

## **PRESS RELEASE from The Relatives & Residents Association**

3 July 2008

### **Care home charity teams up with Comic Relief to improve care**

The Relatives & Residents Association launches a new resource to help care staff improve their practices and so improve the quality of care of older people in care homes. The R&RA, funded by Comic Relief and in conjunction with Action on Elder Abuse, has produced a series of Briefings. The central message of each Briefing is that there are so many small things that can make a big difference to the daily lives of older people living in care homes.

'Busy staff may cut corners. In care homes cutting corners can lead to a real reduction in the quality of life enjoyed by residents. Stories told to us by callers to the R&RA advice line helped us identify the areas of most concern,' says Chief Executive, Gillian Dalley. 'Thoughtlessness or carelessness on the part of staff can be tackled by discussing issues in a frank and direct way to help staff challenge their own practices and improve them.'

Gary Fitzgerald, Chief Executive of Action on Elder Abuse said: 'We are delighted to be working in partnership with the Residents & Relatives Association on this Comic Relief project. The Briefings aim to help care workers understand how crucial their role is in tackling neglect and poor practice. We urge all those who commission, purchase and provide care to ensure that these briefings are distributed as widely as possible.'

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#### **Notes to editors**

1. The R&RA is the national charity that supports older people in care and their relatives, and campaigns for improved standards and better quality of life for all care home residents.
2. The series of Briefings, titled **Thinking about Improving Practice**, is available at [www.relres.org](http://www.relres.org)
3. For further information, contact Gillian Dalley, R&RA Chief Executive, on 020 7359 8148 or 07971 055072, or Les Bright, R&RA adviser, on 01392 424696 or 07712 386846

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