

MEDIA STATEMENT

Disruptive Innovation in Dementia Care

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

A Well Established UK Approach to Dementia Care Arrives in Canada

For immediate release

TORONTO, October 22 (2018) – The UK ground breaking approach to dementia care The Butterfly Model was featured by the Toronto Star in its series The Fix June 2018.

Five 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. Dementia Care Matters has now this October also launched The Butterfly Model of Care Project in a further two long term care homes in Canada

The next Butterfly project in Alberta is being undertaken at ‘The Journey Club’ within the new Seniors Living Community, Westman Village on Mahogany Lake by Jayman BUILT in Calgary, Alberta.

Primacare Living Solutions an operator of Long Term Care throughout Ontario, have commenced a Butterfly Project at Henley House in St Catharines with plans for their remaining two Long Term Care Homes and a further new build home implementing The Butterfly Model within the group in the next eighteen months

Giving priority and attention to culture change in long term care in Canada is vital

Focusing on people’s emotions, quality of life and the language of dementia requires a model of emotional intelligence. The attention to people’s real lived experience and away from behaviour management is the key. It is possible to restore people’s capacity to live a meaningful life and to support family and caregivers to reach people living with dementia throughout their journey. says Dementia Care Matters.

‘This disruption to dementia care in Canada is long overdue’ says Dementia Care Matters CEO, Mr Peter Bewert, RN. ‘Dementia Care Matters understands the importance of an evidence based approach. The organisation has 23 years of action based research and evidence informed practice demonstrating significant improvements to physical and quality of life measures in people who live in a Butterfly Home’.

Recently CBC News Kitchener-Waterloo published an article and excerpts from interviews with a variety of Dementia Care experts commenting on the lack of academic research to validate the Butterfly Household Model of Care. The CBC report can be located at <https://www.cbc.ca/amp/1.4870344>

Dementia Care Matters is pleased there is ongoing discussion within the care community, political and academic sectors within Ontario regarding improving the lives of people living with dementia and the availability of models of care to support this effectively. “Research is a vital component of ensuring models



of care such as The Butterfly Model of Care and other models achieve improved outcomes". Bewert further states "Dementia Care Matters approach of reducing task orientation, focusing on emotional care, getting to really know people's life history and building staff empathy provides an inherently better cultural foundation for long term care "

Dementia Care Matters has recently participated in independent research undertaken by NorQuest College in Alberta which reviewed outcomes associated with two Supported Living Environments implementing this model. The report can be located at <https://www.albertahealthservices.ca/assets/about/scn/ahs-scn-srs-cig-life-my-way-2018-evaluation.pdf>

Dementia Care Matters, an international culture change organization with 23 years of experience in this field, asserts that "feelings matter most" for those living with dementia. Its priority is to continue to change and improve people's lives first. However, as part of the ongoing growth within Dementia Care Matters and the increased globalisation of its services, it is acknowledged that there is a need to undertake independent academic research. This will form part of the ongoing strategic direction by Dementia Care Matters alongside the already established and effective work commenced and evidenced over the last 23 years. Dementia Care Matters has a well established relationship with the University of Surrey in the United Kingdom. The organisation welcomes exploring opportunities for further research to supplement the large array of stakeholder outcomes to date which have validated The Butterfly Model across 5 countries.

The Region of Peel is currently formalizing further collaboration with Sheridan College Centre for Elder Research to add rigor to its evaluation of its current and future Butterfly projects within the Ontario context.

Dementia Care Matters' philosophy and its model of in-depth transformative culture change and training delivers emotionally intelligent care that maximizes people's quality of life. The Butterfly Model is centred on the individual, their life story and matching care to the specific point of dementia each person is individually experiencing. This has been and will always remain our first and foremost priority.

Dr David Sheard, Founder of Dementia Care Matters says "We are proud to be a "disruptor" and to challenge paradigms of thinking so we can achieve better support for Seniors". Dementia Care Matters is also committed to collaborating with academic institutions and researchers to independently evaluate this process as a supplement to the clearly established outcomes achieved to date. Dementia Care Matters will look forward in a positive climate to the ongoing debates which disruptive innovation creates on the legitimacy and priority of traditional research alongside people's need now for an improved lived experience. All we and people living with dementia have is now in working together to introduce change to a sector which is in desperate need of a reduction in past malignant cultures of care

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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/>

