

Senior Care CONNECTIONS

SUMMER
2014

**New Offices
Launched to Meet
Needs of Families**

**Home Instead
CAREGivers a
Perfect Match**

**Family Carers Offer
Tips for Coping
with Dementia**

Sean Creamer, client of Home Instead Senior Care Leopardstown and avid rugby enthusiast, celebrates Ireland's 6 Nations victory with the trophy during a recent visit to his Home Instead office.



Win! A Two-night B&B at the Stunning Four-Star Carton House Hotel, Co. Kildare

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 Scoops Prestigious InBusiness Award

Home Instead Senior Care continually strives to deliver quality healthcare for its clients, a fact recognised when it won the **Best Senior Healthcare Provider Award** at the InBusiness Editors' Choice Awards.



Seán Murphy (Chambers Ireland), Ed Murphy (Home Instead Senior Care) and Joseph O'Connor (InBusiness) with the award.

A number of achievements throughout the year have ensured 12 months to look back on with great pride for Home Instead Senior Care. In 2013 alone, HISC opened three new offices in Cork, Meath and Kilkenny, achieved the ISO 9000, Q Mark and Healthmark awards across their 20 offices, funded a major research project with

Trinity College to the value of €365,000 and provided free dementia education workshops to over 1,000 family carers throughout the country – and plenty more besides.

"We're absolutely delighted and grateful to be recognised," says Ed Murphy, Home Instead Senior Care's CEO.

"We very much appreciate the amazing and selfless work done every day by our 2,500

Professional CAREGivers. It gives us the encouragement and motivation to reach our goal of being among the most admired Irish companies by actively changing the face of ageing. "Over 90 per cent of older people want to remain at home until death, yet less than 60 per cent of people enjoy that privilege," Murphy acknowledges.

"Home Instead Senior Care are focused on helping almost 90 per cent of our clients stay at home until the end. It makes a huge difference to our clients and their families."

Building on the success of this, Murphy is positive about this year too. "The future looks very bright for Home Instead Senior Care, as more and more older people and families become aware of the benefits of being a client, knowing they can get 41 per cent tax relief off the cost of our professional service."

And with further development of home care re-ablement services, more new offices and new technologies, one thing is for sure – the quality of service at HISC can only increase. "Home Instead Senior Care are focused on being an advocate for older people and providing solutions to issues around ageing, making Ireland the best country in the world to grow old," Murphy concludes.

Meet Enda Bohan

Enda Bohan is the owner of the recently opened Home Instead Senior Care office in Kilkenny. Enda and his team will provide professional home care services to older people in Kilkenny and Carlow.

Enda Bohan and his wife Amanda initially made waves in the home care sector in 2009, when they set up a Home Instead Senior Care office in Kilcullen, Co Kildare. This venture highlighted a real need to extend the home care service to neighbouring Kilkenny and Carlow.

In the short space of five years, the couple have provided home care services to almost 400 older people and their families, equating to almost 105,000 hours of care per year.

"Amanda and I are thrilled to offer a quality home care service to older people in Kilkenny and Carlow," he says. "We are passionate about caring for older people and understand the stress this can cause families. We know the area well, so local families will benefit

from a combination of real local knowledge and a caring, quality home care service. We employ 150 people in Kildare and Laois and we look forward to boosting jobs in Kilkenny and Carlow."

Enda and Amanda recently celebrated the launch of the new Home Instead Senior Care office with a launch event in the Pembroke Hotel in Kilkenny. There were almost 60 people in attendance including rugby legends Sean O'Brien (Ireland rugby player and Carlow native) and Mick Galwey (retired Ireland rugby player).

For more information on home care services in Kilkenny and Carlow please contact Enda Bohan on enda.bohan@hisc.ie or 056 7800 508.



Enda Bohan.

Home Instead Senior Care Grows to Meet Needs of Families

Home Instead Senior Care has recently opened two additional franchise offices in Kilkenny and Meath. Home Instead are now supporting families in almost all 26 counties, helping them to reduce stress and feel more in control of what can be an overwhelming stage of life.

