

**Media Information** Issued: 19 March 2007

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# **NEW for dementia TELEPHONE HELPLINE RESPONDS TO OVER 200 CALLS IN FIRST WEEK**

## **Admiral Nursing DIRECT takes 125 calls and emails from family carers and people with dementia and 75 contacts from professionals in its first week**

The new Admiral Nursing DIRECT support helpline, manned by experienced Admiral Nurses, has responded to over 200 enquiries in its first week.

Jules Jones, Admiral Nursing DIRECT Project Lead says: “Callers have been pleased – and relieved – that they now have someone to talk to and guide them towards services. The Admiral Nursing DIRECT team has responded to requests for help with diagnosis, medication, support and care services at home, professional carer support, and financial arrangements.

Some people have called simply to talk through their worries and anxieties about themselves or their relatives. Talking, they say, has helped to combat their feelings of anxiety and isolation.

People with dementia and their carers need support and advice at all points along their journey with this life-changing disease – often what they need most of all is someone who understands their worries and concerns. Our new helpline telephone service provides people with the opportunity to talk confidentially and, if they wish, anonymously. Giving people time can make all the difference.”

Professional and family carers can call the dedicated Admiral Nursing DIRECT phone line 0845 257 9406 on Tuesday daytime 10 am- 4 pm, and Tuesday and Thursday evenings between 6pm and 9pm. Callers may leave a message at any time and request a call-back, or email their questions to [direct@fordementia.org.uk](mailto:direct@fordementia.org.uk).

Barbara Stephens, Chief Executive of **for dementia** adds: “Callers are also asking about the Admiral Nurse service in their area, but sadly many are disappointed as currently we only have 48 Admiral Nurses and they provide a community based service in just 17 locations.

**for dementia** is working with the NHS Trusts and other organisations to establish Admiral Nurses across the whole of the UK. A new service has recently been developed in North Wales and plans are in hand to establish new posts in the North-East next year to join our existing teams in London, Kent, West Midlands and the North-west. Additionally, we will continue to build the capacity of Admiral Nursing DIRECT as quickly as we can, but this will depend on funding.”

**ENDS/**



**Photo for reproduction:**

**Top right: Jules Jones, Project Lead for Admiral Nursing DIRECT, with (top left) Admiral Nurse Rachel Thompson. Front row: (left) Diana Melly, wife of George Melly recently diagnosed with dementia, Katie Derham (ITV news reader) and Fiona Phillips (GMTV presenter), whose mothers both had Alzheimer's disease.**

**Notes for Editors:**

1. The mission of **for dementia** is to improve the quality of life of people with dementia by promoting and developing Admiral Nursing, providing high quality training and promoting best practice for professionals working with older people, carers and people with dementia. For more information on **for dementia**, log on to [www.fordementia.org.uk](http://www.fordementia.org.uk). Admiral Nursing DIRECT (AND) is a telephone, email and web-based information line developed to support professionals, family carers and people with dementia. Carers can access information by emailing [direct@fordementia.org.uk](mailto:direct@fordementia.org.uk) or telephone 0845 257 9406.
2. To make a donation to **for dementia** and the Admiral Nursing DIRECT service please visit the website [www.fordementia.org.uk](http://www.fordementia.org.uk)
3. Admiral Nursing DIRECT is supported by a restricted grant from Shire Pharmaceuticals

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