

Senior Care CONNECTIONS

SPRING
2013



**Home Instead
Wins Best
Healthcare
Specialist
Award**

**'Senior Citizen'
Guidebook
Launched**

**Quality of Care
Accredited**

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

Win! A fabulous weekend
break for two at Killashee
House Hotel in County
Kildare

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 Senior Care Wins Best Healthcare Specialist Award

Home Instead Senior Care has been awarded the accolade of being Ireland's Best Healthcare Specialist. This award honours Home Instead's outstanding achievement to Irish healthcare, attributable to what judges deemed their professional profile as a premium provider of home care services, their broad and specialist range of quality services and their high levels of excellence in customer care.

“Health is the thing that makes you feel that now is the best time of the year.”

-FRANKLIN P. ADAMS



Pictured L-R: Ian Talbot, CEO of Chambers Ireland and Ruairi Kavanagh, Managing Editor of InBusiness presenting the award for Best Healthcare Specialist to Ed Murphy, CEO of Home Instead Senior Care.

A Great Place to Work?



Home Instead Senior Care has embarked on a journey to be recognised as a Great Place To Work. This scheme is used to identify what the best organisations do well and how they can continue to improve. It focuses on building trust with employees, clients and other stakeholders.

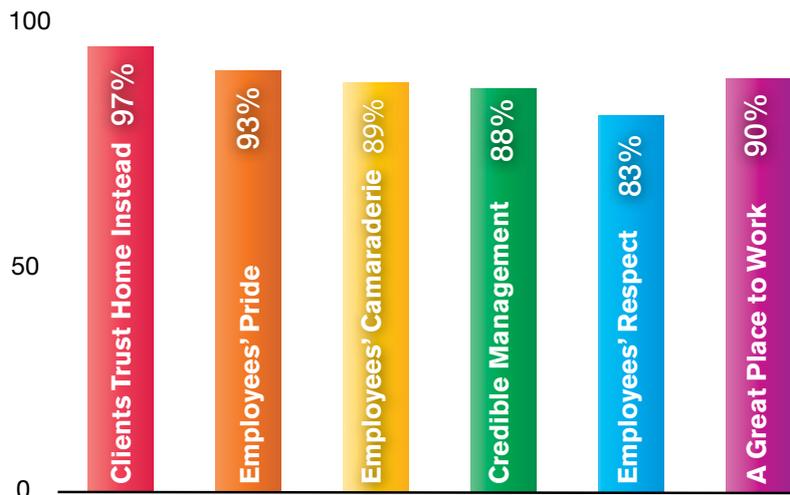
AT HOME INSTEAD SENIOR CARE:

- › We are committed to building our team by creating a positive culture that inspires employees
- › We want the voices and involvement of our employees to help implement positive change
- › We want to hear the opinions of our employees and their experiences, so that we can use this valuable information to ensure we continue to improve our offering and be an employer of choice.

RESULTS FROM FIRST SURVEY:

We are delighted with the extremely positive responses from our employees at Home Instead Senior Care and look forward to achieving the status as being a Great Place to Work.

- › Clients' level of trust in Home Instead Senior Care 97%
- › Employees feeling pride in their work 93%



- › Employees have a feeling of camaraderie 89%
- › Employees feeling that management are credible 88%
- › Employees feeling they are respected 83%
- › Overall employees feel it is a great place to work 90%

If you would like more information on Great Place To Work, please check out www.greatplacetowork.ie. Meanwhile, log on to www.homeinstead.ie to keep updated on our progress.

Home Instead Improving Quality of Care – Certification Announcement of ISO 9001:2008



Home Instead Senior Care is proud to announce another step in its commitment to quality care, customer service and continual improvement with the certification of our quality management system to ISO 9001:2008 – Quality Management System UKAS Certification (Healthmark).

ISO 9001, which is administered by the International Organisation for Standardisation, is recognised globally as the guideline for establishing and maintaining an effective quality management system for business in any sector. Companies seeking certification must be able to demonstrate to the satisfaction of an independent third party auditor an ability to consistently provide services

that meet the customers' and regulatory requirements. Home Instead Senior Care underwent a stringent evaluation process where we demonstrated that we adhere to quality standards in the areas of customer satisfaction, service delivery, CAREGiver hiring and development, and continuous improvement in how we care for our clients.

