

# Senior Care CONNECTIONS

AUTUMN  
2013

**FREE  
Alzheimer's  
and Dementia  
Education  
Workshops**

**Home Instead  
Staff to Teach  
Older People New  
Computer Skills**

**Home Instead  
Fund €300k  
Trinity College  
Research**

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

**Win!** A superb two-  
night break for two at  
the luxurious Sheraton  
Athlone Hotel

**Home Instead**  
**SENIOR CARE**  
*To us, it's personal.*



**OUR MISSION:** *'To enhance the lives of older people, enabling them to live happy, healthy and independent lives in their homes for longer than otherwise possible.'*

## Adding Healthy Years Through New Care Models



Jeff Huber, President of Home Instead Senior Care speaking at the EU Summit on Active and Healthy Ageing.

Jeff Huber, President of Home Instead Senior Care was recently invited to be a key speaker at the EU Summit on Active and Healthy Ageing. The summit was a product of the Ageing Well Network and Global

Coalition on Ageing, in association with the Irish presidency of the Council of the EU and with active engagement from the World Health Organisation's Age Friendly Cities and Counties Programme. This consortium of partners represented a broad range of public and private sector leadership committed to creating policies, driving innovation and implementing programmes for age-friendly growth across the EU and globally.

The summit aimed to assemble the most influential European and global leaders on this topic to pave a path for economic growth and social development through the 21st century's age-related demographic transformation. Mr Huber, speaking at the Dublin event, discussed

Home Instead's "reimagining the care continuum with home care enhancing the future of tailored person-centred care".

"Home Instead Senior Care sees day-in, day-out the benefit home care has when it comes to enhancing the lives of seniors," he said. "When addressing the diversity of issues faced by older people who wish to remain active in society, home care is a key element that must be considered when responding to new models of care. We are very proud to be part of such a successful event that has resulted in the creation of an active and sustainable network that going forward can help to inform policy, promote greater innovation and drive age-friendly solutions within and across EU cities and communities."

## €300k TCD/Home Instead Senior Care Collaboration launched

Home Instead Senior Care are pleased to announce a new collaboration with researchers at NEIL (Neuro-Enhancement for Independent Lives) in Trinity College Institute of Neuroscience. The NEIL research team aim to enhance the independence of older adults living in the community, by investigating ways in which we may prevent or delay cognitive impairment. Home Instead Senior Care are devoted to delivering person-centred, highest-quality home care for the ageing population and are delighted to be in a position to fund the €300k research project. This novel collaboration has at its core a vision of designing and delivering support to help older adults maintain their independence in their homes for longer.

The team have launched a novel and exciting project entitled RelAte, which will deliver and evaluate a mealtime intervention over the next two years. Many older adults in Ireland live independently, but to continue to do so they require support. Older adults are particularly at risk of malnutrition, which can contribute to cognitive impairment and frailty. Another risk in late life is that of social isolation due to illness, frailty and bereavement. Data recently collected by the Irish Longitudinal Study of Ageing suggests that 7 per cent of the older national population are socially isolated (TILDA Report on Social Engagement of Older People, 2011).

The funding will support the two-year RelAte Project that will investigate the benefit of relationship-based nutritional mealtime intervention in socially isolated older adults.

Making the announcement, Jim Beck, Director of Public Affairs



Karl Schutte, Owner of Home Instead Senior Care in Ballsbridge; Dr Joanna McHugh, Postdoctoral Research Fellow, NEIL, Trinity College Institute of Neuroscience; Tony O'Donovan, Business Development Manager, Home Instead Senior Care; Yoshino Nakajima, COO, Global Operations, Home Instead Senior Care; Jim Beck, Director of Public Affairs, Home Instead Senior Care; Dr Sabina Brennan, Director of the NEIL Memory Research Unity, Trinity College Dublin; and Professor Brian Lawlor.

at Home Instead Senior Care said: "As the leading home care company in Ireland and the globe we are delighted to be in a position to fund Trinity College Dublin to research this project. It is our goal to 'change the face of ageing' and one way we can do this is to support leading academic institutions such as Trinity College Dublin to research pertinent ageing issues."

