

20 YEARS

dementia
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Feelings
Matters Most

Consultancy • Training • Service Development • Research

'Spreading Butterflies across Australia - this transformation works'

"The best model to follow for the future of dementia care in Australia"
6th National Dementia Care Awards, 13th November 2015

Dr David Sheard from the UK TV Channel 4 series Dementiaville, comes in July 2016 to launch Butterfly Projects in Australia with The Salvation Army and Barunga Village.

Following Dr David Sheard featuring in the UK TV series Dementiaville demonstrating Dementia Care Matters Butterfly Household Model of Care we are delighted to announce this groundbreaking and 'controversial' approach to dementia care comes to Australia in July 2016

*Butterfly Homes are spreading across the
UK, Ireland, Canada and now Australia.*

The UK Dementiaville TV series vividly demonstrated the Butterfly Models new approaches in navigating the unpredictable world of dementia and showed its "proven benefits of reducing anxiety and keeping people as content as possible."

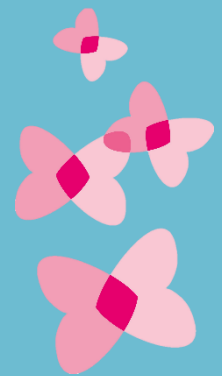
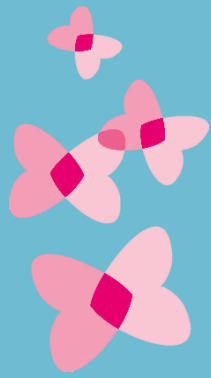
In the UK the current TV series 'Paul O Grady: The Sally Army and Me' has been showcasing the work of The Salvation Army which has sparked huge interest in The Salvation Army's work.

Two of the first Butterfly Care Home Projects in Australia will be provided by The Salvation Army Aged Care Plus at The Cairns in Chapel Hill, Queensland and Mountainview in Narrabundah, the Australian Capital Territory - Mrs Sharon Callister, Chief Executive Officer comments :

"Aged Care Plus is proud to be one of two providers to partner with Dementia Care Matters. Through this partnership we will transform the way we care for older Australians living with dementia through physical, emotional and spiritual care. Paired with resident activities, staff training and changes in the physical environment, we will continue to create the essence of home."

The very first home in Australia to passionately commit to the Butterfly Model will also Launch in July at Barunga Village in Port Broughton, South Australia - Merrilyn Hewett, Director of Nursing noting :

"We truly want to connect emotionally with the people who live here so we can understand and meet their individual needs. Our hope in the first 12 months is to inspire staff to value the Butterfly Model of Care through witnessing first-hand the increased contentment of people living here."



Dr David Sheard sometimes known as The Vegemite Man of Dementia Care (love him or loathe him he's not going away!) comments :

" The Butterfly is a metaphor for transformation - being natural in dementia care involves flitting between people, being still, connecting, creating colour, and changing moments, warehousing people living with a dementia belongs back in the dark ages - people living with a dementia can come alive again by reaching their spirit inside - thank you to those in Australia who believe in this. "

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