CEO of Home Instead Senior Care Ed Murphy says: "This supports Home Instead's focus on understanding and exceeding the expectations of our clients by continually improving the quality of our services and support systems.

"Accreditation formally reinforces the quality of care and values we have always provided to our clients, to build a reputation based on relationships of trust.

"We believe that our decision to become an ISO 9001: 2008 certified home care provider is a proactive one that demonstrates our commitment to provide superior quality care to our clients and community".

Companies seeking certification must be able to demonstrate an ability to consistently provide services that meet the customers' and regulatory requirements.

Cork Seniors' Talent Celebrated

Both Home Instead Senior Care offices based in Cork have come together to be a sponsor of this year's Over 60s Show alongside the Evening Echo and Blackpool Shopping Centre. The highly contested Cork-based talent show covers the whole of Cork and was the brainchild of local man Paddy O'Brien some 35 years ago.

When working as a delivery man as a young adult, Mr O'Brien noticed how isolated older people in his local community had become – especially those living alone. Paddy took it upon himself to start a talent show for the over 60s. He felt that by having an event specifically for older people, he could create a positive community where people could enjoy themselves and in turn boost their zest for life.

Mick O Driscoll, Owner of Home Instead Senior Care, Cork North said: "Paddy's focus and commitment to showcase the very real talent of our seniors is incredible. He has an unstoppable drive to encourage and celebrate the positive spirit of ageing. The social contribution Cork's older



Mick O Driscoll, Owner of Home Instead Senior Care, Cork North with Paddy O'Brien, Organiser of Cork's Over 60s Show

people make to the entire community is rightfully acknowledged through the Over 60s Show. Paddy is certainly an inspiration to us all, personifying why Cork is a great place to grow old".

Noleen Cronin, Owner of Home Instead Senior Care, Blackrock, Cork continued: "The Over 60s Show is a real highlight in the Cork calendar. Our mission at Home Instead Senior Care is to 'enhance the lives of older people by enabling them to

live happy, healthy and independent lives at home for as long as otherwise possible'. The Over 60s Show embraces a similar ethos and I am very proud to be a sponsor of such a positive event. "

With 24 heats and a gala semi-final, the competition will be rife at this year's gala final in City Hall Cork on May 26th!

All proceeds raised from the Over 60s show will be donated to support the work of the Irish Heart Foundation.

‘Senior Citizen: The Essential Guidebook’ Launched

“Ireland should take the lead and make our country the best place for people to grow old” –
Ed Murphy, CEO, Home Instead Senior Care



L-R Robin Webster, CEO, Age Action, Michael Kearney, Director of Home Instead Senior Care and Ireland Rugby Team Manager, Ed Murphy, CEO, Home Instead Senior Care and Micheál Ó Muircheartaigh, broadcaster.

Home Instead Senior Care’s mission is to enhance the lives of older people, enabling them to live happy, healthy and independent lives in their home for longer than otherwise possible.

While traditionally old age has been associated with retirement, illness and dependency, today most people remain independent well into their 80s. The average life expectancy for both men and women 50 years ago was 58 years of age; today it is 80 for a man and 84 for a woman. In Ireland the number of citizens aged over 75 is set to double from 207,000 at present to 414,000 in the next 12 years. Clearly this age wave means we need to be planning for our future now.

From providing home care to 2,500 people throughout Ireland, Home Instead Senior Care became cognisant of the fact that older people and their families were faced with a very real unmet need for quality information, encapsulating everything from allowances and entitlements, fitness and wellbeing, legal

and financial information, bereavement, nutrition and diet to medical care and home care.

Having published a number of advice booklets focusing on health and wellness for older people, Home Instead Senior Care is delighted to now make available Senior Citizen: The Essential Guidebook 2013. With contributions from the HSE, Age Action and many other older people’s organisations, this quality guidebook is certainly our positive contribution to change the face of ageing in Ireland. 45,000 copies of the guide are available completely free to health centres, libraries, citizens information centres, GP surgeries, hospitals, and to senior citizens who request a copy.

EAMON TIMMINS, AGE ACTION

“This year began with issues such as rural crime, the challenges posed by winter weather, and the threat to funding for the Seniors Alert Scheme. To a greater or lesser degree, those most affected by these



Senior Citizen: THE ESSENTIAL GUIDEBOOK

2013




issues were people who were not at the heart of their community – people living alone, in remote areas, or who had no family – isolated perhaps due to poor health, lack of transport or a declining social network,”



L-R: Micheál Ó Muircheartaigh, GAA commentator, Mildred Sargent, Templeogue Active Retirement.

says Eamon Timmins of Age Action.