Commenting on the research, Professor Brian Lawlor, Conolly Norman Professor of Old Age Psychiatry at Trinity College Dublin said: "We need to provide empirical evidence, through randomised controlled trials, that there are real and sustained benefits from relational and person centred care interventions for older people. Proving that these types of interventions really work is crucial for their ongoing adaptation and sustainability."

# Helping Older People Get Online

*Home Instead join forces with Age Action to train older people in practical computer skills.*

**H**ome Instead Senior Care is delighted to announce its partnership with Age Action to provide basic IT training for older people all over Ireland. Home Instead Senior Care employees will be volunteering to help older people to take their first steps online.

In today's digital world older people are getting left behind, with seven in 10 older people not knowing how to use a computer. This initiative will help older people to get online by training Home Instead volunteers throughout the country to provide one-to-one tuition which lets people go at their own pace and learn new skills such as accessing websites or services that are of interest to them, using email and social networking.

Many older people fear technology or don't see the relevance of it for them. Home Instead Senior Care has found that this fear is simply the fear of the unknown. Learning new skills can be a daunting experience at any age, but now with the support of Home Instead Senior Care and



Volunteer Ciara shows Jane how to shop online!

Age Action older people will learn and experience the huge potential that new technology has to offer.

Ed Murphy, CEO of Home Instead Senior Care said: "We would encourage older people to come along to classes at their local Home Instead office. Being able to use a computer can really open up a whole new world for people. You are never too old to learn new skills so give it a go."

In short, gaining computer skills has

helped participants significantly improve their quality of life, which perfectly supports Home Instead Senior Care's mission to 'enhance the lives of older people, enabling them to live happy, healthy and independent lives at home for longer than otherwise possible'.

*Classes will take place across the country at local Home Instead Senior Care offices. For more information please call (01) 475 6989 or email [gettingstarted@ageaction.ie](mailto:gettingstarted@ageaction.ie).*

## Home Instead Top Homecare Provider In England – Report

Home Instead Senior Care has been revealed as England's top homecare provider in a report from healthcare information specialist Laing & Buisson.

The report, Laing & Buisson's *Care Compliance Monitor*, has been expanded to include headline data from Care Quality Commission (CQC) inspection reports and presents a digested view of providers' performance.

The resulting league table shows the percentage of branches which are fully compliant with CQC's core standards covering care, safeguarding, staffing, management and respect for service users. Home Instead Senior Care, which achieved the number one position, scored 97.8 per cent.

Commenting on Home Instead Senior Care's performance, CEO Ed Murphy said: "Home Instead Senior Care is totally focused on providing the highest quality of care to our clients. The work we are doing across the globe in terms of our quality processes and procedures assures the safety and wellbeing of our clients and brings peace of mind to their families.

