Voluntary Sector – case study

NATIONAL DEMENTIA STRATEGY

Nightingale sounds a note of doubt

Comment by **LEON SMITH,** chief executive of Nightingale

The training imperative

INDUSTRY NEWS

Staff develop a better understanding after successfully completing a dementia training programme

Dementia training success

Suchet's open and caring admission

I applaud John Suchet's honesty in admitting to feelings of resentment while caring for someone with dementia (News Review, last week). He gave a voice to all carers and sufferers and encouraged them to share their experiences. This will help to ensure that dementia is recognised as a mainstream condition rather than a plague on the elderly. The perception that going to a care home signifies a carer's defeat and a sufferer's deterioration must be tackled, as homes can offer valuable support all round.
Leon Smith, Chief Executive of Nightingale, London SW12

Nightingale

The PR Office has been working with Nightingale for nearly two years, raising the public profile of the South London care home to attract more support and complement the charity's fundraising efforts.

Identifying Nightingale's USPs, The PR Office built a solid reputation for Nightingale as: one of the largest care homes in Europe; leaders in their sector; pioneers of contemporary therapies; and providers of superb and personal care for the elderly.

By positioning Nightingale as an example of best practice, The PR Office works hard to profile the Home as a good news story against a backdrop of malaise and mistrust of the sector.

The media in Nightingale's locale is now a key supporter of the home, profiling its activities, news and events on a weekly basis.

Nightingale is proud of its dedicated dementia unit and feels passionately that dementia should be addressed openly and honestly. The PR Office has been successful in working closely with Nightingale to change the public perception of dementia throughout the UK, by setting up an efficient response unit for relevant media coverage and offering interesting Nightingale stories to highlight the issue and keep it at the forefront of the news agenda.