

Senior Care CONNECTIONS

WINTER
2013

**Home Instead
Wins Ireland's Top
Franchise Award**

**Senior Citizen
Guidebook Due
In January**

**Investigating Your
Loved One's Needs
During A Visit**



**National CAREGiver
of the Year 2013**

Win! A Two-night B&B at the Luxurious Lakeside
Bloomfield House Hotel in Co Westmeath

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 Wins Ireland's Top Franchise Award

Home Instead Senior Care has been crowned Franchise of the Year (Service) at the Ulster Bank Irish Franchise Association Awards 2013.



Ed Murphy, Danette Connolly and Peter Taylor from Home Instead Senior Care are presented with the Franchise of the Year (Service) award by Derek Manning of Ulster Bank, with John Perry TD, Minister for Small Business (right).

The Ulster Bank Irish Franchise Association Awards recognise excellence in franchising and reward the outstanding achievements of businesses and individuals in the franchise industry. David Killeen, Chairman of the Irish Franchise Association, said: "I would like to congratulate Home Instead

Senior Care on winning the top accolade. Through the collective effort of all involved, they continue to drive improvements in standards and have a genuine and passionate understanding of best practice and ethical franchising in Ireland."

Ed Murphy, CEO of Home Instead Senior Care said: "It is so rewarding to see that Home Instead Senior Care and the home care service we provide to Ireland's seniors has been

so strongly recognised by the Irish Franchise Association. We are very passionate about not only providing the highest quality of home care service across the country but we are proud to see the very real difference the care we provide is making to the lives of seniors. It is a terrific accolade for such efforts to be acknowledged."

WHY HOME INSTEAD WON

- Has delivered over 1.2 million hours' worth of care to more than 3,000 older people.
- Employs 2,500 Professional CAREGivers: experienced, Garda-vetted, insured, trained
- Comprehensive training programmes.
- Achieved ISO 9001:2008, Healthmark, Q Mark Awards for Quality Management System.
- Responsive staff available 24/7.
- Launched €300k Trinity College Dublin research.
- Trained over 1,000 family caregivers at dementia education workshops.
- Offers unique resources for free to family caregivers and the wider community.
- Active online community.
- Best Healthcare Provider of the Year Award.

Meet Charlotte Reilly

Charlotte Reilly is the owner of the recently opened Home Instead Senior Care office in Trim, Co Meath. Charlotte and her team will provide professional home care services to older people in Meath and Louth.

A proud Meath woman, Charlotte grew up in Trim and was educated locally by the Mercy Sisters before going on to continue her education at the regional technical college in Athlone. Charlotte's early career saw her working in a variety of different customer service and sales roles in America, England, Dublin and Australia before returning to Ireland permanently in 1992. At that time Charlotte became the first field sales representative for Snap Printing. Her success in this role led her to opening her own Snap Printing franchise in Dublin with her husband in 1996.

After 10 years owning and developing this business, Charlotte was involved in the setting up and growth of a series of

dry cleaning shops throughout Dublin and Kildare. In 2012 Charlotte had her initial insight into the world of homecare when she took a key role in the rolling out of a new IT system for HSE-funded home help organisations in north Dublin. This experience led her to appreciate at first hand the need for suitable homecare solutions in Ireland.

Charlotte says: "I am absolutely delighted and so proud that my latest business venture is a Home Instead Senior Care company less than a stone's throw from where I grew up and now live with my own family. I understand the stress and worry families experience as their loved ones age and that's why I am passionate about caring for older people in my community."



Charlotte Reilly

For more information please contact Charlotte on (046) 948 3338 or charlotte.reilly@hisc.ie.

Age Loudly with Senior Citizen: The Essential Guidebook 2014

Home Instead Senior Care is encouraging older people to 'age loudly' in 2014 with the launch of their new edition of Senior Citizen: The Essential Guidebook. Endorsed by Age Action, the free annual guidebook is relied upon by tens of thousands of seniors and their families every day. It offers practical information on topics from care options, entitlements, finance, health, law and nutrition to unique insights and useful tips on successful ageing.