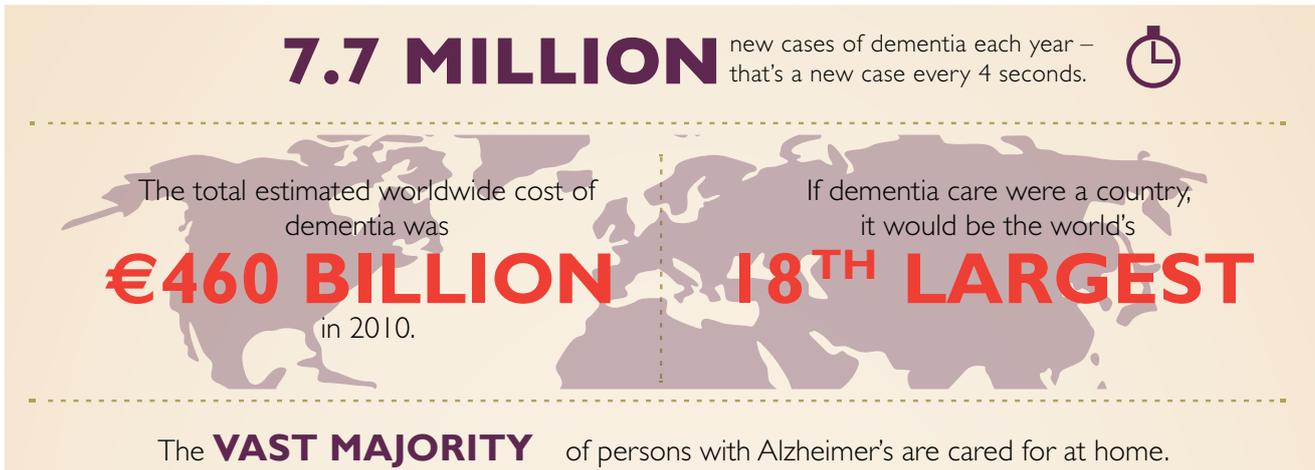
"It is gratifying to see us recognised by a leading industry organisation in this analysis of CQC performance. From an Irish perspective we would urge that similar monitoring of standards be introduced to ensure everyone being cared for in this country is at the same level as Home Instead Senior Care."

COMPANY NAME	% BRANCHES FULLY COMPLIANT
<b>1. Home Instead Senior Care</b>	<b>97.8%</b>
2. Mencap	93.4%
3. Carers Trust	93.3%
4. Caremark Ltd	93.3%
5. Voyage	90.3%
6. Bluebird Care	87.3%
7. Saga Homecare	85.6%
8. MiHomecare Ltd	82.9%
9. Carewatch Care Services	81.2%
10. Housing 21	72.8%

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## Until There Is A Cure

Home Instead Senior Care offers free Alzheimer's education workshops for families and communities.



Starting this September during World Alzheimer's Month, Home Instead Senior Care will host 1,000 education workshops worldwide for families and communities involved with the care of a person with a dementia. Across Ireland, over 30 workshops are planned from September 16th to 20th September in the run up to World Alzheimer's Awareness Day on September 21st. Understanding the need for dementia care education, Home Instead Senior Care is committed to ensuring these workshops are simply the start of an on going campaign to equip as many family carers and communities with practical techniques to support them in their role.

Alzheimer's disease is quickly becoming a global health crisis. According to research conducted by Alzheimer's Disease International (ADI), the number of people living with dementia worldwide, estimated at 35.6 million in 2010, is set to nearly double every 20 years, reaching 65.7m in 2030 and 115.4m in 2050.

Last year represented a pivotal moment for the 41,700 people in Ireland living with dementia – and their 50,000 carers – when the Government announced its commitment, under the Programme for Government, to the development of a National Dementia Strategy by 2013, and Home Instead Senior Care looks forward to its publication and supporting its

recommendations.

The vast majority of people with Alzheimer's disease are cared for in their home by family caregivers during most of their disease. Understandably, most of the research time and funding is devoted to finding a cure, but it is also important to make sure the importance of family caregivers is considered in the fight against Alzheimer's. Hence the theme of our Home Instead Senior Care campaign: Until There is a Cure.

Research from the Home Instead Senior Care network throughout the world reveals that families have two significant challenges when caring for their loved ones who have Alzheimer's disease or other dementias: keeping their loved one's mind engaged and managing behaviours that can include, for example, repetition and aggression. Through the CARE programme Home Instead Senior Care will provide family and community members with techniques needed to help them best manage behaviours, encourage engagement and keep their loved ones safe.

The Alzheimer's and other Dementias CARE: Changing Ageing Through Research and Education programme offers a new, unique approach for the care of those who are living with Alzheimer's disease or other dementias. Workshops are research-based by



leading academics in the field of dementia care and designed to empower families and communities with knowledge and practical techniques to help enable them to positively embrace the journey they face, rather than be afraid of it. This approach focuses on the behaviours, care and dignity of the senior with Alzheimer's rather than the condition, the physiology and treatment or cure.

