

## **NHI national awareness campaign will inform public of the right to Resident Choice in respect of nursing home care**

Resident Choice, a national awareness campaign, is being undertaken by Nursing Homes Ireland to advise the general public of a person's right to choose the nursing home of their choice should they require the dedicated care and social support of nursing homes. The campaign will also advise of support and advice Nursing Homes Ireland can provide in respect of key questions faced by persons considering nursing home care.

Resident Choice will run on national broadcast media outlets over a three-week period from October 8th and is targeted at persons considering nursing home care and the wider public. Concerns have been raised to NHI by members of the public in respect of the issue of resident choice and their right to choose a nursing home and the campaign aims to inform and advise in respect of this issue of life-changing importance.

Tadhg Daly, NHI CEO commented: *"In recent months, NHI has received a number of representations from members of the public querying their right to choice in respect of nursing home care under the Fair Deal. The issue of resident choice is of fundamental importance in respect of nursing home care and is enshrined within Fair Deal. The person assessed as requiring such care has the right to choose where they want to live and it is a decision for them, with the support of their family or relatives, to make. Those approved under Fair Deal can choose from a listing of all approved private, voluntary or public nursing homes. This campaign aims to inform persons in every community in Ireland as to their right to choose their preferred nursing home that suits their social and health care requirements. This right is of fundamental importance within healthcare and wider society."*

The Resident Choice campaign is an exciting departure for Nursing Homes Ireland the first national advertising campaign it has embarked upon. Radio advertisements will be featured on RTE Radio 1, Lyric FM, Newstalk and Today FM. Persons wishing to know more re their rights and entitlements re nursing home care can visit [www.nhi.ie](http://www.nhi.ie) or contact 01 4292570.

Resident choice is enshrined in the Nursing Home Support Scheme Act 2009. Part 2 (Section 5) states applicants determined by the HSE to need care services under the Nursing Home Support Scheme shall be informed of the names and addresses of approved nursing homes and, subject to availability, you choose the nursing home from which to avail of your care services or those for your loved one.

### **NHI**

Nursing Homes Ireland (NHI) is the representative organisation for the private and voluntary nursing homes sector. This sector, and the care our members provide, is a key part of the Irish health service. Private and voluntary nursing homes:

- Care for 21,500 residents
- Account for more than 75% of all long term care beds in the country, and,
- Employ more than 22,000 staff

Nursing Homes Ireland is committed to providing leadership, supporting members and promoting excellence