

Senior Care CONNECTIONS

AUTUMN
2014

**Free Dementia
Workshops**

**Home Instead
on RTÉ Radio 1**

**The Sandwich
Generation**

Inside:
Frances Hurley
discusses her
Home Instead
experience



Win! A Two-night B&B at the Stunning Four-Star
Trim Castle Hotel, Co Meath

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

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."*

Home Instead Launches FREE 'Confidence to Care' Dementia Education Workshops

A Home Instead employee had her first experience with Alzheimer's disease when an older relative developed the illness. Her uncle would refuse to change his clothes and insisted on wearing the same blue suit every day, all day.

Maybe you face similar frustrating situations as you care for a loved one with Alzheimer's disease or other dementia. Without understanding what triggers the behaviours associated with the disease, or knowing practical techniques to help counter them, it's easy to feel overwhelmed.

But discovering simple tips, like buying an identical blue suit to encourage the senior into a fresh set of clothes, can mean the difference between endless frustration and a positive care experience for both the older person and the carer.

GAINING THE CONFIDENCE TO CARE

This September, Home Instead Senior Care will roll out its Confidence to Care campaign the week preceding World Alzheimer's Day on Sunday September 21st. The campaign aims to educate 1,200 family carers through free dementia care workshops to help replace their fears and frustrations around dementia care with the "confidence to care".

The workshops are research-based by internationally recognised experts, combining family and professional caregiver experience, practical techniques and communication strategies.

WHAT YOU'LL LEARN FROM THE DEMENTIA CARE WORKSHOP

The workshops focus on both memory and behaviour symptoms that family caregivers often need help with,

including their loved one's resistance to common personal care activities.

Workshops offer plenty of care approaches including:

- Understanding and managing challenging behaviours
- Encouraging engagement
- Caring for yourself while caring for others.

Freya Flynn, Training Manager, Home Instead Senior Care, Co Galway 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. Family carers can feel stressed, burdened and unable to cope. Home Instead's Confidence to Care campaign aims to help families cope, and give them the confidence to care for their loved one and at the same time care for themselves."

THE VAST MAJORITY OF PEOPLE WITH DEMENTIA ARE PRIMARILY
CARED FOR BY A FAMILY MEMBER



THERE ARE APPROXIMATELY
50,000
FAMILY CARERS OF PEOPLE
WITH DEMENTIA IN IRELAND

NEW CONFIDENCE TO CARE DEMENTIA WORKSHOPS

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

CARLOW

Visual Arts Centre,
Carlow, Tuesday
September 16th, **6:30-8:30pm**

CLARE

Venue TBC, Ennis, Co
Clare, Thursday September
18th, **7-9:30pm**

CORK

Bishopstown Library,
Wilton, Tuesday
September 16th,
10:30am-12:30pm

**Home Instead Senior
Care**, 4 Nesson House,
Riverview Business
Park, Bessboro Road,
Blackrock, Cork, Thursday
September 18th, **2pm-4pm**

Cork North – Ard na Rí
Day Care Centre, Closes
Green, Farranree, Cork,
Wednesday September
17th, **Time TBC**

DUBLIN

Leopardstown – Home
Instead Senior Care, 3
Brewery Court, Brewery
Rd, Monday September
15th, **2:30-4:30pm**

Rathfarnham – Home
Instead Senior Care
Office, Nutgrove
Enterprise Park,

Rathfarnham, Dublin 14,
Wednesday September
17th, **7-9pm**

Swords – Home Instead
Senior Care, 2nd Floor,
Broadmeadow Hall,
Applewood Village,
Swords, Co Dublin,
Tuesday September 16th,
6.30-8.30pm

Swords – Home Instead
Senior Care, 2nd Floor,
Broadmeadow Hall,
Applewood Village,
Swords, Co Dublin,
Thursday September 18th,
6.30-8.30pm

Ballsbridge – Home
Instead Senior Care, 60
Merrion Road, Ballsbridge,
Dublin 4, Wednesday
September 17th, **11am-1pm**

Fairview – Home Instead
Senior Care, 2nd Floor,
21 Fairview, Dublin 3,
Monday September 15th,
2.30-4.30pm

