Friday, 23 September 2.30-4.30pm
DUBLIN - BALLSBRIDGE	60 Merrion Road, Ballsbridge, Dublin 4 Wednesday, 31 Aug 11.00am-1.30pm & Thursday, 15 Sep 11.00am-1.30pm
DUBLIN - LEOPARDSTOWN	St Brigid's Community Centre, Cabinteely, Co. Dublin Monday, 19 September 2-4pm 3 Brewery Court, Brewery Road, Blackrock, Leopardstown, Co. Dublin Wednesday, 21 September 7-9pm
DUBLIN - SWORDS	2nd Floor, Broadmeadow Hall, Applewood Village, Swords, Co. Dublin Monday, 26 September 6.30-8.30pm
DUBLIN - RATHFARNHAM	Unit B09, Nutgrove Enterprise Centre, Rathfarnham, Dublin 14 Wednesday, 21 September 7.00-9.00pm Wednesday, 28 September 7.00-9.00pm
GALWAY	9G Racecourse Business Park, Suite 4, Parkmore, Galway Thursday, 1st September 3-5pm Thursday, 21 September 3-5pm
KERRY	1st Floor Grosvenor Court, High Street, Killarney Tuesday, 13 September 3-5pm Thursday, 15 September 11am-1pm
KILDARE	McAuley Place, Arts and Culture Centre, Naas, Co. Kildare Wednesday, 14 September 7-9pm
KILKENNY	Butler House, Patrick Street, Kilkenny Tuesday, 20 September 7-9pm
LAOIS	Maldron Hotel Portlaoise, Midway, Abbeyleix Road, Portlaoise, Co. Laois Tuesday, 27 September 7-9pm
LIMERICK	Clarion Hotel, Seamount Quay, Limerick Monday, 5 September 11am – 2.00pm
TIPPERARY	71 Liberty Square, Thurles Wednesday, 21 September 7-9pm Monday, 26 September 7-9pm Wednesday, 28 September 7-9pm
WEXFORD	Conference Centre, Wexford Enterprise Centre, Rosslare Rd, Wexford Wednesday, 14 September 8-10pm Wednesday, 21 September 8-10pm Wednesday, 28 September 8-10pm

PRIZE WINNER

Our latest winner is Michele O'Grady.

Michele O'Grady, Public Health Nurse in Ballinteer, won a one night's bed and breakfast at the 5 star Lyrath Estate Hotel, Kilkenny. She also received dinner for two people and 2017 membership to Institute of Community Health Nursing. **Congratulations Michele!**



Deirdre McDermott, Community Service Representative and Michele O'Grady, Public Health Nurse.

HOME INSTEAD SENIOR CARE IS THE PROUD SPONSOR OF THE 2015, 2016 AND 2017 PUBLIC HEALTH NURSE OF THE YEAR AWARDS



Clare Lewis, Regional Winner East and overall Public Health Nurse of the Year 2016 with Deirdre Tuohy of Home Instead Senior Care, Fairview.

WIN A SIGNED COPY OF CONFIDENCE TO CARE BY MOLLY CARPENTER!



Published recently in Ireland to high acclaim, Confidence to Care, by dementia care specialist Molly Carpenter, is the latest resource available for family caregivers looking after loved ones with dementia at home. We have five signed copies to give away and the competition

closes on 1st November.



All you have to do to enter is Visit HomeInstead.ie and sign up to receive the Home Instead Senior Care online newsletter.

The winners will be selected at random.

IRISH FRANCHISE ASSOCIATION AWARDS: KARL SCHÜTTE NAMED FRANCHISEE OF THE YEAR



Karl Schütte, Owner and Managing Director of Home Instead Senior Care Ballsbridge and Franchisee of the Year.



To find out more about your local Home Instead Senior Care office call 1890 930 013 or visit HomeInstead.ie.

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