

SENIOR CARE CONNECTIONS

WINTER 2018

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**NEW! MEET THELMA MANSFIELD,
THE NEW VOICE OF HOME
INSTEAD SENIOR CARE**

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RESEARCH REPORT SUPPORTS OLDER PEOPLE REMAINING AT HOME



Anne Connolly, Chair of OPRAH and Ed Murphy, Home Instead Senior Care presenting the report to Minister of State for Mental Health and Older People, Jim Daly TD.

The OPRAH Report on **‘Older People Remaining in their Own Homes’**, was presented recently to Minister for Older People Jim Daly. Sponsored by Home Instead Senior Care, the report identified:

- Too many older adults were entering long term care unnecessarily or prematurely rather than being enabled to stay living at home
- Older adults have a strong preference to remain in their own homes as long as possible and enjoy better outcomes when they do so
- The number of people requiring home-care will rise significantly as those aged 80+ are projected to quadruple over the next 3 decades
- The existing system incentivises institutional care over home-care – as the Fair Deal Nursing Home scheme is on a statutory footing whereas access to home-care is discretionary and subject to remaining local budgets
- At lower levels of dependency, home-care costs can be significantly lower than institutional care

The OPRAH Study was conducted by Professor Charles Normand from Trinity College Dublin from 2015 to 2017 and it set out to pilot an integrated approach to enable older people, currently at risk of nursing home admission, to remain living at home. The study illuminated barriers experienced by older people in identifying, accessing and managing the complex range of services needed to support successful independent living.

“Although nursing homes provide much needed and valued services for older people, many want to stay living in their own homes. Since the 1960s, Government policy has aimed to support older people to remain living at home for as long as possible, yet the experience on the ground is somewhat different”, says Ed Murphy, Founder of Home Instead Senior Care in Ireland.

According to the Department of Health, between 2004 and 2013 there was a 44.6% increase in the number of residents in nursing homes categorised as low dependency and a 17.6% increase in the number of residents with medium dependency, suggesting that higher levels of low-medium dependency older people in Ireland are now entering long-term residential care.

“With the right supports, these people could have been at home. The public health system provides both residential and community services, but current funding arrangements are geared towards residential care. For example, while funding for nursing home care is available on a statutory basis there is no comparable statutory entitlement to home care. The need to consider and address this legislative imbalance is now pressing”, stated Murphy.

The OPRAH study sought to delay, or prevent, the need for older people to enter long-stay care. It aimed to do this through identifying older people's needs, and implementing home-based care plans in response. However, the study uncovered a lack of clarity around entitlement to community care services. There were several cases of older people who were assessed as needing a certain number of hours of care, only to be approved to receive significantly less. OPRAH participants and their carers also reported a frequent and significant level of difficulty in accessing home support services.

“In reality, it is too complicated for older people to understand what care they should receive and what they are entitled to. This has serious consequences. Without information or access to essential services, older people with little or no family support had to go into long-term care”, advised Murphy.

Following completion of the study, the OPRAH report concluded with a set of recommendations that make community-based supports accessible and utilised by Ireland's older population. Specifically, OPRAH recommends:

- The Home Care Scheme should be made statutory and the budget linked to the 'Fair Deal' Nursing Homes Support Scheme, so that it would no longer be easier to access the Fair Deal than a lower cost home care package.
- There is a need for a Support Co-ordinator whose role would be to augment home-care packages by providing access to the wide range of community based supports and services, often delivered by community organisations.
- The individual assessment of needs should place greater emphasis on social and psychosocial needs in addition to health and care needs.
- There is a need for more housing options including 'independent housing with care', enabling older adults live independently in supported clusters, where care and other supports can be provided more cost-effectively and the person can access a greater range of resources.



The design, development and implementation of the OPRAH initiative was led across 2013 to 2015 by Age Friendly Ireland, through funding provided by the Atlantic Philanthropies. The independent evaluation of the OPRAH initiative was conducted by the Centre for Health Policy and Management at Trinity College Dublin. This independent evaluation was made possible through funding provided by Home Instead Senior Care.

THELMA MANSFIELD IS THE NEW FACE AND VOICE OF HOME INSTEAD SENIOR CARE



Ireland's leading home care provider, Home Instead Senior Care, has teamed up with Thelma Mansfield, former television presenter and artist, to inform older people and their families about the availability of private home care services, helping more people to live a happy, healthy and independent life at home.