GALWAY

Mountbellew – Pastoral
Centre, Tuesday,
September 16th, **7-9pm**

Oughterard – Oughterard
Community Centre,
Wednesday September
17th, **7pm-9pm**

Galway City – Menlo
Park Hotel, Thursday
September 18th, **7pm-9pm**

KERRY

Meadowlands Hotel,
Tralee, Co Kerry, Tuesday
September 16th, **7-9pm**

KILDARE

Fallons, Kilcullen,
Co Kildare, Thursday
September 18th, **6.30-8.30pm**

LIMERICK

Newcastle West – Venue
TBC, Tuesday September
16th, **7-9.30pm**

Limerick City – Venue
TBC, Wednesday
September 17th,
7-9.30pm

MEATH

Trim Castle, 1 Emmet
Court, Emmet Street, Trim,
Co Meath, Wednesday
September 17th, **7-9pm**

TIPPERARY

Anner Hotel, Thurles, Co
Tipperary,
Tuesday September 16th,
7-10pm

WATERFORD

Home Instead Senior
Care, Unit 3, Cleaboy
Business Park, Old

Kilmeaden Road,
Waterford, Wednesday
September 17th, **6-9pm**

Home Instead Senior
Care, Unit 3, Cleaboy
Business Park, Old
Kilmeaden Road,
Waterford, Friday
September 19th, **2-5pm**

WESTMEATH

Home Instead Senior Care
Office, Marlinstown Office
Park, Mullingar, Monday
September 15th, **7pm-9pm**

WEXFORD

Home Instead Senior
Care, Wexford Enterprise
Centre, Kerlogue,
Rosslare Road, Wexford,
Monday September 15th,
7-9pm

WICKLOW

Home Instead Senior
Care, 3B Southern Cross
Business Park, Bray, Co
Wicklow, Wednesday
17th September,
11am-1pm

**WORLD
ALZHEIMER'S
AWARENESS DAY
SUNDAY
SEPTEMBER
21ST**

My Home Care Experience

Frances Hurley

Frances Hurley, 94, lives in Clontarf and is a client of Home Instead Senior Care in Fairview. With five children, 11 grandchildren and 15 great-grandchildren, Frances' zest for good conversation and debate is infectious.

Admitting to thinking she would never see 70 or "three score and ten" as she put it, Frances is happy to live at home and has never been tempted to move anywhere else. "This is my home and this is where I will stay. I had a fall and spent nearly three months in hospital and I knew I needed someone to support me when I returned home. I am a perfectly ordinary woman and as a perfectly ordinary woman I want to live in my own home. Ilona [Home Instead CAREGiver] helps me to make this happen."

Frances has an assertive and upbeat style and knows exactly what she expects from a caregiver. Talking about Ilona she said: "I enjoy Ilona's homely nature and she knows where everything is when I need it. She doesn't have to be asked twice and I like that. She encourages me

to be independent and understands how important independence is to me. This makes a real difference to our relationship."

Home Instead CAREGiver Ilona Neparte enjoys working with Frances. Having worked in nursing homes prior to her role at Home Instead, Ilona sees a real difference in how care is provided in the home compared to in nursing homes. "You don't have the time to talk to a person when they live in a nursing home. With Home Instead, the relationship is much more personal. Frances and I are comfortable with each other because we have had time to get to know each other. We even share common interests such as knitting. I am so happy

Home Instead matched Frances and I. It is such a personal and fulfilling client-caregiver relationship. We have become a great team!"



Frances Hurley, client of Home Instead Senior Care Fairview, enjoys knitting teddy bears for her great grandchildren with Ilona Neparte, Home Instead CAREGiver



Home Instead Senior Care... as heard on RTÉ Radio 1

Home Instead Senior Care, Ireland's trusted source of home care for seniors, has teamed up with RTÉ Radio One to generate awareness for its home care services throughout the country. The brand new radio ads can be heard on RTÉ Radio One starting on September 8th and will run annually.

