

Pledging to be the Change They Want to See

Aged Care Industry Pledges to Make a Difference on Change Day

Australia, 24 February 2014 – As Australia gears up for its inaugural participatory Change Day on 6 March 2014, the Tall Trees Care Communities staff and founders look forward to propagating a culture of community by pledging their time and commitment to improving aged care quality of life.

“This is the perfect time of the year to launch such an effort,” says Tall Trees co-founder Phil Usher. “It’s very typical for people to make resolutions near the beginning of a new year and pledging to help others is inspiring and a winning situation for everyone involved.”

Change Day was initially launched in the by the National Health Service (NHS) in the UK. This marks the first time Australians can participate in the grassroots campaign, spearheaded by Mary Freer after the NHS invited Australia to join in.

Change Day is run on ideas and energy of a collective of people who want to improve others’ health and well-being. By considering, utilising, sharing and enacting new ideas for improvement in the healthcare sector, Change Day can make a huge impact by using a positive approach, according to Ms Freer. The day is predicated on the suggestion that one idea can lead to the improved transformation of how things work in the health, social and aged care community.

Participants make a pledge – or more than one – online at the Change Day website. Actual pledges are shown on the front page, with suggestions on how to build a more effective health system and improving services to those who rely on aged care or social services.

Tall Trees Care Communities are delighted to participate in Change Day 2014. As Australia’s leaders in ‘alternative’ aged care services, the match seemed a natural, says Usher. “Our ethos is ‘if it’s not good enough for our mums, it’s just not good enough.’ We carry that sentiment over not only to the aged, but anyone, anywhere who is involved in health and social wellness, “ he says.

True, the huge effort is reaching out to both those who work in or are involved with health and wellness, but also those who are impacted indirectly by it. Change Day means that anyone can participate – educators, health service workers, patients, caregivers, families, school teachers, students, small businesses and religious or charitable organisations.

Usher says, “It’s proven that keeping aged folks’ minds active plays a huge role in keeping them alert and healthy. A fantastic suggestion to those who want to take part in Change Day is to visit an aged care community – and read, craft, play music or games, share stories and generally interact with the residents who live there.”

Tall Trees Care Communities was developed by Usher and his partners as a alternate response to typical aged care facilities in the Brisbane and Gold Coast areas. “We were dedicated to something better,” Usher says. “We asked our mums, how would they prefer to spend their golden years? What sort of quality of life would they want? And based upon their designs, we developed Tall Trees with their very qualifications in mind.”

“Our community homes reflect and respect each unique individual,” he says. “We definitely believe our communities offer a superior quality of life for the aged.”

Tall Trees Care Communities are located in Brisbane, on the Gold Coast and other areas. For more information, call (07) 3442 9378, or visit their website at <http://talltrees.net.au/>.

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