

World's leading dementia care consultant to speak in Windlesham

- *Dr David Sheard to speak and host a Q&A on dementia care at The Link on 6th July –*

WINDLESHAM, UK, 28 JUNE 2017 – Dr David Sheard, one of the world's leading authorities on dementia care, is to speak in Windlesham, closing an afternoon of awareness raising on living with dementia on Thursday 6th July.

Dr Sheard will be speaking at The Link in Windlesham on the experience of dementia and his Feelings Matter Most approach to care. The talk is being hosted by [All of Us](#), the developer and operator of care homes, where people can live in a Household environment that feels like home, supported by a team of people trained to provide emotionally connected support as well as physical care.

It comes as part of the [Dementia Friends](#) programme, launched by the Alzheimer's Society, and will see an afternoon of sessions take place in Windlesham, designed to change people's perceptions of living with dementia. The sessions take place at the Link throughout the afternoon and Dr Sheard will be speaking and hosting a Q&A at 6.45pm.

Dementia touches the lives of millions of people across the country. There are currently 850,000 people living with the condition in England alone, with numbers set to rise to over 1 million by 2025. This will soar to 2 million by 2051¹. Dementia Friends is designed to inform the public about living with dementia and the small ways they can help by telling friends about the Dementia Friends.

Dr Sheard is one of the world's leading authorities on dementia care. Over the past 35 years, he has established an international reputation as a leading dementia care consultant and motivational speaker. His expertise has been sought after for television series, such as Channel 4's 'Dementiaville' and the BBC's 'Can Gerry Robinson Fix Dementia Care Homes?'

Dr David Sheard said: "I'm delighted to come to Windlesham to help more people understand the impact of living with dementia and the steps we can all take to help. As people living with dementia become more emotional and less cognitive there has never been a more pressing time for the public to become aware of how people can still be reached. It's encouraging to involve places like Windlesham in being at the forefront of learning how to connect and include people living with a dementia as full members of their community."

David Driscoll, Managing Director, All of Us said: "We are very excited to welcome David to provide an inspiring conclusion to what should be a fascinating and enlightening afternoon of talks. With an ageing population, more of us will know someone living with dementia and people increasingly want to know how it will affect their families, friends and people in their neighbourhood and how they can help. As one of the world's leading authorities, there is no-one better placed than David to educate the Windlesham community on quality of life in dementia care."

David will be speaking and hosting the Q&A at 6.45pm at The Link, St John the Baptist Church, Church Road, Windlesham, GU20 6BL. A coach will run from the village centre to the venue, leaving at 6.15pm and returning at 7.45pm. If you would like to book a place for the talk, please contact All Of Us on: 01962 677400 or hello@allofus.com

About Dr David Sheard

Following 14 years in the NHS in Social Services, David Sheard commenced Dementia Care Matters in 1995 believing that dementia care could be so different. Centred on his belief that 'Feelings Matter

¹ Alzheimer's Society, https://www.alzheimers.org.uk/info/20027/news_and_media/541/facts_for_the_media

Most' and the concept 'All we have is now,' his emotional style demonstrates that living in the moment really matters. With a focus on the importance of emotional intelligence, David provides global presentations challenging and inspiring organisations to create new cultures of care. His Model of Care - Butterfly Homes now exist in the UK, Ireland, Canada, Australia and will commence in July in the USA and they are recognised as 'Outstanding' by the Care Quality Commission.

About All of Us

All of Us is on a mission to transform the culture, concept and delivery of care in the UK. We create places where people are able to live in an environment that feels like home, with the freedom to make their own decisions.

All of Us brings a personalised approach to care, centred around a person's feelings and experiences, operating a model specially developed to place emphasis on people's emotional needs, as well as their physical ones.

To find out more about the company's ethos and future plans, visit www.allofus.com or get in touch via hello@allofus.com