



## Culture Change in Nursing Homes The UK 'Butterfly Household'® Approach In Ireland

### Seeking Project Homes in Ireland

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

*An inspiring example of a Butterfly Care Home and its Household Model of Care® featuring Dr David Sheard is still available on Channel 4 catchup TV - All 4 'Dementiaville'*

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

### Publications

**"The Fairfield Family" – Ireland**  
Sally Knocker - Signpost Journal of Dementia and Mental Health Care of Older People. Vol. 21, No. 2. Winter 2015-2016

**"Dementia Innovator Sees Key Role for LPNs"**  
Budd H – Care Vol. 29 Issue 3, 2015 Canada

**"Feelings Matter Most in Dementia Care"**  
David Sheard – Australian Ageing Agenda. May/June 2015

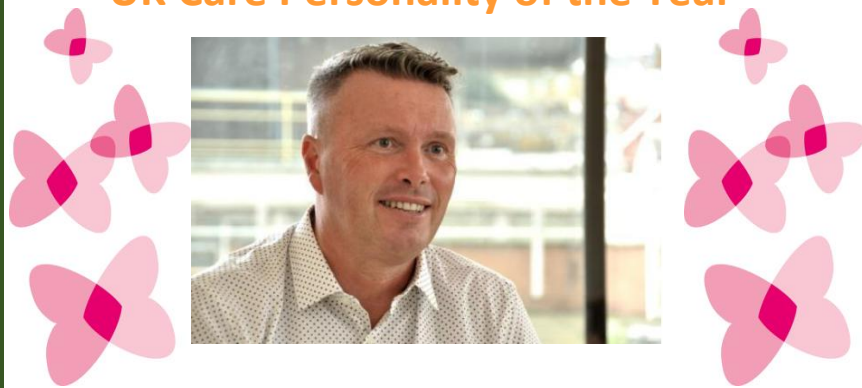
**"Making Moments Matter – Butterfly model sees positive results"**  
Australian Journal of Dementia Care Vol 6 No 2 April/May 2017

Dementia Care Matters works with the School of Health and Social Care, University of Surrey, UK

*"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)

### UK Care Personality of the Year



Dr David Sheard, CEO/Founder



Thanks to Wren Hall and Landermeads in Nottinghamshire, UK

## Project Proposal

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 Butterfly™ 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 Nursing 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 24 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>



[www.facebook.com/pages/Dementia-Care-matters](http://www.facebook.com/pages/Dementia-Care-matters)



[www.youtube.com](http://www.youtube.com) – Dementia Care Matters

## 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 Butterfly™ Dementia Care Emotional Intelligence training.
- Qualitative Observational Methodology training.
- The “Look Checklist” - dementia specific environmental guidance.
- The “Inspiring: Household Model of Care.” Audit checklist.
- 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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