

Tunstall
Contact: Sally Gleaves
Email: sally.gleaves@tunstallap.com
Phone: 07 3637 2200

press release



For Immediate Release

Title: Practical advice for people with Alzheimer's worldwide

To coincide with World Alzheimer's Day on 21 September, www.alzheimers-support.com has been launched across the world to provide information, advice and support to people with Alzheimer's, their families and carers.

Alzheimer's disease is the leading cause of dementia in older people, and it is estimated that there are 24 million people worldwide with dementia¹.

This figure is set to rise to 81 million people by 2040¹, affecting one in 14 people over 65 and one in three over 90.

The new Alzheimer's Support website is the first site of its kind to provide truly global support, offering advice in multiple languages on solutions that support safety and greater independence in the home, and how to access them.

With at least \$1 in every \$40 in the Australian health system spent on dementia, and an increase in people living with dementia increasing from 227,300 to 731,000 by 2050² resources like www.alzheimers-support.com are a valuable source of information to people affected by dementia.

Telecare is helping thousands of people with Alzheimer's and other forms of dementia to live more independent lives.

The website www.alzheimers-support.com shows how telecare is being used to successfully manage the risks associated with Alzheimer's, enabling people to remain safe, well and independent in a familiar and comforting home environment for longer.

According to Ali Rogan, marketing director at Tunstall Healthcare Group, "The emotional and psychological impact on people living with Alzheimer's, their families and friends can be immense, and the prospect of residential care can prove distressing".



Tunstall Australasia Pty Ltd 1,56 Lavarack Ave, Eagle Farm, Queensland 4009 Australia

Mail: Locked Bag 1, 985 Kingsford Smith Drive, Eagle Farm 4009, Australia
Telephone: +61 7 3637 2200 Fax: +61 7 3637 2255

www.tunstallap.com



“Telecare promotes an alternative, more person centred model of care, which enables people to remain in a familiar home environment for longer,” Ali said.

Telecare provides invaluable support and reassurance for families and carers.

It can allow a carer to have a good night's sleep, safe in the knowledge that should their loved one walk away from their house at night, cause the bath to overflow or even leave their bed for a prolonged period of time, they will be alerted quickly and appropriately.

Real life case studies help visitors to the site understand how telecare can help them in the context of their everyday lives, effectively managing common risks associated with Alzheimer's.

Unobtrusive sensors monitor potential risks such as floods, fire, gas leaks and intruders, automatically alerting the 24 hour response centre if activated, so that appropriate and timely action can be taken by a local key holder, family member, carer or the emergency services.

Telecare also plays an invaluable role in supporting the families and carers of people with Alzheimer's, helping to reduce some of the physical and emotional pressures they face, by providing the reassurance that risks can be effectively monitored and managed, and that help is on hand when needed.

It enables them to spend time away from the person they care for, increasing their own independence and quality of life.

For more information and advice on the role telecare can play in supporting people with Alzheimer's and their carers, visit www.alzheimers-support.com

¹Alzheimer's Research Trust, <http://www.alzheimers-research.org.uk/info/statistics/> 2008

²Alzheimer's Australia, www.alzheimers.org.au/upload/StatisticsMar08.pdf, 2008

Ends

Image: <http://www.contextpr.co.uk/mediafiles/SupportedLiving.jpg>

If you require any additional information or images please contact Sally Gleaves, PR & Marketing Executive 07 3632 2200, sally.gleaves@tunstallap.com

For more product information, cases studies and latest news visit tunstallap.com.

About Tunstall

With over 2.5 million users globally, Tunstall is the market leading provider of telecare and telehealth solutions. Tunstall's solutions support older people and those with long term needs, to live independently, by effectively managing their health and wellbeing. Tunstall provides technology, expertise and advice to millions of people enabling them to lead independent more fulfilling lives. For more information on how telecare and telehealth can improve quality of life, visit www.tunstallap.com.