Home Instead Senior Care recruited a diverse panel of ageing and dementia experts that allowed them to address Alzheimer's from all aspects of the disease. This programme has been reviewed and refined by experts in the field of ageing, who now endorse it. Dr Amy D'Aprix, co-author of the CARE programme and President of Essential Conversation Inc said: "Through this education programme, I believe that Home Instead Senior Care is again demonstrating their commitment to providing the highest level of care to the whole community. Families want to

ensure their loved ones with dementia be safe and stay involved in life.

"Through this programme families and communities will be able to accomplish this with confidence and skill. They will also have specific techniques for managing the challenging behaviours which often accompany dementia.

"Perhaps most important, the dignity and worth of the person with dementia will be assured through the provision of care personalised to the individual."

Ed Murphy, CEO of Home Instead Senior Care commented: "There are over 50,000 carers in Ireland supporting loved ones with dementia. Almost always, these friends and family members helping have no experience or training to care for someone with Alzheimer's or other dementia. By making these education workshops free and available in our community, Home Instead Senior Care is hoping to help family caregivers learn and prepare to manage the everyday challenges of Alzheimer's disease and other dementias, as well as to raise

awareness of the challenges of being a caregiver.

"With family caregivers providing the majority of dementia care, it's important we give them the tools they need to provide the best care for their loved ones. I would urge anyone who may be worried about how to care for a loved one with dementia or is struggling in silence to attend a workshop. Our friendly staff are fully trained and what we have found is that the sharing of experiences with other carers can be a huge support. Carers need to realise that they also need to look after themselves, and by feeling equipped with the proper knowledge and tools to face the everyday challenges of the disease they are in a better position to do so."

Are you caring for a loved one with Alzheimer's or other dementia? Then until there is a cure, please join Home Instead Senior Care for a FREE education workshop in your area. Please see workshop schedule below. To book your FREE place phone 1890 930 013.

