

**NEWS RELEASE**

**EMBARGOED UNTIL 00.01 HOURS MONDAY 7<sup>TH</sup> SEPTEMBER 2009**

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**ELDERCARE WEEK 7-13 SEPTEMBER 2009: NATIONAL CHARITY COUNSEL AND CARE PROMOTES ITS HIGH QUALITY ADVICE SERVICE AND CALLS FOR EVERYONE TO GET INVOLVED IN THE BIG CARE DEBATE**

Today (7.09.09) marks the start of the third annual ElderCare Week, organised by Counsel and Care, the national charity working with older people, their families and carers to get the best care and support.

This national awareness week aims to highlight the complex range of care and support issues facing older people and how they and their families and carers can get the best advice and plan ahead for the future.

It will include a number of special activities including Counsel and Care's Annual Graham Lecture (10.09.09), which this year will be delivered by the Rt Hon the Lord Heseltine, and a morning debate on older people in the media, including the announcement of the winners of our *Older People in the Media* competition.

Counsel and Care is also promoting its high quality advice and information service for older people, their families and carers during the week. The key issues facing older people today will be focused on through examining the implications

of the Government's recent green paper on the future reform of care and support.

Local groups are encouraged to host events to mark ElderCare Week, and these events can be advertised on Counsel and Care's website and to regional media.

Stephen Burke, Chief Executive of Counsel and Care, said:

"ElderCare Week aims to contribute to the Government's current Big Care Debate about the future of care and support in this country.

"Many of Counsel and Care's enquirers tell us that until they came across our advice service, they were at a loss as to how to go about arranging care for their loved ones in old age.

"ElderCare Week is designed to raise awareness of the challenges that many of us will face when we need care, and to discuss ways in which the care system can be reformed."

**-ENDS-**

## **NOTES TO EDITORS**

1. The Government's *Big Care Debate* is seeking the views of people of all ages who use care and support services, their families, carers and involved professionals from across the country on what they think about *Shaping the Future of Care Together*, the Government's recently published green paper on the reform of the adult care and support system in England. The Green Paper depicts a vision of a National Care Service that is fair, simple and affordable for all adults in England. It sets out the options for service

reform, and how the new system could be organised and paid for. The consultation will run until 13 November 2009.

[www.careandsupport.direct.gov.uk/stakeholders/run-your-own-event/](http://www.careandsupport.direct.gov.uk/stakeholders/run-your-own-event/)

2. To notify Counsel and Care of a local event to mark Eldercare Week, email Anna Passingham, Senior Policy and Communications Officer on [anna.passingham@counselandcare.org.uk](mailto:anna.passingham@counselandcare.org.uk) or call 020 7241 8523.
3. For more details on Counsel and Care's work with local authorities contact Helen Finch, Development Officer on 020 7241 8534 or [helen.finch@counselandcare.org.uk](mailto:helen.finch@counselandcare.org.uk)
4. **Counsel and Care** is the national charity working with older people, their families and carers to get the best care and support.
5. Older people, their families and carers can contact Counsel and Care for advice on a huge range of issues affecting older people by calling the Advice Line on 0845 300 7585 or by logging on to their website at: [www.counselandcare.org.uk](http://www.counselandcare.org.uk).
6. **Counsel and Care's Advice Service** opening hours are 10am-4pm Monday-Friday except Wednesday afternoons.
7. More information about Counsel and Care can be obtained from [www.counselandcare.org.uk](http://www.counselandcare.org.uk)