Home Instead Senior Care's mission is to enhance the lives of seniors, enabling them to live happy, healthy and independent lives in their homes for longer than otherwise possible. They are passionate about ageing well and preventing loss of independence. Interestingly, health literacy is regarded as a stronger predictor of health status than age, income, employment status, education level, race or ethnic group (Weiss, American Medical Association, 2007). Hence the value Home Instead places on educating Irish senior citizens with accessible and practical information in the shape of its 2014 edition of Senior Citizen: The Essential Guidebook.

THE CARE JOURNEY

This quality reference guide will take readers on what Home Instead Senior Care calls 'the care journey'. The care journey aims to optimise the opportunities for successful ageing including living at home, health, life-long learning, participation and security in order to enhance quality of life.

Ed Murphy, CEO of Home Instead Senior Care says: "The Central Statistics Office in Ireland predicts that over the next 30 years, the number of people over the age of 65 will double and the number over 80 will quadruple. Our ageing population is certainly one of humanity's greatest triumphs. But it is also one of our greatest challenges with increased economic and social demands on our country, in terms of our funding for quality health and welfare services, increased cost of living, changes to family and community settings with increased emigration, social isolation and so on.

"We want Senior Citizen: The Essential Guidebook to support the development of a 'culture of care planning' as we believe this is the foundation needed to age successfully. This holistic approach to ageing involves highlighting key areas such as diet, exercise, understanding your entitlements – your medical condition if you have one, appointing a power of attorney, considering your preferred care options for later life. We want care planning to be seen as the necessary and smart option for seniors. Ultimately this concept is for everyone, as one thing we can be sure of: no-one can escape the ageing process."

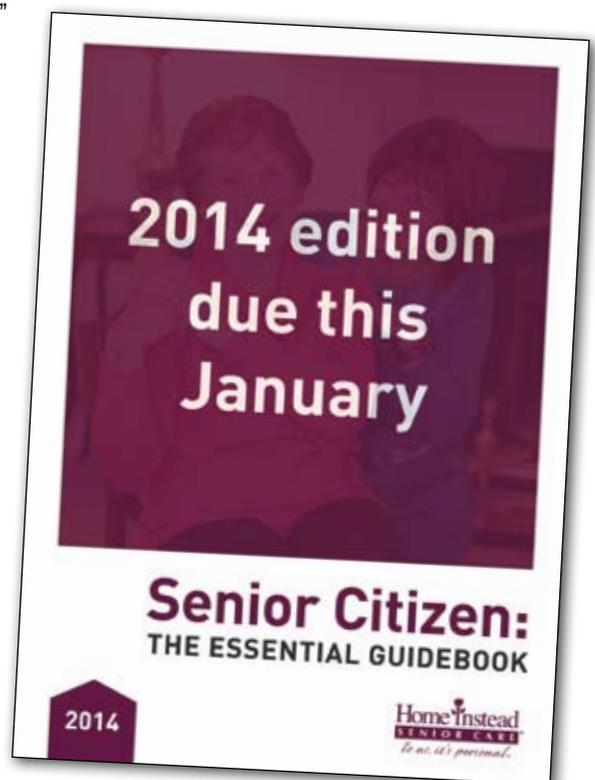
As a professional organisation dedicated to providing quality home care services, Home Instead Senior Care is resilient in its belief that older people should be encouraged to live at home for as long as possible, and if they require extra support to do so, this should be promoted. Research has shown time and time again that home is where older people are happiest, healthiest and most importantly where they want to be.

"Home Instead understands that older people living at home is very different to having a quality of life at home", says Ed Murphy. "Our Professional CAREgivers are fully trained not only in delivering specialised home care services, but they also encourage and support older clients

to fulfil their potential, whatever that may look like for that individual.