## FREE DEMENTIA EDUCATION WORKSHOP SCHEDULE

Call 1890 930 013 to book your FREE place

### MONDAY 16 SEPTEMBER

**Galway:** Clayton Hotel, Galway, Co Galway, 2.30pm to 4.30pm

**Galway:** Lady Gregory, Gort, Co Galway, 7pm to 9pm

**Leopardstown:** Our Lady's Hall, Castle St, Dalkey, Co Dublin, 2.30pm to 5.30pm

**Westmeath:** Greville Arms Hotel, Mullingar, Co Westmeath, 8pm

### TUESDAY 17 SEPTEMBER

**Ballsbridge:** Avila Carmelite Centre, Bloomfield Ave, Dublin 4, 7pm to 9pm

**Cork:** Douglas GAA Club, Cork, 10am to 12pm

**Cork North:** Ard Na Ri Day Care Centre, Closes Green, Farranree, Cork, 3pm to 5pm

**Fairview:** Our Lady's Parish Centre, Our Lady Mother of the Church, Beechpark, Castleknock, Dublin 15, 7pm to 9pm

**Galway:** Station House Hotel, Clifden, Co Galway, 7pm to 9pm

**Leopardstown:** St Ann's Community Centre, Mount Merrion, 7pm to 9.30pm

**Limerick:** Clarion Hotel, 7pm to 9pm

**Tipperary:** Raheen House Hotel, Clonmel, Co Tipperary, 7pm to 9pm

**Wicklow:** The Martello Hotel, Bray, Co Wicklow, 7.30 to 9.30pm

### WEDNESDAY 18 SEPTEMBER

**Ballsbridge:** Day Hospital, St Mary's Phoenix Park, Dublin 8, 5.30pm to 7.30pm

**Cork:** Bishopstown Library, Wilton, Cork, 2pm to 4pm

**Galway:** Ard Ri Hotel, Tuam, Co Galway, 2.30pm to 4.30pm

**Galway:** Ardilaun House Hotel, Taylors Hill, Galway, Co Galway, 7pm to 9pm

**Kildare:** Home Instead Senior Care, Main Street, Kilcullen, Co Kildare, 6pm to 8pm

**Rathfarnham:** Ballyroan Community Centre, Marian Road, Rathfarnham, Dublin 14, 7pm to 9pm

**Tipperary:** Abbey Court Hotel, Abbey Suite, Nenagh, Co Tipperary, 7pm to 9pm

**Waterford:** Waterford Garda Station, morning and afternoon

### THURSDAY 19 SEPTEMBER

**Cork:** Home Instead Senior Care, 4 Nessian House, Riverview, Blackrock, Cork, 10am to 12pm

**Fairview:** St Brigid's Parish Resource Centre, Howth Road, Dublin 5, 2pm to 4pm

**Galway:** Gullane's Hotel, Ballinasloe, Co Galway, 7pm to 9pm

**Tipperary:** Horse and Jockey, Sadlers Wells Room, Thurles, Co Tipperary, 7pm to 9pm

**Swords:** Venue to be confirmed, 7pm to 9pm

**Wexford:** Wexford Enterprise Centre, Kerlogue, Wexford, 10.30am to 12.30pm and 2pm

### FRIDAY 20 SEPTEMBER

**Waterford:** Home Instead Senior Care, Unit 3, Cleaboy Business Park, Old Kilmeaden Road, Waterford, 10am to 1pm

### SATURDAY 21 SEPTEMBER

WORLD ALZHEIMER'S AWARENESS DAY

# How A Family Can Begin Successful Ageing

*Liam Toland, MA in communication and cultural studies and Owner of Home Instead Senior Care Mid West discusses his research on the need for communication and planning within the family.*



Liam Toland.

**H**ow many of our older adults and their adult children knew or cared that 2012 was the European Year of Active Ageing and Solidarity Between Generations? What does successful ageing mean to you? What are your goals and how can they lead to a better quality of life for you and family?

Here in Ireland, a 65 year old person can expect to live for approximately another 20 years, with many living much longer. 86 year-old Sir George Martin, music producer and fifth Beatle stated recently that “growing old is not easy, it’s not for sissies”, but he added that “if you’re lucky you get to be old”!

If you were Martin’s adult child how would you negotiate such realities where his requirement for help as he ages (dependence) and his need for autonomy (independence) coexist simultaneously so he can achieve successful ageing? My master’s research tells me huge taboos exist, and that communication plays a crucial role in helping to work through these taboos.

Effective communication and planning will help maintain the vitality of older people, enhance their involvement in society and remove barriers between generations. Or as Sociologist Anthony Giddens described: “Life-planning, of course, does not necessarily involve preparing strategically for future life as a whole... but thinking as far ahead as the imagined end of one’s life, and about each of the major phases likely to intervene in the interim, is fundamental to self-actualisation.”

## COMMUNICATION

The regularity of contact between older adults and their adult children is not the issue; the conversations taking place are. The evidence from my research on

the topic points to a ‘Mexican stand-off’ between older parent and adult child based on burden, respect and fear. By this I mean at the core there is a struggle to even understand the concept of successful ageing.

The relationship between parents and their children is among the most commonly studied – however, the vast majority of research on this relationship involves young children and their parents. Unfortunately, there is much less examination of the relationship as it crosses into the later stages.

Perception of ageing is a huge driver for an older adult to successfully age. An overwhelming goal of older adults is to remain at home (attained by 95 per cent of over 65s), enjoying Sunday dinners with family around the kitchen table, engaging with neighbours, activity centres and so on. However, when pushed in my many interviews, almost no older adult had engaged in a meaningful plan to achieve this outcome.

Many fear their journey and fail to realise, unlike George Martin, how lucky they are as ageing is a privilege denied to many. This fear is based on the Hotel California concept: “checking out but never leaving”. A 25 year-old will assume total recovery from a hip injury whereas a 75 year old will assume it’s the beginning of the end. This is why family support can be resisted: it is an effort to ignore the journey; hence never getting old.

