

24 May 2011

Care Show and NAPA launch Activity Campaign

The Care Show series, organised by UBM Live, has teamed up with the National Association for Providers of Activities for Older People (NAPA) to produce a survey investigating the way in which activities for older people are delivered in care homes across the UK. This survey forms the beginning of the wider **Activity Campaign** which will invite care industry professionals to share their experiences of various activity provisions at their organisations.

Chris Edwards, Event Manager for Care Shows, has expressed his enthusiasm for this project saying: “The benefits of meaningful activities for older people receiving care have long been established, but how it is delivered in care homes across the UK can vary widely. The Care Show team is delighted to be involved in such an important area of analysis and we’re looking forward to receiving the results of the survey in order to provide a thorough best practice guide which our exhibitors and visitors alike can benefit from.”

NAPA Director, Sylvie Silver will present the results at the upcoming Care Show Birmingham which is taking place at the NEC from 22-23 June. This presentation, in the Keynote Seminar Theatre on the 23rd, will launch the campaign in earnest. Building on the results of the initial survey, care providers will be encouraged to offer the **Activity Campaign** examples of where activities have had a positive effect on their residents and their business. This valuable data, collected from professionals at the practical end of the care industry, will be used by NAPA and Care Show to produce a best practice guide for care providers across the country.

Sylvie has expressed delight that the Care Show is helping to raise the profile of the importance of activity in a care setting, saying “ If we are going to achieve truly personalised care then activity provision has to be integral to care and not a nice extra”

In an effort to highlight the benefits of activities in care homes, Care Show Birmingham will also showcase SG Productions who will be demonstrating the benefits of theatre, song and dance for care home residents. Their vibrant, interactive performances are especially beneficial to residents with dementia as they incorporate movement and colour as well as music.

To complete the **Activity Campaign** survey please visit www.careshows.co.uk/birmingham where you can also register for free tickets to attend Care Show Birmingham.

- Ends -

Notes to Editor

About Care Show

The Care Show series offers the largest display of care home products and services in the UK. Care Shows are designed to provide education, products and services for those owning, or running any organisation responsible for the care of older people.

This includes proprietors, directors and managers of care homes, nursing homes, domiciliary care agencies, sheltered accommodation, learning disability homes, local authorities, specialist care units, housing associations and private hospitals.

About UBM Live, organiser of Care Show

Operating internationally, UBM Live operates a number of market leading exhibitions, awards, websites/online products and publications in twenty different business sectors. Its brands include CPHI, IFSEC, Food Ingredients, Cruise Shipping Miami, Technology for Marketing and Advertising, International Confex, Informex and many more. With offices in the UK, Netherlands, USA, UAE and Brazil, UBM Live has successfully geo-cloned its leading CPHI, Food Ingredients, TFM&A and IFSEC brands into territories such as China, Japan, Asia, Eastern Europe, South America and Africa. As well as building relationships with our customers, we help wider communities through our corporate responsibility programme.

UBM Live is part of UBM Ltd, a leading global media company listed on the London Stock Exchange, which in 2009 generated revenues of £847m, with profits of £171.2m.

About NAPA

“Activity is everything you do from when you open your eyes in the morning until you go to sleep at night. “

NAPA is the only charity dedicated to increasing the profile and understanding of the activity needs of older people, and equipping staff with the skills to enable older people to enjoy a range of activity whilst living in care settings. We believe that Activity Provision should be at the heart of care for older people .We focus on delivering best practice training and support, disseminating useful information, promoting, encouraging and researching best practice and raising the status of activity providers.

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