

# Senior Care CONNECTIONS

SPRING  
2015

**Home Instead  
Celebrates 10 Years  
of Caring**

**Award Win!  
Home Instead Named  
Great Place to Work**

**Become a  
Professional  
CAREGiver**

**JOIN  
ANNE DOYLE  
AND CELEBRATE  
THE UPCOMING  
MARIGOLD  
FESTIVAL  
SERIES THIS  
SPRING!**



**Win!**

A break to the  
picturesque

**WINEPORT  
LODGE**  
in Athlone

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

**Home Instead**  
**SENIOR CARE**<sup>®</sup>

*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."*

# The Marigold Festival Series

**The Marigold Festival Series**  
Celebrating Healthy & Active Ageing



Retirees are invited to attend the Marigold Festival series hosted throughout the country this spring. The event will share the latest insights on how to live a healthy and active life no matter what age you are.

This is the second annual Marigold Festival series hosted by **Active Retirement Ireland** in partnership with **Home Instead Senior Care**. Both organisations are committed to encouraging people of all ages to live a happy, healthy and independent life and have come together to bring a positive, fun-filled day of activities throughout the country.

Retired RTÉ broadcaster Anne Doyle will be the guest of honour and will be on hand to speak about what active retirement means to her. The renowned journalist, presenter and newsreader retired in 2011 and her support of the Marigold Festival is a reminder that even though our lifestyle may change in our older years, there is still plenty of opportunity to live a fun, full and active life.

The Marigold Festival presents an opportunity for the local community to come together and help each other to live life to the full whether we are 30, 60 or 80 years of age. A programme of events has been put in place that promotes healthy living with talks, workshops and stands on topics such as nutrition, exercise and memory maintenance.

A Home Instead Senior Care dementia care specialist will be on hand to discuss dementia care at home and the recent publication of

**Confidence to Care**, a resource for family caregivers providing Alzheimer's disease and other dementia care at home. This is the first book published by the home care provider and it is available to purchase from Amazon.co.uk. All proceeds will be donated to dementia-related causes and charities.

"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 are delighted to be working with Active Retirement Ireland to bring this fun-packed, yet informative day to retirees across the country. It's an event not to be missed," says Ed Murphy, CEO of Home Instead Senior Care.

Deirdre Patel of Active Retirement Ireland said: "Ireland has a vibrant community of retired and semi-retired people and we are delighted to host this very special festival with Home Instead Senior Care. I hope every person who attends, no matter what their age, enjoys the day but also learns something new that could help to transform their life in some small or major way."

The Marigold Festival is a celebration of life with attendees enjoying a fun day out, showcasing the fact that a full, active life is possible no matter what your age. For further details please contact your local Home Instead Senior Care office or Active Retirement Ireland.

The Marigold Festival is hosted by Active Retirement Ireland in partnership with Home Instead Senior Care.




# The Marigold Festival Series - *Schedule of Events*

AREA	DATE	TIMES	VENUE
North West	April 25th and 26th	25th: 12pm – 7pm 26th: 11am – 5pm	The Over 50s Show, Mount Errigal Hotel, Letterkenny
Midwest	June 4th	10.30am – 4.30pm	Radisson Blu, Limerick
Southern	June 5th, 6th and 7th	11am – 6pm	Mallow Flower Show, Cork Racecourse
Midland	June 11th	10.30am – 4.30pm	Sheraton Hotel, Athlone
North East	June 10th	10.30am – 4.30pm	Ardboyne Hotel, Navan
South East	June 17th	10.30am – 4.30pm	Whites of Wexford
East	June 18th	10.30am – 4.30pm	Airfield, Dundrum, Dublin
West	June 23rd	10.30am – 4.30pm	TF Royal Hotel, Castlebar



## Join Active Retirement Ireland



People join Active Retirement for many reasons. Some simply want something to do, some want to meet new people and try new things, and for some it's a vital social connection.

Joining Active Retirement is not just a chance to meet people in your local area and try new things. Being a member gives you access to a host of exclusive discounts not available anywhere else.