Two different adverts will be aired. One radio advert features an adult daughter who very much misses feeling like a daughter, and instead feels more like her mum's caregiver. A friend recommended Home

Instead Senior Care and now she feels like a daughter again, and her ageing mum remains where she wants to be: at home.

The second advert features a Home Instead CAREGiver who opens up about her caregiving experience. Caregiving is her vocation and she cares for her clients like they are a member of her own family – that's how important the personal client-CAREGiver relationship is with Home Instead Senior Care. She has been hand-picked and matched to her client so the pair can enjoy a compatible and long-term relationship.

Speaking about the radio ad, Bernadette Ruddock, Community Education Officer at Home Instead Senior Care, said: "Our new radio ads engage with adult children struggling to care for an ageing parent and illustrate how our CAREGivers at Home Instead Senior Care are there to help during this difficult time. Our services help to eliminate worry, reduce stress and re-establish the personal freedom of those caring for ageing loved ones. It is our hope that the new radio campaign informs more people about the availability of expert home care."

Home Care Mythbusters

The home care sector can be a confusing place when you're trying to arrange care for your loved one, particularly for the first time. What are the biggest myths? Home Instead Senior Care picks out five major misconceptions around home care.

Despite increasing health problems, Dad wants to stay at home. He won't budge. One mention of the local nursing home and the conversation ends. But his home of 45 years is just too big for him to clean and you can't always get there to help when he needs it. Or perhaps it's your mother who just isn't interested in cooking anymore – and even getting out of the house, for that matter.

The simple fact is that most older people want to stay at home but some seniors seem wary of home care. Perhaps you are too. That may be because there are a few misconceptions that often surround care for older people at home.

MYTH 1: HOME CARE IS ONLY FOR THE VERY ILL

Home Instead Senior Care provides non-medical home care such as personal care, medication reminders and companionship. The support provided usually revolves around the basic activities of daily living such as eating, dressing and bathing. The home care service provided by Home Instead Senior Care is tailored to meet the needs of your ageing loved one so they can live a happy, healthy and independent life at home.

MYTH 2: HOME CARE COSTS TOO MUCH

Some families seem intimidated by the costs of home care. In reality, home care is one of the most affordable options, partly because of the tax relief that is available and home care grants.

MYTH 3: I HAVE NO SAY ABOUT WHO COMES INTO MY HOME

At Home Instead Senior Care, we put relationship before task and match caregivers with older people of similar interests. For instance, many Home Instead CAREGivers are over 65

Home Instead Senior Care Costs Example	
Total weekly cost of Home Care and Companionship	€100
Less tax relief @41%	€41
Net cost per week	€59

themselves, and share the same hobbies and histories as their clients. All Home Instead CAREGivers are also Garda vetted, trained and insured.

MYTH 4: HOME CARE WILL TAKE AWAY MY INDEPENDENCE

Unfortunately, it can be difficult to convince some loved ones that the opposite is true. However, research has shown that older people who stay home alone run the risk of falls and other problems. A Home Instead CAREGiver can serve as a second set of eyes and ears to help keep ageing loved ones safer at home. A CAREGiver can also transport ageing loved ones to special events or even just visit the local supermarket, which can help decrease feelings of isolation. Home Instead CAREGivers often enjoy activities with older clients such as gardening and concerts, to support the older person in enjoying an enhanced quality of life.

MYTH 5: ALL CAREGIVING SERVICES ARE THE SAME

"Let the buyer beware" has never been more true

than with home care. Not all caregivers or caregiving companies are the same. Home care is an unregulated industry in Ireland. In the absence of regulation, Home Instead Senior Care co-founded Home and Community Care Ireland (HCCI) in 2006, a trade association for private home care providers. As a member, Home Instead Senior Care adheres to a strict code of conduct based on international best practice guidelines, a code which is independently audited by third parties, committed to rigorous recruitment, Garda vetting, and training and supervision procedures. This ensures the highest standard of home care services is provided across all of our offices.



The Sandwich Generation

It's a three-way time pinch that leaves some mothers exhausted and feeling helpless: they have to work outside the home and take care of children and elderly parents. That's when it's time to call in reinforcements.



