

PRESS RELEASE

'Spreading Butterflies across Nursing Homes in Ireland'

Dr David Sheard returns to Ireland spreading butterflies in dementia care.

This is a historic week for Dementia Care Matters as David launches the fourth Butterfly Project with a nursing home provider in Drogheda to introduce there The Butterfly Household Model of Care with Moorehall Lodge Drogheda.

David will be launching this new Butterfly Project on Monday 19th June 2017 and comments :

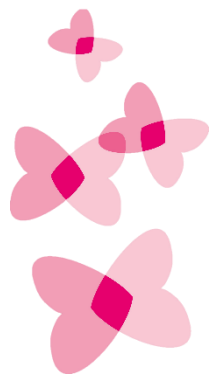
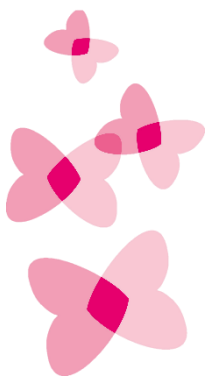
" What is your dream for dementia care in Ireland? Dementia care could be so different for older people in Ireland if you want it to be ! My dream began in the UK 22 years ago - a dream that centred on revolutionising the care of people in care homes by seeing people living with a dementia as ' more feeling beings than thinking beings. "

It is time for culture change in Ireland too - dismantling task based care and returning nursing homes back to truly human emotional care first.

The Butterfly Household Model of Care which turns care homes into households is already established in the UK, Ireland, Australia, USA and Canada. The model has already been proven in the first Butterfly Home Projects in Ireland at Moorehall Lodge Ardee; Fairfields Nursing Home, Drimoleague and Saint Joseph's Shankill, Dublin.

Sean McCoy, CEO, Moorehall Living comments....

" Having seen the impact of our award winning integration of the Butterfly approach into our Household Model of Care in Moorehall Lodge Ardee, we are ready to develop our expertise further in our centre in Drogheda. Connecting with residents, families and staff we look forward to working with David and his team again knowing that The Butterfly Household Model of Care improves everybody's lives. "



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Project Launch details:

To an audience of people experiencing a dementia, media, community groups, families and dementia care staff, David will speak passionately and emotionally for the need for change.

Details of the Butterfly Launch at Moorehall Lodge Drogheda are below:

- Date:** Monday 19th June 2017
- Address:** Moorehall Lodge Dublin Road, Drogheda, Co. Meath, Ireland
- Time:** 1.30pm – 3pm

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