Starting in September 2017, Thelma became the voice of Home Instead Senior Care on national radio and in December 2017, she became the new face of Home Instead Senior Care with a brand new advert featuring her during popular programmes such as the Oireachtas Report, Six One News, Winning Streak, Fair City and the Late Late Show. By promoting the home care service on the nation's leading TV channel, there has been increased awareness of private home care as well as the quality of home care services provided by Home Instead Senior Care. The new TV advert will be aired throughout January and February.

Thelma Mansfield is now working as an artist and the TV advert was recorded in her Dublin home. Thelma is also a family carer for her husband which gives her credibility and trust when it comes to discussing private home care services. In the advert, Thelma reminds viewers of Ireland's ageing population and how it is a priority for families across the country to select the right care partner. She recommends families contact Home Instead Senior Care which has "a reputation for experience" and "CAREGivers who really care".

"In January and February, we see many families looking for senior care help and advice. Many adult children have been home to visit their older parents for Christmas and realise a helping hand could go a long way. It is important for Home Instead to have a heightened presence and awareness so families know who to contact for help and advice during what may be a stressful time", said Ed Murphy, Founder of Home Instead Senior Care in Ireland.

Most importantly, Thelma lets people know Home Instead Senior Care does not take a one size fits all approach to home care. The organisation works with families on a care plan tailored to their care needs.

For more information on home care services call your local Home Instead Senior Care office on **1890 989 755** or visit **HomeInstead.ie**.

WHAT IS HOME CARE?

While the definition is simple, the services that encompass professional home care are broad and varied. Simply put, home care is supportive care provided in an individual's home by professional CAREGivers. The most common services that CAREGivers typically provide includes assistance with tasks such as meal preparation, light housekeeping, medication reminders, errands and shopping. These are designed to help an older person live a happy, healthy and independent life at home for longer than otherwise possible.

When More Help is Needed

Family caregivers will often see signs that could signal that an older loved one needs more help or companionship at home than they are able to provide. These signs will trigger a call to Home Instead Senior Care.

- 1.) **Household bills piling up.** Older people can feel overwhelmed by the simple task of opening and responding to daily post, as well as balancing their spend.
- 2.) **Reluctance to leave the house.** Rather than ask for help, older people who are having trouble with functions such as walking, remembering and hearing will pull away from their community and isolate themselves.
- 3.) **Losing interest in meals.** Older people who suddenly find themselves alone, perhaps after the death of a spouse, can be easily discouraged by such tasks as cooking and tend not to eat properly.
- 4.) **Declining personal hygiene.** Changes in appearance, such as unkempt hair and body odour, failing to change clothes for days on end or clothes inappropriate for the weather, are among the most obvious signs that a loved one needs assistance.
- 5.) **Declining driving skills.** Look for evidence of parking or speeding tickets, fender-benders, dents and scratches on the car.
- 6.) **Scorched pots and pans.** Cookware left forgotten on top of an open flame may be a sign of short-term memory loss or even Alzheimer's disease.
- 7.) **Signs of depression.** Feelings of hopelessness and despair, listlessness, fewer visits with friends and family, a change of sleeping patterns and lack of interest in the usual hobbies and activities are indicators of depression.
- 8.) **Missed doctors' appointments and social engagements.** These can be signs of depression or forgetfulness. But they can also be the result of no longer having a driver's license and not knowing how to get alternative transportation.
- 9.) **Messy house.** Changes in housekeeping may come about because the individual is physically tired. Changes could also result from depression.
- 10.) **Losing track of medications.** Older people often take multiple prescriptions for various health conditions. Keeping track without reminders and assistance can be confusing.

To find out more about your local Home Instead Senior Care office call 1890 989 755 or visit HomeInstead.ie.

HOME INSTEAD CAREGIVER OF THE YEAR



2017 CAREGiver of the Year – Robert Provides “Care that Comes From the Heart”

Every year Home Instead Senior Care celebrates its ‘pride of care’ by crowning the CAREGiver of the Year – the ultimate accolade and highlight of the calendar year in Home Instead Senior Care.

It would not be possible to deliver home care services and help older people throughout the country maintain their independence and live at home for longer than otherwise possible without a professional and passionate CAREGiver network.