Q. I'M A MOTHER OF THREE TEENAGERS WHO IS WORKING FULL TIME AND TRYING TO HELP CARE FOR MY 80-YEAR-OLD PARENTS. I'M NEAR THE END OF MY TETHER. WHAT CAN I DO?

Know that you're not alone. A recent Home Instead research project revealed that the majority of family caregivers, especially adult daughters, say they delay getting help because they feel they should be able to shoulder caregiving responsibilities on their own.

The majority of these sandwich generation women are not prepared for many aspects of their ageing relatives' care. Before discovering Home Instead Senior Care, they didn't know of the organisation or who to ask for help with day-to-day caregiving responsibilities.

Home Instead CAREGivers are a tremendous resource, not only to older people but to family caregivers. They are Garda vetted, trained and insured. They can be hired for as little or often as needed to provide companionship, meal preparation, light housekeeping, errands and shopping. These are many of the tasks that you are probably having trouble fitting into your schedule.

What's even better is that Home Instead CAREGivers are matched to suit your parents' personality so he or she

relates to the interests and lifestyle of your parents.

FAMILY CAREGIVER SUPPORT AND ASSISTANCE

Home Instead Senior Care strives to help families take care of ageing loved ones through helpful caregiver resources, while helping you spot signs of stress on your emotional and stressful caregiving journey. You'll get help with family relationships and difficult conversations.

You'll find training and resources on managing conditions such as Alzheimer's disease or other dementia and arthritis, disability care, post-hospital care and palliative care, as well as helpful tips and advice on senior housing, safety, nutrition, financial issues and end-of-life planning. Contact your local Home Instead Senior Care office today for more information and advice.

EMOTIONAL SIGNS OF FAMILY CAREGIVER STRESS

"I'm so scared I'm not going to be able to get everything done. I can't believe no-one will help me! It makes me so angry. I've never felt so alone and out of control before."

The emotional experiences involved with providing care can strain even the most capable person. The resulting feelings of anger, anxiety, sadness, isolation, exhaustion – and then guilt for having these feelings – can exact a heavy toll. It's important to recognise the emotional signs of caregiver stress. Take a look at the following list and see if any apply to you:

- Anxiety
- Depression
- Moodiness/mood swings
- Butterflies
- Irritability, easily frustrated, road rage

- Memory problems and lack of concentration
- Feeling out of control
- Increased substance abuse
- Phobias
- Argumentative
- Feeling of isolation
- Job dissatisfaction

Noticing the way stress affects you physically is sometimes easier than seeing how it affects you emotionally. You may want to think about how your spouse or children are reacting to you. If you're more grumpy than normal they may let you know, or may just avoid you altogether.

Consider talking with a trusted friend or counsellor to help you evaluate your situation. Remember, it is not selfish to focus on your own needs and desires when you are a family caregiver. In fact, it is important that you take initiative with your own physical and emotional care, or else it could make you less useful to the person for whom you are caring.



Noeleen Cronin provides home care services in Cork and is a registered nurse. She has been helping families care for their ageing loved ones throughout her 20-year career in the nursing and home care industry. To put forward your caregiving questions or difficulties to Noeleen please email info@homeinstead.ie.

Marigold Festival Celebrates Healthy and Active Ageing

Home Instead Senior Care recently teamed up with Active Retirement Ireland to launch the first annual Marigold Festival – a celebration of healthy and active ageing in Ireland.

Five Marigold Festival events celebrating healthy and active ageing in Ireland have taken place across the country in Waterford, Tullamore, Limerick and Killarney, and next year we plan on rolling out the events to even more locations. With both organisations committed to supporting older people in living a happy, healthy and independent life, the festival offered lots of practical advice and fun-filled activities for people of all ages.

At Home Instead Senior Care, we believe in living life to the full. The Marigold Festival is for people who are young at heart and believe life is for living. “We were delighted to work with Active Retirement Ireland and the feedback has been so positive. Local people had the opportunity to listen to experts speak on

issues such as successful ageing, keeping the mind active and how having a positive attitude can improve quality of life,” said Danette Connolly, Director of Care, Home Instead Senior Care Waterford.

