

Care Talk Magazine

Home page/Front page feature, Autumn 2015

The screenshot shows the Care Talk Magazine website interface. At the top left is the 'care talk' logo. To its right is a quote: "...we need a publication that focuses on what matters to care workers". Below the logo is a navigation menu with buttons for Home, News, Issues, Testimonials, Advertising, Suppliers, Videos, Contributors, Links, and Contact. The main content area features a 'Current features' section with three articles. The first article is accompanied by a large photo of a woman with glasses. To the right of the 'Current features' section is a 'Care Talk Autumn' magazine cover with a 'READ ONLINE' button. Below the magazine cover is the 'Great British Care Awards' logo. At the bottom of the page are three buttons: 'Become a partner >', 'Subscribe today >', and 'Lead Story'.

care talk

“ ...we need a publication that focuses on what matters to care workers ”

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Current features

How tech can help manage the complexities of mobile workers pay
With the European Court of Justice announcing that travel time of 'mobile' workers should be classed as work time it's become more imperative than ever

Calling on government to address lack of homecare funding
As a Care Manager, helping vulnerable customers and their family and friends on a daily basis, I know from first-hand experience that there has never

New ways of thinking and new models of care

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Care Talk Autumn
Integrating Health and Social Care
HEALTHCARE SOCIAL CARE
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Lead Story The news Twitter

http://www.caretalk.co.uk/news.php?cat=issue#article_2

Full article below:



Calling on government to address lack of homecare funding

As a Care Manager, helping vulnerable customers and their family and friends on a daily basis, I know from first-hand experience that there has never been a greater need for more homecare funding.

I work for homecare provider Bluebird Care (Slough, S.Bucks & S.Wycombe) and as a company we are calling on the Government to urgently address the lack of funding for local homecare services by joining the “Save Our Homecare” campaign.

Central and local government are putting a squeeze on state-funded homecare services, which are relied on by those who, due to older age or disability, need help to maintain their independence at home.

As well as homecare workers; people who receive care services, their families and the wider community are also getting involved in the campaign - signing an e-petition and using social media to demonstrate why proper funding is needed.

We want to show the Government why homecare is so important and the positive difference these services make to so many people.

Most of the people that we provide care and support for would find it impossible to maintain their independence and stay in their own homes without homecare services.

Homecare is already chronically underfunded in the UK and the funding gap is set to widen further next year.

A £750 million shortfall has been predicted unless more funding is made available to support people to stay independent in their own homes.

The Save Our Homecare campaign is being backed by the United Kingdom Homecare Association (UKHCA), which is the professional association of homecare providers from the independent, voluntary, not-for-profit and statutory sectors.

They say that almost a million people a year across the country need support to maintain their independence at home, but state-funded care is in crisis.

If action isn't taken now, the already chronic funding gap will deepen - putting these vital frontline services at risk. Worryingly, this means people may not get the support they require at home and the stretched NHS will face more pressure.

Bluebird Care is a national homecare provider and I work for an award-winning office. It specialises in working with customers and their families who require care in their own homes - offering a unique service of tailored care visits from 15 minutes to full live-in support.

The ethos of Bluebird Care is 'Good Old-Fashioned Service' with a "can do" attitude, which has been built around a passion to deliver high-quality care and an excellent level of service. Our aim is to allow customers to maintain their independence and dignity by putting together a bespoke care package, which allows them to remain in their own homes safely and holistically for as long as possible. But without adequate funding, people can't always afford the care they need for themselves or their loved one.

We pride ourselves on providing the sort of care we would give our own loved ones and employ carers who go the extra mile to provide outstanding care for their customers and a personal level of support.

The Save Our Homecare campaign aims to get as much public support as possible ahead of the Government's spending review in November - let's hope it makes a difference.