Speaking about the CAREGiver of the Year, Karl Schütte, Owner and Managing Director of Home Instead Senior Care in Ballsbridge said: *“We couldn’t deliver home care the ‘Home Instead way’ without our CAREGivers’ belief in our mission and their selfless commitment to our relationship-led approach. Our CAREGivers are the backbone of the organisation and on a daily basis give of themselves unconditionally to realise our mission to enhance the lives of older people and their families”.*

Four finalists from around the country have been recognised as finalists and regional winners, with one special CAREGiver recognised at the recent Home Instead Senior Care Conference. The conference takes place every two years and is attended by over 200 Home Instead Senior Care employees. Most recently, Robert Kwadar from Dublin was recognised as the 2017 Home Instead CAREGiver of the Year.

“Robert has worked with Home Instead Senior Care for the last five years and he is a living example of our brand promise: to us, it’s personal. Robert puts relationship before task, and provides care with the utmost devotion and dignity. He was recognised for the bond he has built with clients, especially those clients with complex care needs and how he helped these individuals continue to live a healthy life in their home”.

“We are honoured to have a national CAREGiver of the Year as part of our team. Robert epitomises the dignified quality of care that we believe in. Care that comes from the heart, care that makes a genuine difference to people’s lives,” continued Karl Schütte.

Robert also works with healthcare professionals in the community helping older people to live independently at home. Ailbhe Kavanagh (Social Worker) and Mary White (Public Health Nurse), spoke of his caregiving expertise and success. *“As Primary Care Team members who have had the pleasure of working with Robert, we continue to be impressed and amazed by what he has achieved. Robert has shown nothing but kindness and care to clients, through his warmth and empathy and he has been able to establish bonds with some of the most challenging clients and have, in the process, improved and enhanced their quality of life to no end. Thank you Robert for all of your care and dedication, you have made such a positive impact on the lives of your clients”.*

If, like Robert, you feel you were meant to care, we have a growing number of CAREGiving roles to fill in 2018 across the country. Visit <http://www.homeinstead.ie/become-a-caregiver> for more details.

HOME INSTEAD REGIONAL CAREGIVERS OF THE YEAR

Meet some very special Home Instead CAREGivers. They come from all walks of life. They span the generations and have a wide variety of hobbies, interests and experience. But they all share one thing, the desire to make a difference to someone's life.



Ita Greaney named Munster CAREGiver of the Year.



Congratulations Dee Berry (Wexford), Leinster CAREGiver of the Year.



Galway native Lorraine Linnane, named Connacht CAREGiver of the Year.

Do you have a passion for caring and want to make a difference?

Become a CAREGiver™



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By changing the lives of people you work with, you may even change your own.

We offer:

- Flexible schedules
- Professional development
- Rewarding and meaningful career
- Supportive and responsive office staff



HomeInstead.ie
1890 930 013

A FAIR DEAL FOR HOME CARE

Information provided by PublicPolicy.ie



Key Point

The Nursing Homes Support Scheme (NHSS), more commonly referred to as the Fair Deal scheme, is a system of financial support for those in need of long-term nursing home care.

A report published by PublicPolicy.ie, examines the issues arising in the establishment of a similar scheme to cover the needs of those who require home care.

Conclusions

There were just under 640,000 people aged 65 years and over in Census 2016. This number is projected to double to more than 1.4 million by 2046. There were just under 150,000 people aged 80 years and above in Census 2016, and this is projected to increase more than threefold to approximately 480,000 by 2046.

The number of people requiring home care will rise significantly as a result of population ageing. The evidence shows that people prefer to remain in their own homes for as long as possible and enjoy better outcomes when they do so.

Recommendations

- The establishment of a separate statutory scheme for home care costs to ensure that older people can avail of the care they require, at each appropriate stage.
- The contribution towards HSE approved home care costs from current income should be determined by a means test. Contributions would take into account the relative costs incurred by the individual remaining in their own home, in contrast to the Fair Deal which covers personal care, bed and board.
- Costs in excess of that should be publicly funded and recovered from the assets of the estate when the person dies subject to a cap of an appropriate percentage of assets.
- A limit should be placed on the price of home care services which qualify for public funding.

The report is available in full at: <http://www.publicpolicy.ie/a-fair-deal-for-home-care/>.

WIN!

A Ticket to the SONAS 10th International Dementia Conference 16th & 17th April 2018

Sponsored by Home Instead Senior Care, the conference is focused on Growing Excellence in Dementia Care

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



To us, it's personal®