"It is crucial that senior citizens make it their mission to plan for quality of life at home. This is a fantastic message that is held within the Senior Citizen guidebook and one I would urge older people, family, friends and carers to really think about. The time to plan is now."

Senior Citizen: The Essential Guidebook 2014 will be launched in January with 45,000 copies available free from local Home Instead Senior Care offices or digitally at www.homeinstead.ie.



**Pre-book your FREE copy
TODAY on 1890 989 755**

National CAREGiver of the Year Honoured for Commitment and Service to Older People

Limerick CAREGiver Michelle Curran has been crowned National CAREGiver of the Year 2013 by Home Instead Senior Care at its annual gala awards ceremony in Killashee House Hotel, Co Kildare.

This year at Home Instead Senior Care's gala awards ceremony, CAREGiver Michelle Curran was recognised for her commitment and service to older people in the Limerick area. "Professional CAREGivers like Michelle are the core of our business," said local owner Liam Toland.

"Without dedicated CAREGivers, we couldn't provide the superior quality of service to seniors that sets our organisation apart from others. Professional CAREGivers are the foundation of Home Instead Senior Care and provide the support that helps older adults remain in their homes longer than they otherwise could."

Michelle was nominated by local clients, their families and other CAREGivers and staff.

A daughter of one of Michelle's clients said: "Michelle cared for my Dad for over three years. She was very committed to ensuring his wellbeing. She often reassured the family that she lived nearby and could call in on him if we were ever worried. That was a kindness that went beyond the call of duty."

Another son of a client said: "I would like to express my ongoing appreciation for Michelle. She has been caring for my mother since last November. It is clearly evident to me that the care and attention she is providing has had a significant impact on the improved quality of life of my mother."

According to Mary Golden, Manager of Home Instead Senior Care in Limerick, "Michelle has every quality it takes to make a special caregiver. She is extremely kind and considerate to her clients. They all absolutely love her. To me it's her quiet and unassuming manner and her unbelievable patience that makes her stand out. She is very pleasant, good-humoured and passionate about learning and attends all additional Home Instead

training. I congratulate her on winning this award. Home Instead Senior Care is blessed to have such a wonderful lady as Michelle on our team."

WHY PROFESSIONAL CAREGIVERS?

Every single day, families are struggling. Balancing the demands of life such as child-rearing and careers while taking care of older loved ones can take its toll on a family. Professional Home Instead CAREGivers such as Michelle Curran can serve as a respite to families and help seniors remain independent for as long as possible.



Michelle Curran, CAREGiver of the Year 2013

WHAT DOES A PROFESSIONAL CAREGIVER DO?

Professional Home Instead CAREGivers provide a variety of non-medical services that allow seniors to remain in their homes. These services may include:

- Providing companionship and conversation
- Planning and preparing meals
- Light housekeeping
- Medication reminders
- Running errands
- Encouraging social and mentally-stimulating activities
- Facilitating opportunities to exercise
- Transportation
- Personal Care
- Post-hospital care
- Disability Care
- Specialised Alzheimer's care
- Palliative care
- Respite care

The majority of Home Instead CAREGivers have experience carrying out many of these tasks for their own family or older friends. This year, Professional CAREGiving from Home Instead Senior Care has delivered over 1.2 million hours' worth of care to more than 3,000 older people in local communities throughout Ireland, enabling them to live rich, independent lives.

ADVANCED HOME INSTEAD TRAINING

Home Instead CAREGivers are rigorously recruited, Garda-vetted, insured and trained to Fetac level 5. Many Home Instead CAREGivers begin by providing basic companionship and home help services. They then have the opportunity to advance their senior care skills through special training programmes offered by Home Instead Senior Care. Advanced CAREGiving opportunities include:

- **Personal care training:** CAREGivers receive personal care training and become qualified to help clients with bathing, incontinence, hygiene, and other hands-on tasks of daily living that they can no longer manage themselves.
- **Specialised Alzheimer's and other dementias CARE training:** It takes an exceptionally dedicated, specially trained CAREGiver to provide care for someone who has Alzheimer's disease or other dementias. Home Instead's Alzheimer's or Other Dementias CARE: Changing Ageing Through Research and Education training programme equips Professional CAREGivers with proven techniques that enable them to provide the highest quality of customised care and support to clients and their families.