When you join your local group, you

don't just get to play a part in your own community. You're part of a national network of over 24,500 people. Working at national level helps us ensure that we can make Ireland a better place for people of all ages.

**So don't delay, find your local group or set up a new Active Retirement group and join the Active Retirement experience today!**

**Contact:**

Active Retirement Ireland  
124 The Capel Building,  
Mary's Abbey,  
Dublin 7

**Phone:** 01 873 3836

**Email:** info@activeirl.ie

**Facebook:** facebook.com/activeirl

**Twitter:** @activeirl

# Celebrating 10 Years of Care in Ireland:

## A Message from Home Instead Ireland Founders Ed Murphy and Michael Kearney



Michael Kearney and Ed Murphy, co-founders of Home Instead Senior Care in Ireland

When we introduced Home Instead Senior Care's home care services to our shores a decade ago, few would have realised the social impact it would have on the local community, in particular the older people who want to live at home and family carers who crave support and assistance.

Now ten years on, Home Instead Senior Care in Ireland has grown to 22 offices nationally, employing 4,500 professional CAREGivers and caring for over 4,000 older people throughout the country.

In the last 18 months, we have opened franchise offices in Clare, Kilkenny, Meath and West Cork, with growth set to continue in the coming years. Last year alone, we provided over 1.25 million hours of home care, helping older people throughout the country live a happy, healthy and independent life at home.

To commemorate this milestone, Home Instead Senior Care founders Paul and Lori Hogan will be making a special trip from Omaha, Nebraska, to Ireland this summer to celebrate first-hand the extraordinary growth of Home Instead in Ireland. Paul and Lori will touch down in Dublin before visiting our local franchise offices, employees and CAREGivers.

Our growth and success would not

be possible without the outstanding reputation our professional CAREGivers have built by providing quality, trustworthy care to thousands of older people. Studies consistently show that older adults around the world prefer to age at home, and with support from a professional CAREGiver, they can typically do so.

According to the most recent population projections from the Central Statistics Office (CSO), 2011's figure of 532,000 older people (over 65s) could reach 860,700 by 2026, and increase by a further 470,000 by 2046. The very old population – the over 80s – is expected to rise more drastically, from 128,000 in 2011 to between 484,000 and 470,000 in 2046. The ageing population will most definitely increase the need for our range of home care services to help older people age where they most often want to: at home.

One of our most in-demand services is the new Alzheimer's and Other Dementias **CARE: Changing Ageing Through Research and Education** programme. This first-of-its-kind Alzheimer's care training is offered to Home Instead CAREGivers and is also made available free of charge to family caregivers. The

training encourages mental engagement to help older adults remain safely at home and in familiar surroundings for as long as possible. CAREGivers and family members learn to appreciate and adapt to the mindsets of their loved ones to help manage various behavioural symptoms.

Beyond setting standards in CAREGiver training and family support training, Home Instead Senior Care is actively engaged with the Global CEO Initiative on Alzheimer's Disease, the Global Coalition on Ageing, the World Economic Forum Global Agenda Council on Ageing and the first G8 summit dedicated to coordinating a global response to Alzheimer's to meet the challenges of a global ageing population.

We are committed to changing the face of ageing globally and not just in Ireland, by leading and participating in global conversations and initiatives that positively impact the lives of ageing adults. This focus not only supports current and future clients, but it also positions our franchise network for growth and enables us to meet the demands of the ageing population for senior home care services.

For more information about home care services, employment vacancies and franchise opportunities please contact your local Home Instead Senior Care office or visit [HomeInstead.ie](http://HomeInstead.ie).



**Ed Murphy,**  
Founder and CEO,  
Home Instead Senior Care Ireland



**Michael Kearney,**  
Founder and Chairman,  
Home Instead Senior Care Ireland

# Become a Home Instead CAREGiver – a Job that Changes Lives in Your Community

It takes a special person to become a Home Instead CAREGiver, not a special degree. Working with older people in their homes can be challenging but, at the same time, tremendously rewarding. Enjoy training, support, shifts that fit your life and a job that changes lives in your community.