Therese Doyle, an active retiree who attended the Killarney event said: “I retired five years ago and the Marigold Festival has helped me to feel good about myself. It’s true, my demographic isn’t the only group ageing; no one can escape the process so it’s important to look after your health and wellbeing. I will certainly be letting my friends know all the practical tips I’ve learnt today.”

Celebrity author John Loneragan was the guest of honour at all events and was on hand to speak about what active retirement means to him. John worked in Mountjoy Prison for 42 years and is

the best-selling author of *The Governor*. He provided insight into his life and experience as “the man who ran Mountjoy Prison”.

“Sometimes for those of us approaching our older years, we may slow down and become less active,” he said. “The Marigold Festival is a reminder that life is for living and that we can continue to live a fun, full and active life no matter our age. The events have been a real opportunity for the local community to come together and help each other to live life to the full whether they are 30, 60 or 80 years of age”.

The Marigold Festival is an annual festival and we are currently planning a nationwide series of events for spring 2015. Visit our website for updates and details of the upcoming Marigold Festival.



Active Retirees in Waterford



Danette Connolly, Director of Care, Home Instead Senior Care Waterford with John Loneragan, celebrity author



Marigold in Limerick



Active Retirees in Tullamore



Anne Drury, Active Retirement, John Loneragan, celebrity author and Teresa O'Reilly, Owner of Home Instead Senior Care Westmeath



L-R: John Loneragan, celebrity author, Dr. Sabina Brennan, Trinity College Dublin, Danette Connolly, Director of Care, Home Instead Senior Care Waterford and Ed Murphy, CEO, Home Instead Senior Care



Killarney Marigold



Stephen Conway, owner of Home Instead Senior Care Wexford at Marigold Festival in Waterford



Win a two-night stay at the luxurious Trim Castle Hotel in Trim, Co Meath



Trim Castle Hotel offers breath-taking views and contemporary elegance. It is a beautifully appointed four-star hotel offering luxury accommodation, and wonderful eateries in the heritage town of Trim, Co Meath.



The location of Trim will capture the imagination of every visitor and is a perfect retreat for relaxation, offering elements of Ireland's history that are truly inspirational. With four of the best golf courses in Ireland located nearby, magnificent views, wonderful restaurants, heritage tours and a town centre location, this Trim hotel completes the picture for a perfect getaway.

Summer Competition Winner

Pictured: Summer newsletter winner Zita McDermott, Psychiatry of Old Age Ward, St. Vincent's Hospital with Karl Schutte, owner of Home Instead Senior Care, Ballsbridge. Zita won two nights' B&B for two people at the four-star Carton House Hotel.



All you have to do to enter is log on to www.homeinstead.ie and sign up to receive the Home Instead Senior Care online newsletter. The winner will be selected at random.



For more information on the Trim Castle Hotel, visit: www.trimcastlehotel.com or call (046) 948 3000.

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



Co. Carlow 056 7800 508	Dublin 1,3,5,7,13,15 01 853 5048	Co. Galway 091 384 160	Co. Louth 041 2132322	Co. Tipperary 0504 911 00
Co. Clare 065 679 7507	Dublin 2,4,6,8 01 667 0911	Co. Kerry 066 719 3350	Co. Longford 044 938 5260	Co. Waterford 051 333 966
Cork North (Nth City & County) 021 4307 907	Dublin 6W,10,12,14,16 & West Dublin 01 424 1945	Co. Kildare 045 484 623	Co. Mayo 091 384 160	Co. Westmeath 044 938 5260
Cork (Sth City, East & Sth Cork) 021 500 2190	Dublin 9,11,17 & N. Co. Dublin 01 895 0010	Co. Kilkenny 056 7800 508	Co. Meath 046 948 3338	Co. Wexford 053 918 4042
West Cork 027 300 97	Dublin 14,18 & South County Dublin 01 206 8022	Co. Laois 045 484 623	Co. Offaly 057 932 3838	Co. Wicklow 01 276 8122
Co. Donegal 074 911 3050		Co. Leitrim 071 914 1511	Co. Roscommon 091 384 160	
		Co. Limerick 061 462 070	Co. Sligo 071 914 1511	