This growth reflects the outstanding reputation existing franchise owners have built by providing well-trained, trustworthy care to 3,000 clients nationwide," says Ed Murphy, chief executive officer of Home Instead Senior Care. "Studies consistently show that older adults around the world prefer to age at home and, with support, they can typically do so."

Numerous recent studies and surveys support an increase in demand for in-home care. According to Central Statistics Office data, by 2041 there will be 1.4 million older people aged 65 and over in Ireland, three times more than the older population now. This older group will make up 22 per cent of the total population, compared to 11.6 per cent of the population in 2011. According to the World Health Organisation, by 2050 the world will have almost 400 million people aged 80 years or older. The WHO further notes: "Never before have the majority of middle-aged adults had living parents." This global ageing population and changing family dynamics have drastically increased the need for Home Instead's in-home care services to help seniors age where they most often want to: at home. At the same time services are helping to lift the weight from the shoulders of the adult children who are in many cases the primary carer.

Caring for an older person requires time, particularly when the older person is living with a condition like dementia and requires full time care. Not only will there be a greater need for home care in the coming years, but there will also be a greater demand in the amount of time home care needs to look after seniors, especially those with age-related conditions such as dementia.

To mark the expansion of the Home

Instead franchise network, two launch events were hosted in the new franchise areas of Kilkenny/Carlow and Meath/Louth. Ireland rugby players Sean O'Brien and Rob Kearney were on hand to celebrate the recent growth of the company and discussed what an expanding home care service in their local community means to them. Carlow native and Ireland Rugby Player Sean O'Brien said: "I'm from Carlow and as a member of the local community, I have a vested interest in the provision of home care services to older people in the locality. Watching some of my family members and relations grow older, it's obvious to me that older people in the locality will truly benefit from this home care service."

Louth native and Ireland rugby star Rob Kearney also shared encouraging words: "We all grow older and home care is something that will be relevant to us all one day. I wish the new office every success and who knows: I may use their service one day, however long away that may be."

For more information about home care services in your area, please visit www.homeinstead.ie.



Ireland rugby player Rob Kearney with Peter Taylor, Managing Director of Home Instead Senior Care in Fairview, Dublin.



Michael Kearney (Chairman of Home Instead Senior Care and Manager of the Ireland rugby team), Charlotte Reilly (Managing Director of Home Instead Senior Care in Meath/Louth) and Ireland rugby player Rob Kearney with the 6 Nations trophy at the recent launch event in the Trim Castle Hotel.



Enda Bohan (Managing Director of Home Instead Kilkenny/Carlow), Ireland rugby player Sean O'Brien and Amanda Bohan (Managing Director of Home Instead Kildare/Laois).



CAREGivers – Helping Older People Live a Happy, Healthy, Independent Life at Home

Home Instead Senior Care’s Professional CAREGivers offer an essential service to older people and always put the relationship before the task.

Every single day, families are struggling to cope. Many are raising children, working demanding jobs, and trying to care for a senior family member. Advances in medicine and healthier lifestyles help seniors to live longer and continue to lead more productive lives. But the numbers also tell another story. More and more adult children need help to care for their parents so they can feel like a family again.

Women, especially, are trying to balance the care of their parents with the responsibilities of parenting, a full-time job, community and volunteer activities and more. These family caregivers eventually run out of hours in the day; the stress becomes too great and the

balance is broken. That's where a Home Instead CAREGiver comes in – dedicated Professional CAREGivers help these families restore balance, order and peace to their lives and help their loved ones to remain at home.

Home Instead Senior Care is a believer in putting the relationship before the task and actively tries to match older people and CAREGivers who have similar interests and hobbies. As such, the organisation is creating a more personal and relationship-based home care service where the focus is placed more on the individual rather than the basic home care tasks. "A client-caregiver relationship is a long-term commitment and if the client is not completely content we will

substitute the CAREGiver," says Noeleen Cronin, Owner of Home Instead Senior Care in Cork. "If we want to help older people live at home and maintain their independence, we have to be sensitive to the personal aspects of the client-caregiver relationship and make sure the right caregiver has been selected. To us, home care is personal."

