

A Battle of the Ages When Seniors Say “No!” - overcoming resistance to care.

Home Instead Senior Care has commenced a new public education campaign to help family caregivers. “Our research and day to day experience shows there are many people worried about their ageing parents and are trying to care for someone who says they’d rather not have any help at all” says Director Martin Warner. “This resistance can be a real problem for family caregivers – they can be worried about the safety of a senior loved one forgetting food on the stove or neglecting to take their medications. We are spreading the message that keeping fiercely independent seniors safe at home isn’t a lost cause; there are solutions for them and their family caregivers.”

The campaign includes a free a resource booklet *When Seniors Say No! – overcoming resistance to assistance* and features practical tips and insights such as:

- Warning bells – tell-tale signs a senior is in trouble
- Understanding why seniors resist offers of help
- Strategies to help counter resistance to care

A survey of family caregivers, conducted for the Home Instead Senior Care network revealed 51 % had an ageing relative that was actively resisting care and offers of help. These seniors often object to help whether it’s from a family caregiver or a professional who tries to come into their homes to assist.

Sometimes seniors only want help from a son or daughter, which can put undue pressure on that family caregiver who feels he or she can't call for professional help. Most caregivers can go into "crisis mode" to rally around a loved one in the short-term, "but you can't be totally immersed in a crisis mode long-term without your own family, work and health suffering." The strain can take a particular toll on working family caregivers. The Home Instead Senior Care survey revealed that 42% of caregivers spend more than 30 hours a week caregiving. And that's what makes countering that resistance to assistance so important. "Many times family caregivers make assumptions but never ask: 'Mum, I've noticed that every time I bring up having someone come in to assist, you don't want help. Why is that?' Sometimes the parent doesn't realize they're being resistant. Also, reassuring a senior loved one that you have the same goal in mind will help. Start with something like: 'My goal for you is to be independent, too. You know I can't be here all the time. A little extra assistance will help you stay at home.'"

The resource booklet *When Seniors Say "No!"* and other caregiver support materials are available for download at homeinstead.com.au and from Home Instead Senior Care Offices.

ENDS:

For further information

Contact: Wendy Donellan Public Relations Manager Home Instead Senior Care

wendy.donellan@homeinstead.com.au

(07) 3720 8400

Mobile 04283 87856