



It is your right but not your duty  
to be involved in the care of your loved one.

If this is something you want to be involved in,  
we will support you to do so. Equally, we will  
respect your decision if you do not want  
or need this level of involvement.



## John's Campaign



To support the families, friends and carers  
of people in a care setting and to be equal partners in  
looking after their loved ones.

## Who was John?

John Gerrard was an 86 year old gentleman with Alzheimer's disease.

He was admitted to hospital to have treatment for leg ulcers. During his 5 week stay, his family's opportunity to visit was severely restricted by an infection outbreak and very restrictive visiting hours.

John's mental and physical state declined dramatically during this time.

## What is John's campaign?

John's family knew their inability to visit their loved one was part of the reason for his decline.

They launched a campaign to improve the inclusion and involvement of friends, family and carers in supporting and caring for loved ones in a care setting.

## How does John's campaign work?

Friends, families and carers are welcomed into our care settings. They are supported and encouraged by staff to be involved in as much or as little of looking after their loved one as they need during their stay with us.

## What are the benefits of John's Campaign?

Along with enjoyable social contact, we can work together to deliver the best possible care and treatment to people in our care settings.

There is also evidence that this type of inclusion and Involvement leads to:

- People being less likely to fall
- People eating and drinking well
- People feeling less anxious and upset about being in a care setting
- People getting to know each other really well and a sense of being part of things.

## How will John's Campaign affect me?

This will be different for each and every individual, so please speak to a member of the team to talk through how best you can be involved with your loved ones' care and support.