



# Culture Change in Care Homes The UK 'Butterfly Household'® Approach

## Seeking Project Homes in the UK

*Butterfly Care Homes continue to spread across the UK, Ireland, Canada and beyond.*

*In June 2015 the Dementiaville 3-part documentary on Channel 4 featured David Sheard as Series Consultant and an inspiring example of a Butterfly Care Home and The Butterfly Household Model of Care®.*

*We continue to seek further Care Homes who are wanting to create positive culture change.*

*“ David’s beliefs, values, boundless energy and passion have driven changes that to many were only a dream. His herculean effort has revolutionised the culture of care nationally and internationally. ”*

*(Judging panel 16<sup>th</sup> UK National Care Awards 2014)*

## UK Care Personality of the Year 2014



**Dr David Sheard, CEO/Founder**



## Butterfly Care Homes

### Publications

**Loving: the essence of being a butterfly in dementia care**

*Sally Knocker (2015) Hawker Publications*

**Achieving: real outcomes in dementia care homes**

*Dr David Sheard (2011) Dementia Care Matters*

**Implementing person centred theories in dementia care: exploring the Butterfly approach.**

*Sheard DM (2013). The Modern Registered Manager: Vol 1, No.3, May/June 2013.*

**Dementia Care Matters works with the School of Health & Social Care, University of Surrey**



**Thanks to Wren Hall and Landermeads in Nottinghamshire**

## Project Outline

Two Dementia Care Matters team members will be allocated as the Project Consultant and Project Trainer

### The Project will comprise of:

- A Baseline Qualitative Observational Audit.
- A Butterfly Project home and public Launch.
- 12 Leadership Consultancy on-site visits across the year.
- 8 Dementia Care Workshops on the Being A Star® programme.
- Six Nurse/Team Leader modelling days.
- Supply of Dementia Care Matters supporting tools and materials.
- Unannounced Audit – end project Qualitative Observational Audit by a new Dementia Care Matters team member.
- Potential award of Butterfly Care Home National status.

## Dementia Care Matters

Founded in 1995 by Dr David Sheard, CEO.

- Leading UK and Ireland Dementia Care Culture Change organisation
- Team of 15 professional colleagues
- Global Membership Scheme
- Provides University learning
- Large UK network of Butterfly care homes within the public, charitable and independent sector providers

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<https://twitter.com/@dcmatters>



<https://twitter.com/@SheardDavid@DCMatters>



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[www.youtube.com/results?search\\_query=david+sheard](http://www.youtube.com/results?search_query=david+sheard)

## The Butterfly Household® Approach

*“The Butterfly Project is about injecting humanness and compassion. It focuses nurses and care workers back to this from task allocation, targets and efficiencies and creates a culture conducive to person-centred care. Its greatest impact is in creating Households and Butterfly skills for everyone to connect. It shifts the balance of power, by removing controlling care, enabling staff to become care partners. In addition it achieves a dramatic reduction in displays of behaviour, falls and staff sickness - creating a home where people want to **‘be together.’**”*

Anita Astle MBE, Managing Director, Wren Hall, Nottinghamshire, UK



### A Butterfly Project

- Leadership mentoring on establishing the Butterfly Household Model® of Dementia Care.
- Modelling the approach with Nurses and Team Leaders during the day.
- Being A Star® Dementia Care Emotional Intelligence training.
- Qualitative Observational Methodology training.
- The “Look Checklist” - dementia specific environmental guidance.
- The “Inspiring: 50 Point Action Checklist Model of Care.”
- The “Being” approach to recruitment, learning and appraisal.
- The “Attached” new Culture Leadership style.
- Balancing Quality of Life and Quality of Service outcomes.
- The “Essence of being a Butterfly in dementia care.”

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