

## A Call for Expressions of Interest to be the next new phase of Butterfly Homes in the UK

**We are now seeking Care Homes to become the next phase of 'Butterfly Homes' in the UK, following 12 Butterfly Homes being rated as 'Outstanding' by CQC.**

*"The Butterfly Project transformed the entire home – giving us a great reputation, with never a single requirement with CQC since we started the Project 10 years ago. CQC 'Outstanding', Level 1 Butterfly Accreditation, Inspirational Leadership Award – I would recommend the Butterfly Project to anyone who is passionate about changing the culture of their home and is prepared to love it and lead it – with Dementia Care Matters' support it can be achieved."*

Lesley Hobbs, Home Manager, Deerhurst, Brunelcare

*"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, Australia and the US, 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.

With extensive empirical and practice based evidence to support your commitment to outstanding dementia care, you can expect to see significant improvements in the following key outcomes:

- People living with measured increased wellbeing.
- Staff turned into butterflies, providing daily, meaningful engagement / occupation
- Reduction in the level of pain experienced
- Significant reduction in the use of neuroleptic, sedative and psychotropic medication
- Fewer falls through the Butterfly Model restoring people's greater independence.



# Feelings matter most



*“The Butterfly Project is about injecting humanness and compassion. It focuses nurses and care workers back to this from task allocation, targets and efficiencies and creates a culture conducive to person-centred care. Its greatest impact is in creating Households and Butterfly skills for everyone to connect. It shifts the balance of power, by removing controlling care, enabling staff to become care partners. In addition it achieves a dramatic reduction in displays of behaviour, falls and staff sickness – creating a home where people want to be together.”*

Anita Astle MBE, Managing Director, Wren Hall, Nottinghamshire, UK

## A Butterfly Project

- Leadership mentoring on establishing the Butterfly Household Model® of Dementia Care.
- Modelling the approach with Nurses and Team Leaders during the day.
- Being A Butterfly® Dementia Care Emotional Intelligence training.
- Qualitative Observational Methodology training.
- The “Look Checklist” - dementia specific environmental guidance.
- The Butterfly Household Model of Care ‘Inspiring Checklist.’
- The “Being” approach to recruitment, learning and appraisal.
- The “Attached” new Culture Leadership style.
- Balancing Quality of Life and Quality of Service outcomes.
- The “Essence of being a Butterfly in dementia care.”

## Meet the team:



**Dr David Sheard**

Founder of Dementia Care Matters  
‘The Disruptor’



**Peter Bewert RN**

CEO of Dementia Care Matters  
‘The Innovator’



**Samantha Crawley**

National Director UK & Ireland  
‘The Inspirer’

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

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care  
matters®

## Dementia Care Matters

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