Women especially are balancing the care of their parents with piano lessons and transporting children to numerous clubs, a full-time job, house-keeping, community, and volunteer activities. These family caregivers eventually run out of hours in the day; the stress becomes too great and the balance is broken. That's where Professional CAREGivers come in. Professional CAREGivers from Home

Instead Senior Care can help these families restore balance, order and peace to their lives and help their senior loved ones remain at home.

Being a Professional CAREGiver is a unique job with responsibilities and challenges, both physical and emotional. But it also offers many joys and rewards that simply aren't found in other careers. Professional CAREGivers have the

opportunity to meet wonderful people, build fulfilling relationships and make a difference in the lives of their clients and their families.

To find out more about Professional CAREGiving services contact Home Instead Senior Care on 1890 930 013 or log on to www.homeinstead.ie.

Home Instead 'Care Partner' of the 'Sandwich Generation'

Home Instead Senior Care has highlighted its concerns surrounding the new report on the growing 'sandwich generation' of older women supporting three generations – their elderly parents, their children and their grandchildren.

Home Instead Senior Care understands the pressures and stress faced by 'the sandwich generation'. The sandwich generation are women aged between 50 and 69 with a living parent and children (accounting for a third of this age group, or 141,400 women in Ireland), according to the Trinity College Dublin study on intergenerational transfers.

Most of these women give a range of financial or non-financial help to both their elderly parents and their children. Over half of these women (58 per cent) give help to their parents and 83 per cent give help to their dependent and non-dependent children, according to the research that is part of the Irish Longitudinal Study on Ageing (TILDA).

In addition, one third of the sandwich generation women look after their grandchildren – this proportion increased with age and decreased with education level. Half of the women also work and a quarter had third-level education, the study found.

Home Instead Senior Care agrees with a key finding of the report that "providing such support can have a negative impact on the health of these women and lead to increased depression". The sandwich generation is becoming more relevant with changing population structure as people live longer, fertility is delayed and more women



remain in the workforce, the report said. The recession also impacts on the ability of elderly parents and younger adult children to offer support as availing of home care support is often thought of as an expensive option, which isn't necessarily the case.

"Many of our older clients have adult children who work and have their own children and grandchildren to care for," explains Ed Murphy, CEO of Home Instead Senior Care. "These pressures of 'modern family life' do not lend themselves to providing the necessary support to elderly loved ones.

"This is where home care is a highly effective service. We essentially become their 'Care Partner'. Our Professional CAREGivers support older adults to remain at home when perhaps family

members have other commitments they need to see to. Home care is proven to help older people remain happier and healthier for longer than otherwise possible because they are living in familiar surroundings. This reduces the pressure on the sandwich generation, giving them peace of mind when they feel worried and stressed about the care of their ageing loved one. Up to 41 per cent tax relief is available on the cost of home care so it is certainly more affordable for families than financing expensive nursing homes and hospital beds."

To find out more about how Home Instead Senior Care can support you, call us on 1890 930 013 or log on to www.homeinstead.ie.

Unique Alzheimer's Care Services from Home Instead Achieve Strong Results

Remaining in familiar surroundings helps to manage the challenges of memory loss – and Home Instead Senior Care's approach can help seniors and their families to cope.



From the comfort of a favourite armchair by the fireplace to the familiarity of each floorboard that creaks in the hall, there's no place like home. For a person with Alzheimer's disease, research has shown that remaining in familiar surroundings helps to manage the challenges of memory loss.

