



## DEMENTIA CARE COULD BE SO DIFFERENT

### It's time to fix dementia care in Ireland

#### Dementia Care Matters brings its first National Dementia Care Conference to Dublin

Venue: Louis Fitzgerald Hotel, Newlands Cross, Dublin  
Date: 20 September 2011  
Timings: 9.30 arrival - 10.00am start – 4.00pm finish

Dementia Care Matters is known in the UK for its ability to radically change the quality of care for people living with a dementia. Dr. David Sheard, Chief Executive/Founder of Dementia Care Matters, featured recently in the BBC2 series *'Can Gerry Robinson Fix Dementia Care Homes.'* in which he demonstrated it is time for radical action to improve dementia care. There is no longer any excuse for people living in nursing homes to spend 70% of their time in boredom, lethargy and staring into space. We now have the knowledge on what it takes to really 'get it' in dementia care. For decades people living with a dementia have been treated as a set of symptoms and behaviours where they can only be warehoused in empty sterile clinical buildings and given neuroleptics to suppress their expressions. We all now know this is the culture of the asylum. This conference will radically demonstrate through film, photos, music and powerful presentations that it is really possible to live well whilst experiencing a dementia. Dr. David Sheard will prove however that this really depends on several key factors.

- Do nursing homes in Ireland know what real person centred dementia care looks, sounds and feels like?
- Do staff working in Ireland learn the language of dementia?
- Do families realise the environments need to be filled up with stuff?
- Do we all know how to reach a person with a dementia and accept their reality?
- Do we all realise that people with a dementia's behaviours are caused not by the disease but by us?
- Does the Government in Ireland recognise that culture change in nursing homes comes from investing in leaders with heart and not managers with procedures?

Come and join us as Dementia Care Matters in association with Dementia Training Ireland demonstrates in a practical, fun and emotional way at this conference how the beginnings of real change in dementia care are already happening in Ireland through our first project nursing home and hear of the amazing progress being achieved.

This conference will be opened by Tracey Cooper, Chief Executive of HIQA (Health Information and Quality Authority.)

Places still available by contacting Dementia Care Matters on +44 1273 242335 or email: [admin@dementiacarematters.com](mailto:admin@dementiacarematters.com)

**David Sheard (Dr.)**  
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