

## Disrupting Dementia Care in the United States

### **A Call for Expressions of Interest to be the second phase of Butterfly Homes in the United States.**

Post the successful completion of the first Butterfly Home to be accredited in the United States (Pebblebrook at Park Springs in Atlanta Georgia <http://www.parksprings.com/wellness/healthcenter/>).

We are seeking three further Long Term Care Homes to become the second phase of 'Butterfly Homes' in the USA.

*“Do not wait for the perfect moment. Take the moment and make it perfect.”*

The Butterfly Household Model of Care and The Butterfly Model of Care focus on achieving culture change to create world leading care through its philosophy of Feelings Matter Most. The model, already established in the UK, Ireland, Canada and Australia, values emotional intelligence, inspiring leadership, domestic household living and the core belief that everyone living with a dementia can be reached as a whole person.

The models of care produce enriching, changing emotions & environments that create a homely feeling. With extensive empirical and practice based evidence to support your commitment to improving dementia care, key outcomes you can expect to see include significant improvements in the following outcomes:

- People living with increased wellbeing.
- Meaningful engagement/occupation.
- The understanding, recognition and the level of pain experienced.
- Significant reduction in the use of neuroleptic, sedative and psychotropic medication.
- Emotional reactions and distress responses.
- Longer life expectancy
- Fewer falls through greater independence.



# Feelings matter most



## Five Key Areas of Focus for the Butterfly Project

1. Focusing on the feelings of people living with a dementia. Requires emotional care not just physical care – making real connection to people as they are now really matters.
2. Breaking down 'them' and 'us' barriers between people living and working in the home.
3. Creating an environment that makes sense to people living with a dementia.
4. 'Matching' people who are experiencing a similar stage of the journey with dementia to live together.
5. Occupation – becoming a 'butterfly' and bringing activity opportunities into all parts of the day.

## Meet the team:



**Dr David Sheard**  
Founder of Dementia Care Matters  
'The Pioneer'



**Mr Peter Priednieks**  
Co-Founder of Dementia Care Matters  
'The Coach'



**Mr Peter Bewert**  
CEO of Dementia Care Matters  
'The Innovator'

Read latest article from The Fix, Toronto Star  
<http://projects.thestar.com/dementia-program/>

For more information and/or to express your interest in this world changing model, please contact:

dementia  
care  
matters®

## Dementia Care Matters

**w** [dementiacarematters.com](http://dementiacarematters.com)  
**p** +44 (0) 1273 242335  
**e** [info@dementiacarematters.com](mailto:info@dementiacarematters.com)  
**f** Dementia Care Matters  
**t** @DCMatters  
**u** DementiaCareMatters  
**#** DementiaCareMatters