

20 YEARS

dementia
care
matters®

Feelings
Matters Most

Consultancy • Training • Service Development • Research

'My' Butterfly Home™

*'My' Butterfly Home –
the 'DIY Self-directed'
version with DCM
support*

" You can do this! "

***Our new offer is to help you
yourself become a Butterfly Care
Home® - creating the change you
want for everyone living and
working together.***

***Doing it yourself at low cost but
with expert support from
Dementia Care Matters.***

***Not everyone can afford Dementia
Care Matters to come in and
provide a full Butterfly Care Home
Project and our 1 year Culture
Change course is a general course
with little time to focus on a
specific Home's needs.***

***This new approach has been
designed to be an affordable way
to become a Butterfly Care Home
while still receiving regular
monthly learning and support from
Dementia Care Matters.***

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

**" The change is incredible, a complete
transformation. No longer are people led
by a fixed regimented timetable, people are
living 'their' day 'their' way. We now feel a
real sense of family and a deeper
understanding of the people we spend our
days with. Deelish house has become a
relaxed, homely environment full of shared
moments and emotional contentment. "**

Butterfly Care Homes

As featured on TV:

- Channel 4 Dementiaville
- BBC 1 Can Gerry Robinson Fix
Dementia Care Homes
- S4C Un o Bob Tri



Thanks to Wren Hall and Landermeads in Nottinghamshire

The 'DIY Self-directed' Version

**On signing up to this approach over
the course of 1 year you receive**

- Permission to use the term " My " Butterfly Care Home Self Directed Project.
- Access to all DCM tools and approaches.
- 1 Qualitative Observational Baseline Audit.
- Supply of 6 x 2 hour Skype Sessions with the Home Action Team – one 2 hour skype every 6 weeks guiding through your own project.
- 1 days training on commencing project.
- 1 day Consultancy / Training days by a DCM Consultant on site mid-project.

Year's cost for 2 people:

£8.5K plus VAT

- Option to commission an additional Unannounced Audit – at the end of the 'My' Butterfly Home year by a 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, Ireland and global Dementia Care Culture Change organisation
- Team of 15 professional colleagues
- Global Membership Scheme
- Provides University learning
- Large network of Butterfly Care Homes within the public, charitable and independent sector providers

Email: info@dementiacarematters.com

www: www.dementiacarematters.com



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



www.facebook.com/pages/Dementia-Care-Matters/117878838302255?ref=ts&fref=ts



www.youtube.com/results?search_query=dauid+sheard

The Butterfly Household Model of Care ®

For the 12 months during the Butterfly programme we dreamed of what our home could become. And during this period we saw people come to life, it was truly amazing. Our home became a bright, airy, colourful lively place to work and live. There were days when we thought that 'it just was not possible'; change is not easy at the best of times. The whole experience has lifted our spirits and motivated us more than words could possibly describe. We all feel that this is the future now; there is no going back to a 'task' run day.

Sean Collins, Owner, Fairfield Nursing Home, Drimoleague, County Cork

UK Care Personality of the Year 2014



Dr David Sheard, CEO/Founder

" 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 16th UK National Care Awards 2014)

You can create your own culture change and be the Butterfly Care Home everyone wants it to be.

For further information please contact:

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