



News Release

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FOR IMMEDIATE RELEASE

New Book Edition Features Enlightened Approach to Caring for People with Advanced Dementia

Baltimore, MD (September, 2013)—Alzheimer’s disease is now the 6th leading cause of death in the United States, posing a daily challenge to an increasing number of family and professional caregivers (*2013 Alzheimer’s Disease Facts and Figures Report* by the Alzheimer’s Association). Caring for someone with dementia can be difficult at any stage of the disease, but is most challenging in the advanced stage when people are least responsive. In the newly revised Second Edition of her award-winning book, ***The End-of-Life Namaste Care Program for People with Dementia*** (May 2013, Health Professions Press, Inc.), internationally acclaimed dementia expert Joyce Simard, M.S.W., reveals simple yet powerful ways for caregivers to connect in meaningful and engaging ways with individuals in the last phases of this debilitating disease. Simard details how to implement her pioneering Namaste Care™ program, which focuses on the person rather than the disease and emphasizes the *namaste* concept, Hindu for “honoring the spirit within.”

The Namaste Care™ program recognizes the enduring personhood of individuals despite the severity of their disease. It focuses on the needs and spirit of each person through sensory-based practices that provide stimulation and relaxation: compelling scents, soothing music, light massage, gently interactive activities, and a calming environment, all of which provide physical comfort and a loving touch to individuals who are too frail or cognitively challenged to engage in a facility’s regular programming. The book is filled with poignant stories of residents transformed by Namaste Care™ and of the families and staff touched by the connections they make that they considered no longer possible.

Nursing homes, assisted living facilities, and hospice programs have embraced this low-cost, innovative program for its efficacy in improving the quality of life of people with advanced dementia *and* the staff who care for them. Simard’s book provides a complete guide to many practical techniques for enriching end-of-life experiences for those with advanced dementia. The positive results produced by Namaste Care™ in formal care settings include increased alertness in the program’s participants, greater family involvement, and stronger staff morale.

In her first edition, which received a National Mature Media Award and has been the focus of research projects in Australia and the United Kingdom, Simard focused on implementation of the Namaste Care™ program in nursing homes. In her second edition, she explains how the growing trends toward aging in place and creating dedicated *memory care* settings have led to the adoption of her program by assisted living and hospice settings too; she describes adaptations suited to the needs of these services. She also expands her discussion of *death* and *dying* to increase sensitivity and understanding for residents, families, and staff, and she introduces the No One Dies Alone program to complete the circle of care in Namaste Care™.

“This book is a *must read* for all healthcare professionals. Research shows that Namaste Care™ allows for positive and meaningful connections to be made with each individual,” says Esther Chang, R.N., a professor and

researcher at the School of Nursing and Midwifery, University of Western Sydney in Australia. "This program honours the person within by maintaining dignity and offering compassionate, heartfelt care." Lisa P. Gwyther, M.S.W., director of the Family Support Program at Duke University and co-author of *The Alzheimer's Action Plan*, agrees: "Everyone wins with the positive enveloping Namaste Care™ approach to advanced dementia—residential care providers, care teams, caring families and, best of all, people living with advanced dementia. Simard's wise, experienced practical, rich and detailed specifics interspersed with inspiring stories of small miracles make real and achievable all the abstract ideals of dignified, compassionate quality care."

Joyce Simard, M.S.W., is a private geriatric consultant to skilled nursing centers, assisted living communities, and hospice organizations worldwide. She is also involved in research projects that are studying the outcomes of Namaste Care in Australia and the United Kingdom. Her teaching strength lies in her stories—both serious and humorous—gathered during 35 years in the healthcare profession. Simard is also known for developing other hallmark programs for individuals with memory loss, including the Memory Enhancement Program and the Club.

For more information or to purchase this book, visit our website at www.healthpropress.com/namaste.

The End-of-Life Namaste Care Program for People with Dementia, *Second Edition*

By Joyce Simard, M.S.W.

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232 pages, 6 x 9 paperback, \$34.95, ISBN 978-1-938870-02-6

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