

How can we support the family carer?

Carers are essential to the well-being of all of us

Their toughest task is **DEMENTIA CARE**

Let's change the negativity surrounding dementia care

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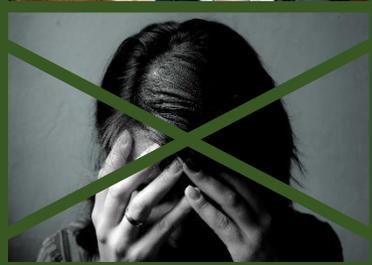
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CARERS ARE PLUNGED INTO A NEGATIVE, AGEIST SPACE

- Expected to cope, told they are burdened, medicated for depression
- Socially devalued, even though they perform essential tasks
- Advice is hard to access (education, computer literacy, too much to navigate) – and harder to put into effect
- Expectations increase guilt – ‘respite’ doesn’t change things
- Financial remuneration grossly inadequate, makes the negative space darker

CREATE a space for CARERS to feel RECOGNISED, SUPPORTED

- ASK what they need, don't assume
- FUND integrated care plans that target support
- Provide ACCESSIBLE information and education
- Provide proper FINANCIAL SUPPORT including tax relief
- POSITIVE and APPRECIATIVE attitudes – thank a carer today

Carers need us to:

CREATE a CARING SOCIETY – Caring is an attitude that continues across the life cycle – the core of all social life and cannot be reduced to a ‘profession’ or an ‘industry’

CHALLENGE AGEISM – Value ALL persons regardless of age and ability: Neoliberalism exacerbates ageism – the ‘normal’ person is valued (economically-productive, independent); the ‘abnormal’ are a cost burden. Medically-dominated models of ageing view people as abnormal, a deficit; remove social/fiscal responsibility to medical profession

CHALLENGE the SUPREMACY OF ‘THE MIND’ - Value the totality of human experience – our minds, emotions, senses, embodied experience. Cognitive decline is just one of the declines of the ageing process

MOVE AWAY from NEGATIVITY - Dementia as ‘loss’ of personhood creates a negative space of demeaning, stigmatising ideas, practices, attitudes