Mr. Timmins was speaking at the launch of Senior Citizen: The Essential Guidebook, a roadmap to successful ageing which was launched by Micheál Ó Muircheartaigh.

“Senior Citizen: The Essential Guidebook supports our goal to actively change the face of ageing by providing older people and their families with quality information on a range of topics.”

MICHEAL Ó MUIRCHARTAIGH

Micheál Ó Muircheartaigh commented: “Guidebooks on various topics and subjects have been in use in many countries for a long time. They catered for different interests by containing information deemed to be of use to members of the public at particular times. Such books were generally well received and it is in that very light that I view Senior Citizen: The Essential Guidebook. Thankfully, senior citizens in Ireland have come more to the fore in recent times and will certainly appreciate the quality of this product once

they have glanced through it initially. It will lead to greater contacts between the different age groups and this can be very beneficial to all concerned. This guidebook might even become a prototype for other countries. Bail ó Dhia ar an Saothar.”

ED MURPHY, HOME INSTEAD SENIOR CARE

Ed Murphy of Home Instead Senior Care says: “The challenges facing governments across the world regarding the age wave are similar; Ireland should take the lead and make our country the best place for people to grow old by helping our senior citizens to live happy, healthy and independent lives in their homes for longer than otherwise possible. We at Home Instead Senior Care would like to see the Government become a thought leader in how our senior citizens are viewed and valued. I am looking forward to the implementation of the impending National Positive Ageing Strategy and hope to see very constructive and positive impacts for older people and their families. Senior Citizen: The Essential Guidebook supports our goal to actively change the face of ageing by providing older people and their families with quality information.”

MINISTER KATHLEEN LYNCH

In her foreword, Kathleen Lynch TD, Minister of State with responsibility for Disability, Older People, Equality and Mental Health, says: “I am delighted to see Home Instead

Senior Care, with the endorsement of Age Action Ireland, have again produced a well proven and valuable resource for senior citizens, their families, carers and health care professionals. I understand that 45,000 copies of this resource will be distributed nationally to GPs, community nurses and others involved in the well being of older people. This guidebook offers reliable, informative and engaging information on a diverse range of issues which specifically impact on older people, and includes a directory of useful contacts. I would like to congratulate everyone associated with this publication for their hard work. I know that it will prove a helpful resource for many.” Minister Lynch confirmed that the National Positive Ageing Strategy will be published this year.

NOEL MULVIHILL, HSE

Noel Mulvihill, Assistant National Director, Services for Older Persons, HSE, in his foreword, comments: “The strategic aim of the HSE’s Services for Older People is to support older people to remain at home in independence for as long as possible or, where this is not possible, in an alternative appropriate high quality residential care setting... The Senior Citizen Guidebook is a convenient user friendly reference guide that provides useful links to other information sources which may also be of interest to the wider population.”

'Senior Citizen' features information on:

- Allowances and Entitlements for older people and carers
- Minding your Health
- Home Care
- Keeping Safe at Home
- Nursing Homes
- Alzheimer's and other Dementia Care
- Tips on Health and Fitness, Nutrition and Diet, Holidays and Travel
- Financial and Legal Information
- How to deal with Bereavement

It also has a directory of older people's organisations and other useful contacts.

To order a FREE copy of Senior Citizen: The Essential Guidebook, call 1890 989 755 or log on to www.homeinstead.ie to download a PDF of the guidebook.

The Caregiving Relationship:

“To us, it’s personal”

Home Instead Senior Care is the premium provider of quality home care services to older people and their families throughout Ireland. We achieve this through building extraordinary relationships between our CAREGivers and clients. It is through the provision of high level quality care that we enhance the lives of seniors and their family members. We believe the support home care provides to families is only as strong as the mutual connection between CAREGivers and clients. Whatever each day may bring, our relationship-first approach enables us to help bring families together by anticipating our clients' changing needs in their homes and community.

Home Instead Senior Care lives out “to us, it's personal” by empowering each and every one of our CAREGivers to build trust, take the lead and be compassionate. We put relationship first in all we do; this is the heart and soul of Home Instead Senior Care.

“When I see how happy mum is, I know the right decision was made”

The following case study demonstrates the valuable role Home Instead's professional CAREGivers play to improving the quality of life of Kathleen O'Brien and her family in Co. Wexford.

