



## Press release

### **Fighting Boredom in Care Homes**

#### **Launch of National Dementia Care “kitemark” to help care homes demonstrate a belief that Quality of Life matters.**

Following David Sheard’s involvement in the BBC2 series, “Can Gerry Robinson Fix Dementia Care Homes?” Dementia Care Matters is pleased to announce the launch of a national scheme to identify dementia care homes that are committed to achieving Quality of Life.

***Dementia Care Matters is inviting all dementia care homes in the UK and Ireland to apply for Butterfly Service “kitemark” status.***

Unannounced visits will evidence whether a dementia care home is focussed on the real daily lived experience of people in lounges and dining rooms rather than a home being focussed on policies, procedures and systems.

Dr David Sheard, Director of Dementia Care Matters and Senior Visiting Fellow of the University of Surrey Division of Health and Social Care says, *“Confidence in the dementia care home sector is needed. Everyone in the UK will have their lives touched or be affected by knowing someone living with a dementia. When the time comes to consider going into a care home it is time that people can be confident that real Quality of Life is promised. Everyone is crying out for evidence that care homes can be places to live not places just to die.”*

This “kitemark” gives care homes who are positively focussed, the opportunity to show that many homes are really committed to enhancing people’s lives.

To discuss this major national scheme further please contact David Sheard telephone number 07889 000801.

Further briefing information is available.