When a crisis arrives in old age, and

if there is no prepared plan in place, the family unit is often thrown into turmoil. In Ireland the concept of planning for successful ageing is still very young and so there is huge opportunity to promote its benefits to the older person – and indeed to the whole family as after all we are all ageing.

## SO WHAT SHOULD YOU DO?

Firstly, find out what successful ageing means to you, communicate this to family; then take control and plan. Do you need an extra banister to ensure safety on the stairs? Do you need an emergency alarm? Do you need to plan for your care needs? It’s amazing how simple and logical these questions sound, yet many older adults prioritise their funeral arrangements, completely ignoring the many months and years that lead to that point.

As my thesis asks: does your parent-child communication model give your ageing the best chance of success? If not, get talking, get planning, get engaged and get living!

To help you start the conversation, check out Home Instead Senior Care’s 40-70 Rule. This publication provides advice and tips to help bridge the communication gap between adult children and their older loved ones. Contact Home Instead Senior Care on 1890 930 013 or log on to [www.homeinstead.ie](http://www.homeinstead.ie) to download a copy.

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“Grow old along with me! The best is yet to be.”

– ROBERT BROWNING (1812-1889)

## HomeCare Support at the Touch of a Button

Home Instead Senior Care has partnered with another leading care company, Tunstall Emergency Response, to pilot a new service in Waterford city called HomeCare Support.

The HomeCare Support service combines the expertise of Home Instead Senior Care as a

leading home care provider with that of Tunstall Emergency Response, a company that provides alert pendants

and other devices to thousands of seniors throughout Ireland. This service supports independent living by ensuring older people feel safe at home and in doing so has achieved excellence in customer satisfaction by providing a quality service.



Philomena O'Donoghue, Emergency Response and HomeCare Support client with Cera Cox, CAREGiver with Home Instead Senior Care Waterford.

### PHILOMENA'S STORY

Philomena O'Donoghue lives in Waterford and is quite an active lady in relatively good health. She has no family living locally and having the HomeCare Support package gives Philomena great peace of mind and a sense of security. Recently, Philomena had a spell where she was having nosebleeds.

#### 17.10PM, FEBRUARY 16TH 2013

One evening a call came through to Home Instead Senior Care's emergency on call phone from Emergency Response, saying that Philomena was suffering from a nose bleed and needed help. Emergency Response had also alerted an ambulance. Cera Cox, CAREGiver with Home Instead Senior Care, was notified and called to Philomena within minutes. Cera sat with Philomena and reassured her while waiting. The ambulance arrived and took Philomena to the hospital. Cera cleaned up the tissues and tidied Philomena's house, then secured her home by putting on the alarm and locking the doors.

#### 11.25AM, FEBRUARY 19TH 2013

Three days later, late morning, Emergency Response contacted Home Instead's emergency on call phone again as Philomena had a further nosebleed. When Cera arrived, Philomena was on the phone with her GP. He advised Cera to call an ambulance for Philomena, which she did.

Home Instead Senior Care checked in with Philomena shortly after her hospital stay to check she was feeling better and that she is happy with the service. The pilot continues in Waterford for several more months after which Home Instead Senior Care and Tunstall Emergency Response will look at the potential of rolling it out nationally.

"It's nice to know that somebody out there cares about me. It's a great service. I feel much safer now and not as lonely." -Philomena O'Donoghue

For further details contact Home Instead Senior Care on 1890 930 013.

### SO HOW DOES IT WORK?

Older people living at home wear the Emergency Response pendant. When the button is pressed, the Emergency Response call centre receives the call and determines the level of assistance required. This can range from having a brief chat, to a named contact being informed and the appropriate emergency service called. This is where the Home Instead Senior Care element of the service comes into play.