Before employing the services of Home Instead Senior Care, Kathleen O'Brien was finding it increasingly difficult to remain living in her own home and needed her daughters to take turns to stay with her at night. Her children over the last number of years had children of their own and were finding having to leave their own young families to go and stay with their mother – who also needed their love and support – a very difficult situation, experiencing both stress and guilt.



Kathleen wanted to have the option to remain living in her own home every night so both she and her daughters made the decision to contact Home Instead Senior Care to find out about their services. For this to work, Kathleen needed extra support getting in and out of bed, some help preparing meals and importantly a like-minded person to keep her company as she lives alone. After a free and thorough care consultation with Home Instead's Care Manager, Kathleen and her family decided they would employ a Home Instead CAREGiver allowing Kathleen to live where she feels happiest, in her own home.

Kathleen's daughter Rose remarked: “It was a difficult decision for us all to make but we have no regrets – on the contrary. When I see how happy my mum is, I know the right decision was made. My sister is able to claim 41 per cent tax relief on the cost of the care, which is certainly an added benefit as we both have young families to look after. It is because of the wonderful support of Home Instead's CAREGivers that Mum can stay in her own home; she doesn't want to be anywhere else. Her

two CAREGivers Teresa and Angela just ‘click’ with her. It's as if they've known each other for years! Teresa is very musical and when Mummy became aware of this she invited some of her neighbours over to meet her, hoping for a music session for her and her friends. It's brilliant – she has a new lease of life! My sister and I also feel so much more content knowing she is being cared for by true professionals. Not only do we trust both ladies to do a great job, but they are just the best companions for her.”

Kathleen O'Brien commented: “I feel independent again. It's just great. Home Instead's CAREGivers have made a very positive difference to my quality of life. We go shopping together, bake together – they are wonderful. Now when my family comes to visit me, we really enjoy this special time because I know my daughters aren't worrying about me! I can't speak more highly of my CAREGivers.”

“Old age is always fifteen years older than I am”

-OLIVER WENDELL HOLMES

National Positive Ageing Strategy Imminent

Home Instead Senior Care welcomes the forthcoming National Positive Ageing Strategy, due this year.

With Ireland's older population set to increase exponentially over the coming years, there is no doubt that our social and economic landscape is facing dramatic changes.

Home Instead Senior Care welcomes the imminent publication of the National Positive Ageing Strategy and hopes to see very constructive and positive impacts for older people and their families.

Home Instead Senior Care would like to see Ireland take the lead and make our country the best place to grow old by helping older people and their families to take a proactive and creative approach to ageing, so that their quality of life now and in the future means they lead happy, healthy and independent lives in their own homes for as long as possible.

WHAT IS THE NATIONAL POSITIVE AGEING STRATEGY?

The National Positive Ageing Strategy is the long-term plan for making Ireland a better place to grow older. The strategy will involve all levels of Government as well as city and county councils. It will also influence the activities of organisations in the community, voluntary and private sectors.

WHY IS THE NATIONAL POSITIVE AGEING STRATEGY IMPORTANT?

We all age. We don't know what our lives will be like as we age. Some of us will remain healthy and active; others will experience illness and disability. We all want to live life until the end. Whatever our circumstances, the drive to manage ourselves and our own lives will remain powerful. The National Positive Ageing Strategy determines the baseline for a blend of values, policies, laws and services that will maximise our independence as we age. If this happens, Ireland will become a better place for people of all ages to live, age and die.



KEY COMMITMENTS

The National Positive Ageing Strategy needs to make ten commitments if Ireland is to be a better place to grow older:

1. Equality for older people
2. Respect and dignity for people of all ages
3. Fairer health care
4. Effective home and community care, including the right to care
5. Clarity about rights and entitlements
6. Secure pension
7. Effective transport
8. Meaningful involvement of older people
9. Joined up planning and delivery of services and supports
10. A road map for implementation.

Ireland has a long way to go when it comes to promoting the right for older people to age well at home. Older people should be given choice in relation to their care as they age, and assistance to stay at home as part of an integrated health care system.

Home Instead Senior Care believes older people need to be encouraged and supported to take personal responsibility to prepare for their retirement and their future care needs. Tax relief of up to 41 per cent is available towards the cost of home care, and the Government should actively promote this as their contribution to an older person's care needs. By doing so they will encourage older people and their families to also take responsibility for their care needs.

