

Why I've switched on to ACC ...



Sylvie Silver is the Director of NAPA, the National Association for Providers of Activities, an organisation whose mission is to develop expertise in activity provision and ensure it is at the heart of care for older people.

Sylvie represents NAPA at a strategic level, campaigns for change and regularly trains care home staff in all aspects of activity provision. She's also the presenter of ACC's programme *Dementia: Providing Meaningful Activities for Older People*. Here Sylvie explains why she's so enthusiastic about ACC-TV.



We have to make training as simple as possible, especially when you're dealing with what I call reluctant learners. What's good about ACC-TV

is that it goes directly into the care home; it's in a medium that's instantaneous, there on your wall.

The programmes hit the mark. They're pitched at the right level, they're enjoyable and informative. For example, I thought I knew a fair bit about Parkinson's

disease, but watching the ACC programme made me realise there's a lot more I should have known. It's really stuck with me. I think that's because of the medium of TV: you can actually see the effects of Parkinson's medication on people; you hear residents talking about what's important to them. That's very powerful.

I was speaking to a training officer in a care home recently and they were eulogising ACC, saying how it's galvanized training. That's why I'm really pleased to be working with ACC to make a programme about meaningful activities for people with dementia.

The Care Quality Commission says that one in five homes fail to meet the standards on social contact. When you remember how low the bar is already set

-- "offering opportunities to access the community and to have a range of activities on offer" -- it means we have to make a big effort to improve in this area. We have to get the message across that meaningful activities are not a nice extra: they have to be central to care.

But it takes a skilled workforce to deliver on this, and in general we haven't provided enough training in the area. That's what I want to change. The key is

to see every person with dementia as an individual and for staff to be able to reflect on what that means in practice. So in the programme, we start off by showing that "activities" aren't just about hobbies and leisure, they're everything that engages people.

We're showing how staff in a care home can transform the lives of residents by applying a genuinely person-centred approach to activities. Staff get to see what that means in practice, and ACC is the perfect medium for bringing



demonstrations to life.
Sylvie Silver in conversation with ACC-TV presenter Michael Garbutt.

"ACC is the perfect medium for bringing demonstrations to life."

If you'd like to find out why ACC has so many enthusiastic members, visit our website at www.agedcarechannel.co.uk