



“THE 40-70 RULE”:
Bridging the Communication
Gap Between Seniors and
Their Families



History

- 2005 Hamilton couple Neil & Wendy Farnworth purchase New Zealand licence to operate Master Franchise.
- Personal experience with a family member in aged care lead us to seek other options.
- Private pay Homecare as other option



“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families

Home Instead[®]
SENIOR CARE



Home Instead Senior Care Growth Objectives-NZ

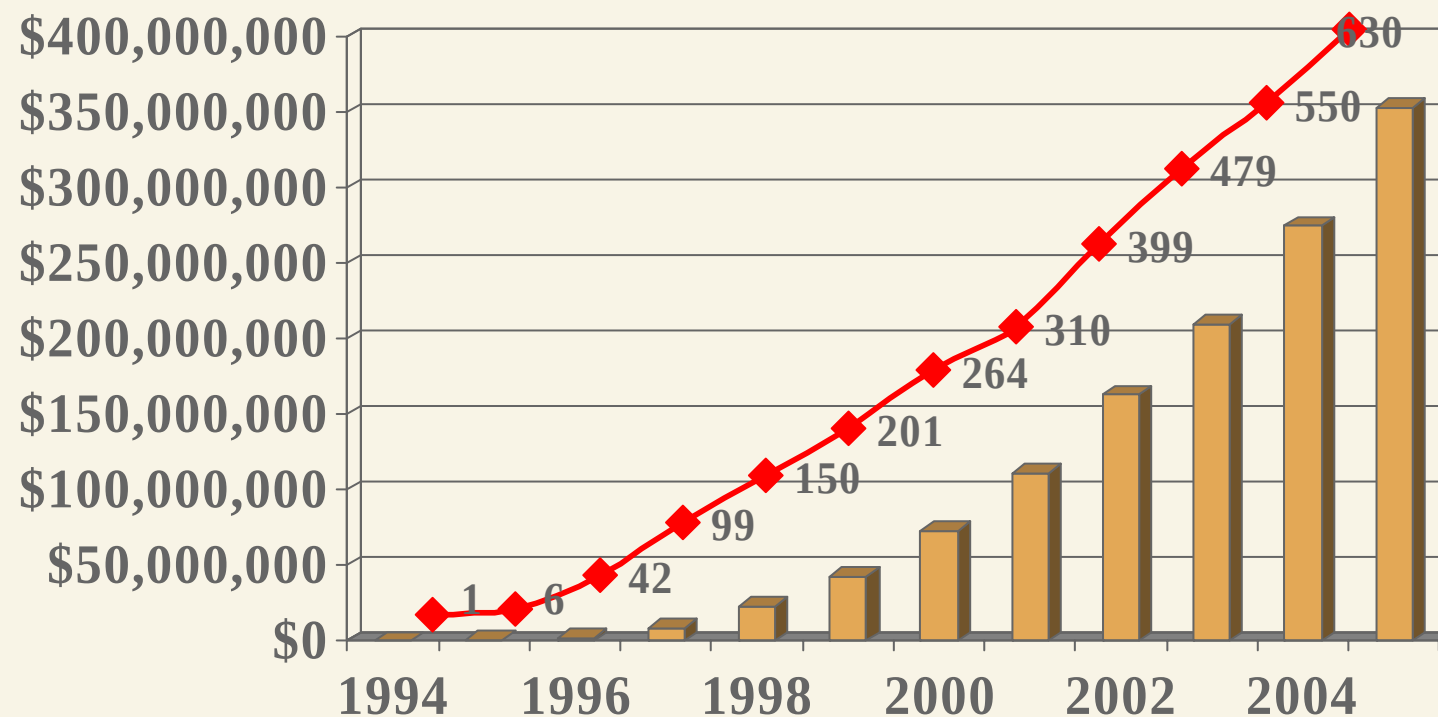
Year	Objective
1-2	Prove viability and introduce concept to NZ
3	12 initial offices
4	<u>10</u> additional offices 25 offices in total
Each franchise is expected to achieve a monthly turnover of \$100,000 within 1-2 years of commencing operations	

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families





Company Growth



“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families





Expand using Public Relations and Advertising

- PR is an extremely cost effective tool
- Traditional advertising cannot achieve the quality relationships and trust
- 40/70 Rule is created, trialled to communicate our commitment to seniors with important issues that are relevant to them

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families





“THE 40-70 RULE”:
Bridging the Communication
Gap Between Seniors and
Their Families



The 40-70 Rule?

It's the key message of this program:
namely, if an adult child is at least *40*,
or if his or her parents are *70* or
older, it's time for them to start
conversing about these difficult
topics.

"The 40-70 Rule": Bridging the Communication Gap
Between Seniors and Their Families

Home Instead
SENIOR CARE®



How Big Is This Issue?

It affects thousands of people throughout New Zealand. For example, in the NZ, more than 72% of the 750,000 Baby Boomers have at least one parent living.

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families

Home Instead[®]
SENIOR CARE



Original Research

So, the Home Instead Senior Care network conducted in-depth research throughout the North America base, administering detailed phone surveys to 1,500 adult children of aging parents—with 1,000 of these respondents living in the U.S. and the other 500 in Canada.