Caregiving is simply doing things to enhance the quality of life for older people and help keep them independent. Caregiving as a career can include:

- Providing companionship
- Planning and preparing meals
- Light housekeeping
- Medication reminders
- Running errands
- Assisting with personal care like toileting and bathing
- Supporting people with Alzheimer's or other dementias
- Making a difference in the lives of older people and their families every day

## WHAT'S IN IT FOR YOU?

Though Home Instead Senior Care is best known as a company that cares for older people, we also care a great deal about our CAREGivers. They are the lifeblood of our company.

When you become a member of our team, we'll give you the support you need to thrive in your career. You'll work independently, but you won't be alone. We value your input and recommendations. In addition to conducting consistent satisfaction surveys, the support we offer includes:

- Ongoing, world-class training
- Responsive support staff
- Client compatibility
- Flexible schedules
- Personal introductions to new clients and a great way to meet new people
- Rewarding career

Avid reader looking for fellow bookworm to provide home care services

It takes a special person to become a Professional Home Instead CAREGiver. Working with seniors in their homes can be tremendously rewarding. Enjoy training, support, flexible shifts that fit your life and a meaningful career.

- Find a place where you fit right in
- Work with people who share your values
- Be part of a company that is committed to making your job great.

For job opportunities nationwide call 1890 930 013  
[www.HomeInstead.ie/Become-a-CAREGiver](http://www.HomeInstead.ie/Become-a-CAREGiver)

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

Each Home Instead Senior Care® office is independently owned and operated. © 2013 Home Instead, Inc.

## LIVING 'TO US, IT'S PERSONAL' EVERY DAY

You'll understand how important your work is when you see on a client's face just how much he or she looks forward to your company.

You'll know you're making a difference when clients take a renewed interest in activities they had been able to do on their own. You'll feel great about the appreciation your clients show you. Many Home Instead CAREGivers even feel a difference in themselves.

## APPLY NOW!

Learn more about becoming a CAREGiver with your local Home Instead Senior Care office, or apply online at [HomeInstead.ie](http://HomeInstead.ie).

# Home Instead Senior Care Named *Great Place to Work*

**GOOD NEWS!** Home Instead Senior Care is officially a Great Place to Work and is included in the list of Ireland's Best Workplaces 2015. This is the result of a lot of hard work, commitment, and dedication of the employees and professional CAREGivers across the organisation.

The accolade was officially bestowed upon the Home Instead Senior Care pilot office on February 25th at a very special awards dinner at the Double Tree Hilton by Brendan Howlin TD, Minister for Public Expenditure and Reform.

This is the first time Home Instead Senior Care has been named a Great Place to Work and this feat has elevated the brand to be seen on a level similar to successful organisations such as Google, Microsoft and Diageo. Companies that receive this accolade typically doubly outperform other companies.

"Watching the Leopardstown office grow from strength to strength over the last ten years, it comes as no surprise that the pilot office has been named a Great Place to Work," says Ed Murphy, CEO and founder of Home Instead Senior Care in Ireland.

The Leopardstown office has been easily distinguished from other home care providers from day one. It was the first organisation to be named a preferred home care provider by the HSE and to receive both the ISO 9001:2008 accreditation and Q Mark for its quality management system.

Another key achievement of the Leopardstown office has been to educate professional and family caregivers in the south County Dublin area, with free training rolled out in the form of dementia care workshops hosted in the local community.

Designed by renowned experts in the field of Alzheimer's and dementia care, the workshops focus on personalising the care experience and look at practical ways of dealing with some of the most common issues associated



with dementia. CAREGivers learn effective techniques to help keep older people engaged in life, and are trained to understand and reduce certain behaviours associated with Alzheimer's disease and other dementias.