Want to find out more about Professional Home Instead CAREGivers? Visit www.homeinstead.ie/become-a-caregiver.

You can also read the interview on the facing page with Cassie Parle, an experienced Home Instead CAREGiver providing home care services in Wexford.

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.

- You will find a place where you fit right in
- You will work with people who share your values
- You will 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

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

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

Comes to the following locations this Summer

South East Region	Tuesday May 13th Tower Hotel, Waterford (10.30am - 4.30pm)
Midlands Region	Thursday June 5th Tullamore Court Hotel, Tullamore (10.30am - 4.30pm)
Mid West Region	Tuesday June 24th Greenhills Hotel, Limerick (10.30am - 4.30pm)
Southern Region	Wednesday June 25th Gleneagle Hotel, Killarney (10.30am - 4.30pm)

FREE ENTRANCE for ARI Members and friends
 EVERYONE WELCOME

Healthy Mind & Body	Guest Speakers & Workshops	Wellness & Nutrition	Exhibition Stands
Lifestyle & Hobbies	Fashion & Style	Live Music	Lunch Special

Organized in partnership by: ACTIVE RETIREMENT IRELAND 01 873 3836 activeiri.ie and Home Instead SENIOR CARE® To us, it's personal.™ 1890-930013 homeinstead.ie

Meet Cassie Parle

CAREGiver Cassie Parle talks to Senior Care Connections about becoming a carer, helping seniors to remain at home for longer, and why there's no such thing as a typical day at Home Instead Senior Care in Wexford.

1. WHY DID YOU DECIDE TO BECOME A CAREGIVER?

Since a very young age I have always been interested in spending time with older people. I love to help and make people smile. I completed my nursing studies in 2011 and it was at that point I realised that caring for people, especially older people, was my calling.

2. WHAT DO YOU THINK IS THE MOST IMPORTANT PART OF BEING A GOOD CAREGIVER?

To me, I think it's being able to put yourself in the older person's shoes and understand that they were also my age once and had the whole world at their feet. I think you need the gift of the gab to resonate with people and make them feel comfortable with you and get to know you better. Home care is a personal experience and it can be incredibly fruitful if the relationship is more caring and personal.

3. HOW DID YOU FIND YOUR TRAINING WITH HOME INSTEAD SENIOR CARE?

I started training on my first day with the company and was sent on patient moving and handling straight away. This was followed by a dementia course, as well as job-shadowing other CAREGivers so I could see the training in practice. I also completed my FETAC level 5 practical home care skills module. You learn so much about ageing and conditions that may arise as we grow older.

4. HOW IMPORTANT DO YOU THINK IT IS FOR OLDER PEOPLE TO REMAIN IN THEIR OWN HOMES FOR AS LONG AS POSSIBLE? WHY?

I have experience of working in a nursing home environment and in the community.

While nursing homes provide great comfort for family members in knowing their older loved one is safe, I think most people want to be cared for at home. While it may appear that a person in a nursing home is receiving around-the-clock care, in reality this only works out to three hours of one-on-one care a day. With home care, the individual receives constant attention. At the end of the day, home is where we want to be. It's where our memories are and every room in our homes has special significance and every piece of furniture tells a story. Even the photos of our loved ones around us remind us that we are loved. There really is no place like home.

5. WHAT SORT OF THINGS DO YOU HELP YOUR CLIENT WITH? WHAT IS A TYPICAL DAY FOR YOU?

There is no such thing as a typical day of work at Home Instead Senior Care. Every day there is a new need. Someone may require palliative care, or is living with a disability or a dementia. I suppose the most common assistance I provide is when it comes to personal care, such as help with showering and bathing as well as safely hoisting and lifting older people in a safe manner.

6. WHAT YOU DO ENJOY MOST ABOUT YOUR JOB?

Meeting different people. Every day can bring a new challenge and you are constantly learning.