The ten commitments listed here are the key to shaping a better system that will maximise independence as we age.

Home Instead Senior Care believes that effective social supports should be in place to keep older people vibrant in the community. There should be clear access to community care and information on the availability of that care to benefit the older people of today – and tomorrow.

Dates for your Diary

April 1-30:

Bowel Cancer Awareness Month,
Irish Cancer Society.
Phone: 01-231 0 500
www.cancer.ie

April 16-17:

International Dementia Care Conference
RDS, Dublin
Phone: 01-260 8138
www.sonasapc.ie

April 22-26:

National Stroke Awareness Week,
Irish Heart Foundation.
Phone: 01-668 5001
www.irishheart.ie

April 24-30:

World Immunisation Week, WHO.
www.who.int

April 25:

Our Journey Together –
Older & Bolder Conference, Croke Park
Conference Centre Dublin.
Ph: 01-878 3623

April 30:

All Ireland Gerontological Nurses

Association Annual Conference, Crown
Plaza Hotel Dundalk.

May 1-31:

European Brain Month, Neurological
Alliance of Ireland.
Phone: 01-872 4120
www.nai.ie / www.epilepsy.ie

May 1-31:

Bealtaine Arts Festival for Older, People
Age & Opportunity.
Phone: 01-8057709
www.bealtaine.com

May 5:

World Hand Hygiene Day, WHO.
www.who.int

May 7:

World Asthma Day,
Asthma Society of Ireland.
Phone 01-878 8511
Email: office@asthmasociety.ie;
www.asthmasociety.ie

May 9,10,11:

Happy Heart Weekend, Irish Heart
Foundation.

Phone: 01-668 5001

www.irishheart.ie

May 15:

Sunsmart Skin Cancer Awareness,
Irish Cancer Society.
Phone: 01-231 0500
www.cancer.ie

May 31:

World No-Tobacco Day,
WHO. Phone: +41227912108
Email: tobaccofree@euro.who.int
www.euro.who.int/tobaccofree

June 10-16:

International Men's Health Awareness
Week, Men's Health Forum in Ireland.
www.mhfi.org

June 14:

World Blood Donor Day, WHO.
www.who.int/www.giveblood.ie

August 25 - 27:

International Public Health Nursing
Conference, (IPHNC 2013)
NUIG in Galway
www.iphnc2013.com

Win a Weekend Break for Two at Killashee House Hotel!



Sign up for the Home Instead Senior Care online newsletter and you will be entered into a FREE prize draw offering a weekend break for two people in the stunning surroundings of the Killashee House Hotel. Each weekend break includes two nights' B&B with an evening meal on one night.

Killashee House Hotel and Villa Spa, Naas, Co. Kildare is set amongst 280 acres of manicured gardens and with magnificent views over the Wicklow Mountains and Kildare countryside.

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.

So what are you waiting for? Enter now!

For further information on Killashee House Hotel, contact their Reservations on 045 879277 or log on to www.killashee.com

Winter Newsletter Winner: Congratulations to Catherin Whitty, HSE from Co. Wicklow who won a weekend break for two at Killashee House Hotel, Co. Kildare.

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

Dublin 2,4,6,8
01 667 0911

Dublin
1,3,5,7,13,15
01 853 5048

Cork North
(Nth City &
County)
021 4217 310

Co. Offaly
057 932 3838

Laois
045 484 623

Co. Westmeath
044 938 5260

Mayo
091384 160

Dublin 6W,10,
12,14,16 &
West Dublin
01 424 1945

Dublin 9,11,17
& N. Co. Dublin
01 895 0010

West Cork
027 300 97

Co. Wicklow
01 276 8122

Kilkenny
051 333 966

Co. Kildare
045 484 623

Clare
061 462 070

Dublin 14, 18
& South
County Dublin
01 206 8022

Co. Galway
091 384 160

Carlow
053 918 4042

Co. Donegal
074 911 3050

Co. Limerick
061 462 070

Co. Longford
044 938 5260

Co. Sligo
071 914 1511

Cork (Sth City,
East & Sth Cork)
021 500 2190

Co. Wexford
053 918 4042

Co. Kerry
066 719 3350

Co. Waterford
051 333 966

Co. Sligo
071 914 1511

Co. Tipperary
0504 911 00

Co. Leitrim
071 914 1511

Roscommon
091 384 160