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families





It Starts With The Kids

Baby Boomers see themselves as the conversation starters when it comes to addressing subjects with their parents such as these older adults' healthcare situations, or their needs around the house, for example.

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families





Adult Children *Do* Want to Help

This research discovered that many adult children would like to know more about their parents' personal situations, so that they can help their parents if necessary. For example:

- 50% would like to know more about their parents' cognitive abilities; and,
- 49% would like to know if their parents are taking their medications properly.

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families





Conversational Obstacles

In particular, Baby Boomers have difficulty talking with their parents about independence-related issues.

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families





Difficult Topics

For example:

- 42% say talking to parents about leaving their home is the toughest; and
- 30% say talking to parents about giving up driving would be most difficult.

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families





Standing In The Way

Another potentially complicating factor: this research indicated that nearly one-third of adults in the New Zealand have communication obstacles with their parents stemming from continuation of the “parent-child” role.

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families

Home Instead
SENIOR CARE®



An Unequal Partnership

In other words, it can be difficult for many Baby Boomers to initiate these challenging conversations because their parents may be dealing with these grown sons and daughters as if they're still children, rather than mature adults.

"The 40-70 Rule": Bridging the Communication Gap
Between Seniors and Their Families





Lines of Communication: *Closed*

This dynamic can make it difficult for these adult children to help their parents access the necessary resources and make informed decisions.

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families





Tongue-Tied

Not surprisingly, our research showed that adult children who feel stuck in the parent/child role are much less likely to begin conversations with their parents on a proactive basis. Here's an example:

- Only 41% of these children said they would be “very likely” to talk to their parents about their parents’ needing help around the house, as compared to 67% of all other children—a *26-point difference*.



A Potentially Hazardous Situation

Whatever the reason for a family's lack of intergenerational communication, however, this situation can lead to serious problems for seniors such as misuse of medications, self-neglect—even accidents.

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families





Start Talking *Now*

So, the goal of the 40-70 Rule campaign is to provide practical ways for adult children to talk with their parents *now*.

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families





Conversation Starters: The 40-70 Guide

At the center of the 40-70 campaign is a guide of conversation starters for sensitive senior-care subjects. Here's an example:

Your 70-year-old widowed mother has just been diagnosed with macular degeneration, a disease that causes deterioration of eyesight. How do you begin a conversation with her about the possible ramifications of this disease?

"The 40-70 Rule": Bridging the Communication Gap
Between Seniors and Their Families





The 40-70 Guide



40|70

The 40-70 Rule
A Guide to Conversation Starters for
Boomers and Their Senior Loved Ones

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families

Home Instead
SENIOR CARE®



Mothers Day Roll-out

- Media release created , approved and sent out to national papers radio and television
- PR company worked with local office owners to work local media contacts
- Paid Advertising placed in key Sunday National newspapers
- 40/70 Rule booklet produced to help families, made freely available
- Flyer created to accompany the release and used as addition communication with networking
- Introductory letter to be sent with booklet to clients

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families





Successful Results

- Over 20 story placements in 15 newspapers
- 14 minutes on National Radio Program
- 300+ inquires for a free booklet
- 50+ inquires about services
- 50+ caregiver inquires

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families





Herald on Sunday

How do I talk to Mum about getting a little extra help?

You're not alone facing sensitive issues like these, which is why Home Instead Senior Care® is helping family caregivers bridge the communication gap when discussing sensitive subjects with senior family members.



If you're 40 and they're 70, it's time to talk

At the centre of the "40-70 Rule" is a guide of conversation starters for sensitive aging-related subjects, which is available free from your local Home Instead Senior Care office. The 40-70 Rule Guide features communication tips, as well as role-playing situations that can help family caregivers know what to say and when.

In-home care can help

Often, both adult children and their loved ones can benefit from outside help, such as that provided by Home Instead CAREGivers™. Whether it's a few hours a day or 24-hour long-term care, a CAREGiver can provide companionship and conversation, offer medication reminders, monitor diet and eating, assist with transportation, and much more.

Free Information Booklet

Auckland 09 528 4476 • Tauranga 07 571 4228 • Hamilton 07 834 2296

40 70

Have a heart-to-heart with your loved one today.

For details about Home Instead Senior Care's survey, visit:

www.4070talk.com

Home Instead Senior Care, go to:
homeinstead.co.nz

Home Instead
SENIOR CARE®

Each Home Instead Senior Care franchise office is independently owned and operated. © Home Instead Senior Care (NZ) Ltd

"The 40-70 Rule": Bridging the Communication Gap
Between Seniors and Their Families

Home Instead
SENIOR CARE®



Conclusion

- 1) Great way to promote our business using issues important to families with older relatives
- 2) Win/win relationship with everyone involved

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families





Additional Resources

If you want to improve the conversations you have with your parents, we suggest starting with the *www.4070talk.com* Web site, where you can do the following:

- Take an assessment to rate your intergenerational communication skills;
- Download the *40-70 Guide*; and,
- Find other resources that can help you talk more effectively with your parents.

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families





Questions & Answers



If you'd like to learn more about our services, or if you're interested in employment as a Home Instead CAREGiver, please contact my office—a local, independently owned and operated Home Instead Senior Care® franchise.

“The 40-70 Rule”: Bridging the Communication Gap
Between Seniors and Their Families