7. WHAT DO YOU FIND DIFFICULT ABOUT YOUR ROLE? IF NEEDED, WHERE DO YOU GO FOR SUPPORT?

I can get emotionally attached to a person I am caring for, so if something goes wrong I'm very much affected. In saying that, it makes me feel good knowing that



I have made a difference in someone's life and brought them comfort during a difficult time. Sometimes that is easier said than done, and when your client passes away or no longer requires your care it can be very emotional, but knowing you have made a difference is a source of comfort. Home Instead CAREGivers have access to a 24-hour support line which can be a great help if you are ever experiencing difficulty with a client or just need someone to talk to who understands what it's like to be a CAREGiver.

8. WOULD YOU RECOMMEND YOUR JOB TO SOMEONE THINKING ABOUT BECOMING A CAREGIVER? WHY?

Yes, I would recommend becoming a CAREGiver. However, it's not a job for everyone. I'm a believer in different strokes for different folks and would only advise someone to be a CAREGiver if they were 100 per cent committed to the role and did not have any reservations.

Trinity College Dublin Launches Memory Loss & Dementia Films

Trinity College Dublin have launched innovative memory loss and dementia films called Freedom. The Freedom films address your fears about memory loss and dementia and provide practical advice about brain health. These films were developed by the NEIL Programme at Trinity College Dublin to deal with concerns about memory loss and dementia and provide practical advice about brain health. "Each two-minute film answers a key question related to brain health and dementia that will increase your understanding of how memory works, allay your fears or inspire you to consider your brain health and take actions that will improve the quality of your life," says Dr Sabina Brennan,

Assistant Director of the NEIL (Neuro-Enhancement for Independent Lives) Research Programme and Director of the NEIL Memory Research Unit at TCD.

Topics covered include:

- Can your memory go completely?
- How does memory work?
- When should I be concerned about my memory?
- I have trouble remembering things – am I getting dementia?
- Why is attention important?
- I have Alzheimer's disease – what can I do to help myself and improve my day-to-day life?
- What can you do to keep your brain healthy?

- How can we include people with dementia in our community?
- What's the difference between Alzheimer's disease and dementia?
- I'm a doctor – is there a good way to check out a memory complaint?

You can watch the films online at www.homeinstead.ie. Films are also available on DVDs (€5 +p&p) from the Trinity Library shop online, or call 01 8962308.

The material was created by TCD, through the NEIL Programme at the Institute of Neuroscience with support from GENIO. ©2014.

HEALTH OF DEMENTIA CAREGIVERS FOCUS OF TRINITY RESEARCH

Researchers at Trinity are looking to recruit 300 participants for its De-Stress project which will study the stress levels and cognitive function of 300 Irish dementia caregivers. The study, being conducted by TCD's NEIL programme, will provide information on the determinants of the health of carers for people with dementia. Informal caregivers over the age of 50, who are providing care for their spouse or partner with dementia at home, are eligible to participate.

For information about the study, or if you are interested in participating, please contact Dr Maria Pertl, research fellow at the Department of Psychology, on maria.pertl@tcd.ie or 01 8968414.

SENIOR CITIZEN GUIDEBOOK KICKS AGEING INTO TOUCH



Home Instead Senior Care recently launched their new edition of *Senior Citizen: The Essential Guidebook*, a survival guide to ageing in Ireland. Its ambition is to help Irish seniors age successfully so that they live with quality of life in their own home for as long as possible. Supported by Age Action, the HSE and Nursing Homes Ireland, this FREE annual guidebook is relied upon by tens of thousands of seniors and their families every day.

Ed Murphy, CEO of Home Instead Senior Care says: "Most seniors want that sense of familiarity, security, dignity and independence that comes with staying in the family home as long as possible in their later years. It's true – 'there's no place like home'. The *Senior Citizen* guidebook supports this desire by offering trusted information on key areas for consideration such as diet, exercise, health, socialisation, benefits and entitlements, appointing a power of attorney, care options for later life and more.

