

Tunstall Healthcare steps up for World Alzheimer's Month

September 2022

Tunstall Healthcare is marking World Alzheimer's Month (September 2022) with a range of fundraising and partnership initiatives, including providing £20,000 to Alzheimer's Disease International, to support and improve the lives of people living with dementia.

The global health and care technology solutions provider has partnered with Alzheimer's Disease International and committed £20,000 to the global charity to raise education and awareness of dementia, influence policy making, and support groundbreaking research into the disease.

Emil Peters, CEO of Tunstall Healthcare Group, added: "I'm delighted that we're forming these crucial partnerships and educating our colleagues about dementia and the impact that it can have on us as individuals, families, and community members. With people living with dementia globally set to rise to 139 million by 2050, we're looking forward to using our expertise to advance digital health and care solutions for vulnerable people from all walks of life. It's extremely important that we as people have information for choice for how and where we want to live our lives, regardless of any physical or neurological health issues. By working with partners like Alzheimer's Disease International, we can make a tangible difference for ourselves and our communities."

Alongside the Tunstall Healthcare Group partnership, Tunstall Healthcare UK&I has joined Alzheimer's Society's Dementia Friends programme. This is the largest initiative to date to change people's perceptions of dementia and aims to transform how the UK thinks, acts and talks about the condition. Tunstall's staff have undertaken training sessions to learn more about dementia and the impacts that it can have, alongside how to approach and help someone living with dementia appropriately. Currently 32 members of staff have completed the training, with the aim that all of Tunstall's UK colleagues will have completed the training by the end of 2022.

Tunstall Healthcare is also supporting Dementia UK, a charity that provides Admiral Nurses for families affected by dementia. The nurses offer one-to-one support, expert guidance and practical solutions to people in need. Tunstall has coordinated a range of fundraising initiatives and has so far raised and donated over £3,700 to the charity. The money raised will go towards providing more nurses to families in their communities, in hospitals and in hospices, and help to support the Admiral Nurse Dementia Helpline.

Gavin Bashar, UK&I managing director, commented: "Since 1957 we have been creating and providing technology to help vulnerable people live life to the fullest in a place of their choice, including those living with dementia. It's really important to us that all of our staff understand the health and care needs of the people that our technology supports, and the impact that syndromes like dementia can have. I'm looking forward to seeing our Dementia Friends training in action, and the other fundraising initiatives that we'll be coordinating for Dementia UK."

Tunstall has been at the forefront of technology innovation for the health, housing and social care markets since 1957. Originally founded as a small television repair shop in Doncaster, the company has experienced exponential growth which now employs around 3,000 people to support more than five million people across 19 countries, including those living with dementia.