Home Instead Senior Care's person-centered approach to Alzheimer's care, backed by advanced research and professional CAREGiver education, can help seniors cope with the challenges of Alzheimer's while enabling them to

continue doing what they can on their own in the comfort of home. Home Instead's unique Alzheimer's and dementia training programme was developed as part of its CARE: Changing Ageing through Research and Education programme. This expert-endorsed programme equips Professional Home Instead CAREGivers to provide the highest quality of customised care that:

- Allows the senior to remain safe and calm at home
- Encourages engagement
- Provides nutritious meals

- Creates social interaction
- Provides mind-stimulating activities
- Manages changing behaviours
- Honours who the senior was earlier in life
- Supports the family

Most importantly, Professional CAREGivers can provide assistance with enhancing and restoring the simple pleasures of life, such as a walk in the park, a spin in the car to get ice cream or spending time in the garden. Proven to maximise abilities and independence, such senior care activities remain one of the best non-medical treatments for Alzheimer's disease.

Following on from the success of Home Instead's recent 'Until there is a Cure' campaign, which offered free dementia education workshops to family and community members caring for a loved one with Alzheimer's or other dementia, Home Instead is now scheduling workshops across the country on a regular basis.

If you need professional help caring for your loved one or would like to attend a dementia education workshop, contact your local Home Instead Senior Care office on 1890 930 013 or log on to www.homeinstead.ie.

TOP 10 TIPS TO HELP REDUCE THE RISK OF COLD THIS WINTER

1. Icy footpaths and roads can be very slippery and dangerous – make sure to wear boots or shoes with a good grip on the soles. An old pair of socks pulled on over your shoes is also effective.
2. Have a small supply of grit or salt available to put on paths and driveways to lessen the risk of slipping. Remember that black ice on paths, driveways or roads may not be visible.
3. Several layers of light clothes are better than one thick layer; wear thermal underwear.
4. Choose clothes made of wool, cotton or fleecy synthetic fibres that are designed to be light and warm.
5. Have heavy, well-fitted curtains. Draw them in the evening.
6. In very cold weather, sleep with warm bedding, warm pyjamas or night dress, wear bed socks and a night cap. Keep a flask with a hot drink by your bed.
7. Heat bedroom before going to bed and make sure the room is warm before getting up in the morning.
8. Draught-proof around windows, external doors and letterbox flaps to retain heat. Close internal doors and do not leave windows open for long periods.
9. Fit a good lagging jacket to the hot water cylinder. It will keep water warmer for longer.
10. Listen to any advice being given by the emergency services.

7 Ways to Investigate Your Loved One's Needs During a Visit

So you've returned home after visiting your ageing loved ones during the Christmas holidays. Perhaps you noticed your mother has more difficulty walking, or she is not sleeping at night. If so, do you feel prepared to handle this situation? Consider these seven common issues that can threaten a senior's independence.

1.PAIN

Does your mother now pull up a stool by the sink to peel the potatoes? Does she wince when she bends down? Does she complain about a bad back? If you notice any red flags, try gently asking her: "How long has your back been hurting you?" Even if she tries to pretend she's managing fine, consider helping her schedule a doctor's appointment to be sure.

2.MEMORY

Does she have trouble recalling events from that morning? Has she told you the same story over and over? You may want to keep a list of concerns to bring up with her GP or public health nurse.

3.DEPRESSION

If you see any hints of irritability, sadness or sleep difficulties, these could be signs of depression. Depression is common among seniors, and any related concerns should be checked out by a doctor or mental health care professional.

4.SOCIAL ENGAGEMENT

Ask your mother to tell you about her friends. Social seniors generally have a healthier and more optimistic outlook on life. If she doesn't have a strong social network, look into community activities that she may enjoy, or companionship services from Home Instead Senior Care.

5.SAFETY

If your mother has more difficulty walking, make sure she has a cane, walker or the proper support; remove rugs or other potential tripping hazards and look into installing grab bars and no-slip strips where needed. If you're worried about falls or other safety issues, look into getting a medical alert system or hiring a Professional CAREGiver from Home



Instead Senior Care who can check up on her frequently.

