

## MEDIA STATEMENT

### Disruptive Innovation in Dementia Care

### The Butterfly Model of Care - Action Research where “Feelings Matter Most”

### Apparent Misrepresentation by multiple media outlets on implementation of The Butterfly Model of Care

For immediate release

TORONTO, October 30 (2018) – The ground breaking approach to dementia care The Butterfly Model was featured by the Toronto Star in its series The Fix June 2018.

To date, six Accredited Butterfly Homes already exist in Alberta. In Ontario, following the widely successful Butterfly implementation and accreditation at Malton Village, the Region of Peel has already agreed to create Butterfly Homes within each of its five long term care homes. In October 2018 a further two Butterfly Projects were launched by Dementia Care Matters with Westman Village in Alberta and in Ontario with Primacare Living Solutions. Primacare Living Solutions have confirmed the further roll out to its remaining Long Term Care Homes within Ontario.

The disruption of care culture continues within the Canadian landscape. Peter Bewert, CEO of Dementia Care Matters states “we are proud to be involved with our partners in Canada who have taken the risk on life, love and fun through the implementation of The Butterfly Models of Care” Bewert further states “It is our mission to enable people to ‘rethink’ the attitudes and malignant culture seen throughout Long Term Care”.

Recently several media outlets have reported that two Long Term Care Homes operated by Hastings County in Ontario has announced the implementation of The Butterfly Model of Care. These reports can be located at:

<https://www.intelligencer.ca/news/local-news/hastings-countys-manors-aim-to-humanize-care/>  
<https://www.quintenews.com/2018/10/27/191168/>  
<https://inquire.ca/story/improving-dementia-care-through-butterfly-homes>

Unfortunately, the media reports are erroneous in nature and Dementia Care Matters has no relationship with Hastings County nor has there been any discussions from Ms Rollins with Dementia Care Matters pertaining to implementation of The Butterfly Model of Care. Bewert states “it is unfortunate these media reports are an incorrect reflection of truth. Whilst Dementia Care Matters is pleased Hastings County is undertaking a review of their care culture, this is not through any of the tried and tested methodologies of Dementia Care Matters which has been developed over the previous 23 years”.

Dementia Care Matters is pleased to be disrupting the culture and attitudes of care providers within the Canadian context. There is a need to ensure the lives of people living with dementia and the availability of



models of care to support living life in a meaningful, loving and caring way is the everyday reality. Dr David Sheard, Founder of Dementia Care Matters states “Dementia Care Matters has always been an innovative disruptor in cultures of care. It is time we see a change in care culture to move from institutional models to one where true person centredness is the heart and soul of the home. This can only be achieved when Feelings Matter Most”.

- ENDS -

**Further information:**

- For International Interview opportunities available with Mr Peter Bewert RN, Chief Executive Officer or Dr David Sheard, Founder. National interview opportunities are also available for coordination with the relevant National Director for DCM Canada

**Media Enquiry Contact:**

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**About Dementia Care Matters:** Dementia Care Matters is a culture change organisation operating in the United Kingdom, Ireland, Canada, United States and Australia. We offer an action based, evidence-approach to improving care in organisations. Its team of expert national directors, consultants and trainers apply ‘The Butterfly Model’ which creates places where people live, work and support each other as families. It is this approach which realises the possibility to really reach and connect to a person living with dementia enabling people to find freedom.

In addition to its internationally awarded ‘Butterfly Model’, Dementia Care Matters provides training, consultancy, and project management options in all types of social and health care settings. Dementia Care Matters’ approach where feelings matter most makes a real difference to the lives of people living with a dementia and disrupts the mindset of organisational culture resulting in change at all levels of an organisation.

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

