

**FOR IMMEDIATE RELEASE:** Wednesday 19 January 2011

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**COUNSEL AND CARE WELCOMES NEW RESEARCH ON THE NEED FOR IMPROVED ADVICE AND INFORMATION ON CARE AND SUPPORT**

National charity Counsel and Care strongly support the messages highlighted in the report launched yesterday (Tuesday 18 January 2011) by the Institute for Public Policy at Oxford Brookes University and Melanie Henwood Associates. This report reconfirms the need for councils to support independent advice services, such as Counsel and Care, which has been running for almost 60 years. It is vital that older people and their carers have access to balanced and quality information and advice on care and support.

Elizabeth Lodge, Advice Service Manager, Counsel and Care said: "We felt it essential to contribute to this report as our Advice Service helps older people make the right and informed choices about how to meet their care and support needs. This has a major impact on an individual's day to day life and with an increasing number of people paying for their own care or contributing towards it, it is more important than ever that people get advice and information to help them plan for the immediate future and for the long term."

Caroline Bernard, Acting Chief Executive, Counsel and Care, said: "This report again highlights that good quality, independent advice and information is central to getting the right care and support to older people, their families and carers.

“As the plans to reform care and support get underway this year, we urge government to ensure that information and advice is included as one of the key factors of any new system.

“Those paying for their own care as well as those who are state funded, must be able to access information and advice, wherever they live.”

#### NOTES TO EDITORS:

- Counsel and Care is a national charity working with older people, their families and carers to get the best care and support. Advice on issues affecting older people and carers can be obtained by calling 0845 300 7585 or emailing [advice@counselandcare.org.uk](mailto:advice@counselandcare.org.uk). Counsel and Care’s Advice Service opening hours are 10am-4pm Monday-Friday. More information about Counsel and Care can be obtained from [www.counselandcare.org.uk](http://www.counselandcare.org.uk)
- The Care Concerns 2009 report is based on a sample of 2,746 telephone enquiries taken by Counsel and Care’s Advice Service in 2009. Copies can be downloaded from our website: [www.counselandcare.org.uk/influence/publications](http://www.counselandcare.org.uk/influence/publications)
- The full list of the Counsel and Care guides available to download from: <http://www.counselandcare.org.uk/advice-and-information>