



Date: For release on Monday, 29 November 2004

CCC Welcomes Care Home Guides

CCC, whose members work together for better care for older people, warmly welcomes the launch, today, of the Care Home Guides, published by Counsel and Care.

CCC believes that the present system of care entitlement is difficult even for experienced practitioners and advisers to understand and recognises that it must be extremely daunting for people dealing with it for the first time, at a time of great stress and personal crisis.

Welcoming the guides, Dr Clive Bowman, CCC's Chairman, said,

"The Care Home Guides are clear, comprehensive and enable people to make choices, often at a very difficult time. They provide clarity for people who wish to know their entitlements and clarity for professionals and advisers. The guides deserve to have the widest possible distribution and publicity."

Nick Tyler, who chairs CCC's Financial Advice Work Group, said,

"CCC is very concerned about the lack of good quality financial information and advice available to people making decisions about care. The sections in the guides about paying for care are very clear and will be of great help to consumers, carers and professionals alike. The guides go a long way to closing the information gap. People also need to have better access to good financial advice."

Nick Tyler added,

"CCC believes that statutory organisations should be able to point people seeking specialist financial advice in the right direction. This area of advice is very complex. We are working to encourage progress towards that aim."

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Notes for Editors:

1. *The Brief Care Home Guide* and *The Complete Care Home Guide* are both available at www.counselandcare.org.uk. The Complete Care Home Guide contains more detailed information, including information about paying for care and about how people are assessed on the amount they will have to pay for care in a care home.
2. CCC is a broad-based, independent coalition of commercial, charitable and public service organisations with a shared interest in providing better long-term care for older people. CCC has been acting as an advocate for managed change since it was established in 1992 as the Continuing Care Conference with the objectives of:
 - increasing awareness and developing understanding of long-term care of older people as a political issue
 - raising the standards of care available to older people
 - developing the standards of financial products used to fund long-term care
3. CCC believes that all older people in Britain should live their lives in dignity, comfort and in a place of their choosing. We want all elements of society to make the necessary individual and social investment to ensure that happens. Our task is to ensure that policy-makers pursue this goal and to encourage the public to join with us in our mission to persuade them to do so.
4. CCC's Chairman, Dr Clive Bowman FRCP, is Medical Director, BUPA Care Services. Nick Tyler, who chairs CCC's Financial Advice Work Group, is Joint Managing Director of NHFA Ltd. More information about CCC, including its members and Steering Group, are available at www.ccc-ltc.org.uk.
5. On 3 November 2004, CCC launched *The Best Care Possible?*, CCC's long-term care policy healthcheck, which identifies a wide range of issues and outlines measures needed to enable people to get the best care possible to meet their needs.
6. Contact for further information: Helen Nicholson 020 7222 1265