6.HOUSEKEEPING

As seniors experience declining health, they may have more trouble keeping up with the housework. If you notice the house looks more unkempt than usual, consider senior care services that include light housekeeping.

7.MEDICATION

Try to notice if your senior loved one is taking the appropriate pills at mealtimes or before bed and if she is keeping the pillbox organised. If she is not reliable with a medication schedule, you may want to look into home care services that provide medication reminders.

HOW TO ADDRESS THE ISSUES YOU UNCOVER

Even if you meet with some resistance when gently confronting a loved one about potential issues you may observe during your visit, it is in both your and your

loved one's best interest to find a solution that can help keep him or her safe and independent at home.

If you're unsure about the best way to diplomatically discuss issues with your loved one, download Home Instead Senior Care's 40-70 conversation starter guide at www.homeinstead.ie.

For any physical or mental health concerns you may have, consulting your ageing loved one's GP might be the best thing to do. It's better to address a concern early than wait until it becomes a health emergency.

If you get the sense that your loved one needs more assistance with activities of daily living, Home Instead Senior Care offers free care consultations that allow you and your family to sit down and discuss care options with a home care professional, without you having to pay for the consultation or committing to services.

For more information call 1890 930 013 or log on to www.homeinstead.ie.

Win!
A luxury
two-night
break

*Win 2 Nights' B&B at the Luxurious Lakeside
Bloomfield House Hotel in Co Westmeath*



The four-star Bloomfield House Hotel, Leisure Club and Spa is nestled amid acres of rich parkland on the shores of Lough Ennell in the beautiful Westmeath Lakelands. Not only is it the perfect location for relaxation and indulgence, but there are many great activities onsite and in the surrounding area.

Culture-junkies will relish a complimentary trip to Belvedere House, while golf enthusiasts can tee off next door at Mullingar Golf Club. Escape in to a world of pure indulgence and total relaxation at Bloomfield Spa – an unforgettable and deeply pleasurable experience. Dining at Bloomfield House is highly recommended, with extensive menus available at the Stirrup and Reel Bar and the Charles Brinsley Restaurant.

Bloomfield House Hotel offers the perfect country escape with its combination of traditional Irish hospitality, elegant surroundings and excellent facilities. Relaxation proves effortless at Bloomfield House Hotel.

All you have to do to enter is log on to www.homeinstead.ie and sign up for our online newsletter. The winner will be selected at random from all newsletter sign-ups. For amazing special offers at Bloomfield House Hotel contact 044 93 40894 or visit www.bloomfieldhousehotel.ie



"There is no passion to be found playing small in settling for a life that is less than the one you are capable of living."

**Nelson Mandela, 1918-2013
Rest In Peace**

Photo credit: South Africa The Good PhotoNews



Pictured: Mick O Driscoll, Owner of Home Instead Senior Care, Cork North with autumn newsletter winner Fiona Willis of Mallow General Hospital, Cork, who won a luxury weekend break for two at the Sheraton Athlone Hotel.

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

Carlow 056 7800 508	Dublin 1,3,5,7,13,15 01 853 5048	Co. Galway 091 384 160	Louth 041 2132322	Co. Tipperary 0504 911 00
Clare 061 462 070	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 4217 310	Dublin 6W,10, 12,14,16 & West Dublin 01 424 1945	Co. Kildare 045 484 623	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	Kilkenny 056 7800 508	Meath 046 948 3338	Co. Wexford 053 918 4042
West Cork 027 300 97	Dublin 14, 18 & South	Laois 045 484 623	Co. Offaly 057 932 3838	Co. Wicklow 01 276 8122
Co. Donegal 074 911 3050	County Dublin 01 206 8022	Co. Leitrim 071 914 1511	Roscommon 091 384 160	
		Co. Limerick 061 462 070	Co. Sligo 071 914 1511	



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