



## **A Pioneering Alternative to Traditional Nursing Home Life**

For over twenty years, Dr David Sheard (Founder of Dementia Care Matters) and his team have been paving the way for modern dementia care with their 'Feelings Matter Most' approach.

With success stories that have been documented on national television and front pages of newspapers in Canada, and that have extended to the lives of care workers and not just people living with dementia, it became obvious that the core values of the Butterfly model, as it is called, are relevant to life in general, and not just dementia care. So, with a potentially revolutionary impact on the care industry, Dr Sheard is now adapting his original Butterfly model to fit *all* care.

Dr Sheard comments "Feelings Matter Most in life whether you have dementia or not. Emotional care should be at the heart of all care. Butterfly Homes have proven quality of life in dementia care is a basic human right. Dementia Care Matters' mission is to be a disruptor of all poor care. The essence of great dementia care can now be a model of care for everyone. Culture change across a whole care home enables everyone to flourish."

Pioneering this brand new 'All Care Matters' care model is Huntington House, a family run nursing home in Surrey. Now with two generations of family at the helm, Huntington House will be piloting this project to challenge the traditional nursing home model that exists in the vast majority of care homes across the country, and indeed the western world, by breaking down the barriers that often exist between staff and residents, and doing away with service-led routines and language. Dr Sheard says "We applaud Huntington House for being pioneers. Implementing the best ideas from Butterfly Homes across the whole care sector is the next transformation needed in the UK. All Care Matters."

The model essentially aims to truly put the 'home' into nursing homes, and give the people who live in them a voice. "You're not going to change the marmalade are you?" said one resident, when the people living at Huntington House were consulted about their feelings towards the project. In response, Charlie Hoare (Managing Director of Huntington House) confidently, if a little optimistically, said that they would be able to have whatever marmalade they wanted.

While marmalade may seem trivial to some, the 'All Care Matters' model appreciates that the little things in life are important and help make a place feel like home. And so, while one person might have thick cut marmalade, another might have thin, and someone else might be making their own in the kitchen-diner. There's no 'one size fits all', and in the extreme, each person might have their own jar of preferred preserve, loaf of favourite bread, and box of cereal that takes them back to childhood breakfasts around their own kitchen table.

Much of the stigma attached to nursing homes is fear of institutionalisation – a loss of independence and having decisions made for you. At the very least, this model will re-engage people in their own decision-making and enable them to be more independent again, and at best it could offer a more fulfilling life for people living in nursing homes than they would have living in their own homes.

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**More information:**

**Huntington House**

<https://www.huntingtonhouse.co.uk/>

**The Butterfly Household Model**

<http://www.dementiacarematters.com/carehomedevlopment.html>

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**Press Contact**

*For more information, and to follow the progress of the project, please contact...*

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**High resolution digital images available upon request.**

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