***Senior Citizen: The Essential Guidebook 2014* is OUT NOW!**
To order your **FREE** copy call Home Instead Senior Care on **1890 989 755**. Alternatively you can read it online or download a copy at homeinstead.ie

Dementia Tips to Help Carers Cope

At a loss for how to deal with a loved one's dementia? Here are a few quick and easy tips from family carers on how to deal with what can be worrying and stressful situations.

DOES YOUR MUM ONLY WANT TO EAT SWEETS AND NON-NUTRITIOUS FOOD?

- As we age we lose our taste buds, and so people often crave foods that have more flavour – things that are salty or sweet. But craving sugar can also be a sign of other things that need to be treated.
- This can be one of those situations that is nearly impossible to figure out without a thorough assessment from a doctor. It could be important to determine if this is a new behaviour for your mum, or have they always had a big sweet tooth. Especially if it is a new behaviour, it is recommended you talk to their doctor so you can figure out what is triggering it.
- There are things you can try to help encourage this person to eat nourishing foods – find foods with lots of flavour and see if that helps. Seasonings can make a big difference if people are losing their sense of taste. But still seek out the doctor's advice!



SIX IDEAS FOR SPARKING A LAUGH

In need of a good laugh? Try starting one. Laughter is infectious. Many people with mid-to-late Alzheimer's are still capable of getting a joke or seeing the absurdity in a situation. Others laugh almost reflexively, mirroring the emotion of those around them.

Some smile-makers to try:

1. Watch a slapstick comedy, such as a Charlie Chaplin movie, that involves more physical humour than dialogue.
2. Read aloud from a bad-joke book.
3. Watch a silly TV programme like You've Been Framed.
4. Search YouTube for funny videos of dogs and children (search "dogs on skateboards" or "babies laughing").
5. Recollect some absurd story from your family's past: silly things a child once said, crazy mistakes your grandfather made, and the time you got lost at the zoo!

6. Put out birdseed and watch birds and squirrels go at it. Feeding ducks at a pond or watching animals in a petting zoo or pet shop are other reliable smile-makers.

10 ACTIVITIES TO KEEP YOUR LOVED ONE OCCUPIED DURING TRAVEL

1. Bring an old photo album along to look at pictures.
2. Play your loved one's favourite music in the car.
3. Be sure to have snacks and water.
4. Play trivia about the TV shows and musicians of their day.
5. Provide a purse with items to go through, like junk mail and old jewellery.
6. Make rest time to help keep them from becoming agitated.
7. Let your loved one take the lead in whatever you're doing. Let them do the talking and listen to their stories.

8. Offer travel games, like crossword puzzles and word searches.
9. Talk about the scenery and places you're driving by during the journey.
10. Take along their favourite pillow or blanket to keep them comfortable.

SIGN UP FOR FREE DEMENTIA EDUCATION WORKSHOPS

If you are caring for a loved one with Alzheimer's or other dementia, why not attend a FREE dementia education workshop for even more practical tips? Learn how to manage behavioural changes, keep your loved one's mind engaged and how you can take care of yourself as a carer.

To book your FREE place call 1890 930 013 or register online at homeinstead.ie

*Win Two Nights' B&B at the Stunning Four-Star
Carton House Hotel, Co. Kildare*

Win!
A luxury
two-night
break



Carton House is a stunning piece of Irish history set on a 1,100 acre estate in Maynooth, Co Kildare. With rolling woodlands, meandering rivers, wild wooded areas and a rich diversity of native animals and birds it's the perfect luxury escape. From relaxing spa treatments to a round of golf or walking trails – it's all on site.

To win this luxury two-night break for two all you have to do 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 Carton House Hotel contact (01) 505 2000 or visit www.cartonhouse.com.



**Winner of
the winter
competition**

Pictured: Tara Shortall, Owner of Home Instead Senior Care, Swords with winter newsletter winner Breedge Conlon, Community Health Nurse, Ballymun Primary Healthcare Centre, who won a luxury two-night break for two in the Bloomfield House Hotel, Co. Westmeath.

**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	



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