The Leopardstown office was also the first Home Instead Senior Care franchise office to roll out a dementia-friendly businesses and retailers initiative. This resulted in Dalkey being named the first "dementia friendly" town in Ireland, which means that retailers and businesses in Dalkey received complimentary dementia training from a Home Instead Senior Care dementia care expert on how to identify, communicate and keep safe a customer or neighbour with a dementia. The purpose of this initiative is to help keep the growing number of people with dementia in the local community safe and enable them to continue to live in their community where they are most comfortable and familiar.

As a result, the 22 franchise offices

in Ireland as well as the 800 franchise offices in the USA and Canada will be rolling out the Dementia Friendly initiative in their franchise areas.

"These achievements are an example of the great things that are happening as a result of our pilot office. It comes as no surprise that Leopardstown has received this gold standard and has been named a Great Place to Work. Congratulations to franchise owner David Healy and the entire team in Leopardstown!" says Ed Murphy, CEO and founder of Home Instead Senior Care Ireland.

This is the first time a home care organisation has been included in this list of Great Places to Work. For caregiving opportunities visit [HomeInstead.ie](http://HomeInstead.ie) or contact your local Home Instead Senior Care office.



# 2015 Family Carer and Senior Citizen Guidebook

Have you read this year's *Family Carer* and *Senior Citizen Guidebook*? Produced by Home Instead Senior Care with the support of Age Action, Age & Opportunity and Nursing Homes Ireland, the guidebook provides a comprehensive overview of ageing issues and support available in Ireland including:

- Allowances and Entitlements
- Financial Advice
- Legal Information
- Community Support
- Care Options

The information and advice available is for family carers and older people, making it easier to navigate the caring and ageing terrain in Ireland. The guidebook also includes real life stories and case studies from people who age "successfully" – these are the people who have prepared for their senior years or who have cared for ageing loved ones and taken steps to safeguard their health, safety, social and family needs. Enjoy a sneak peek of the guidebook to the right, with an excerpt from the chapter on Allowances and Entitlements.

**Call 1890 989 755 to order a free copy of the guidebook. Visit [HomeInstead.ie](http://HomeInstead.ie) to download this important resource.**

## A CASE STUDY



## Mairead, 46: Tax Relief and Home Care Savings

Mairead is a 46 year old engineer and lives in Leixlip, Co Kildare. Jennifer, her elderly mother avails of private home care services. She is in receipt of a home care package of 17 hours a week from the HSE and Mairead pays for her mum to receive an additional 17 hours of private home care a week.

Mairead receives tax relief on her home care payments. **If you are a 20 per cent or 40 per cent tax payer you too may be able to claim tax relief.** Mairead has opted to receive her tax relief monthly through her pay, rather than receiving a lump sum on an annual basis. By claiming tax relief on home care services, the service is more affordable and Mairead enjoys peace of mind knowing that her Mum is safe and cared for her in her own home. She can enjoy more quality time with her Mum.

**Please note if your Mum or Dad is an older person and no longer works, they may still receive this tax relief through you or other members of your family up to a total of €75,000 at the marginal tax rate. For more information visit [revenue.ie](http://revenue.ie) or contact your financial adviser.**



## Win a luxury two-night break to the picturesque Wineport Lodge!



Relaxation is what it is all about at the Wineport Lodge in Athlone, with each room and suite designed with individual flourishes to help you do just that.



Little things, like a bed that faces outwards so you can wake to a wide-open view of the lake, floor-to-ceiling windows so you can appreciate every inch of it and intimate balconies where you can watch the resident swans and ducks. Put them together with super king-size beds, under-floor heating and customer designed furniture... you won't want to leave!



Home Instead Senior Care was named National Champion in the category of Customer Focus in this year's European Business Awards.

**All you have to do to enter is log on to [HomeInstead.ie](http://HomeInstead.ie) and sign up to receive the Home Instead Senior Care online newsletter. The winner will be selected at random.**



### Mary's a Winner!

Stella & Dot necklace competition winner: Mary Heery, Mullingar.

For more information on Stella & Dot jewellery contact Siobhan Poplewell on 087 6080119

**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	