"Sometimes there can be a delay in getting through to named contacts and on occasions they are unable to respond," explains Danette Connolly, Director of Care at Home Instead Senior Care in Waterford. "At the same time older people don't want to inconvenience friends or family and so we help eliminate that worry because we act as the named contact. We guarantee that a trained Home Instead Care professional will be available promptly 24 hours a day, giving the older person and their family that peace of mind to know we are only the touch of a button away.

"The team of CAREGivers are fully briefed about all HomeCare Support service users and have the necessary information to respond to their needs any time, day or night. Home Instead Senior Care can supply the medical services with the necessary medical history and will know where any medications are stored in the home so they can be sent to the hospital with the client. They will also know if there are any other matters to be looked after, for example, if there is a pet in the home."

## Home Instead Win Gold



**M**assive congratulations to Trevor and Sam Brocklebank, Founders of Home Instead Senior Care UK, who recently received their Gold Award at the British Franchise Association Franchisee of the Year Awards.

## Public Health Nurse of the Year – Get Nominating

Cast your vote in the **Public Health Nurse of the Year** category sponsored by **Home Instead Senior Care** and you could win a family weekend away in the Wyatt Hotel, Co Mayo courtesy of Select Hotels of Ireland. Vote online at [www.maternityandinfant.ie/awards](http://www.maternityandinfant.ie/awards)

maternity &  
**infant**  
**AWARDS 2013**

### Win a Luxury Two-Night Midweek Break for Two at the Sheraton Athlone Hotel



Located in the heart of Ireland, the hotel offers 167 superbly appointed deluxe bedrooms with two opulent penthouse suites and a stunning presidential suite. Guests will be spoiled for choice with the sumptuous menu from La Provence restaurant, Harvest Café and the Sheraton Bar. Sheraton Athlone is a perfect base from which to explore and experience Athlone and Ireland's Lakelands. Midweek activities are available free of charge to all guests. These include wine tasting, beauty talks, comedy and canapés and aqua aerobics, to name a few. The Sheraton

Athlone Hotel has created a range of superb breaks throughout the year which include a host of activities and entertainment. Packages are available for three, four or five nights. All you have to do to enter is log on to [www.homeinstead.ie](http://www.homeinstead.ie) and sign up for our online newsletter. The winner will be selected at random from all newsletter sign-ups.

For further information contact the team on 090 6451000 or email [reservations@sheratonathlonehotel.com](mailto:reservations@sheratonathlonehotel.com).



Pictured: Karl Schutte, Owner of Home Instead Senior Care in Ballsbridge with Spring Newsletter winner Martina Stanley, who won a weekend break for two at Killashee House Hotel, Co Kildare.

**Win!**  
A luxury  
two-night  
break

### TO FIND OUT MORE ABOUT HOME INSTEAD SENIOR CARE CONTACT YOUR LOCAL OFFICE

Carlow 053 918 4042	West Cork 027 300 97	Dublin 6W,10, 12,14,16 & West Dublin 01 424 1945	Co. Galway 091 384 160	Co. Leitrim 071 914 1511	Co. Offaly 057 932 3838	Co. Westmeath 044 938 5260
Clare 061 462 070	Co. Donegal 074 911 3050	Dublin 9,11,17 & N. Co. Dublin 01 895 0010	Co. Kerry 066 719 3350	Co. Limerick 061 462 070	Roscommon 091 384 160	Co. Wexford 053 918 4042
Cork North (Nth City & County) 021 4217 310	Dublin 1,3,5,7,13,15 01 853 5048	Dublin 14, 18 & South County Dublin 01 206 8022	Co. Kildare 045 484 623	Co. Longford 044 938 5260	Co. Sligo 071 914 1511	Co. Wicklow 01 276 8122
Cork (Sth City, East & Sth Cork) 021 500 2190	Dublin 2,4,6,8 01 667 0911	Kilkenny 051 333 966	Laois 045 484 623	Mayo 091384 160	Co. Tipperary 0504 911 00	Co. Waterford 051 333 966

