

Custom Home Care

Providing Personal Care Services to Seniors

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September 2011

Healthy Aging Month

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Compassionate

Attentive

Reliable

Experienced

Energetic

Involved

Valuable

Energetic

Respectful

September is Healthy Aging® Month, an annual health observance designed to focus national attention on the positive aspects of growing older. The month, created by Educational Television Network over 15 years ago, is part of the Healthy Aging® Campaign. This campaign is a national, ongoing health promotion designed to broaden awareness of the positive aspects of aging and to provide inspiration for adults, ages 50-plus. The ultimate goal is to improve physical, mental, social and financial health among the aging population.



THE HAPPY QUIZ

1. **True or False?** Negative emotions are more powerful than positive emotions?
2. From a 2010 study of happiness, which country ranks #1 in life satisfaction?
America, Denmark, Switzerland or Canada
3. **True or False?** People are hardwired to be naturally happy or naturally unhappy?
4. What age do people report being the happiest?
17-21, 39-35, 40-46 or 50 +

Answers:

1. **False...go ahead and think positive!**
2. **Denmark**
3. **False...**
4. **50+...smile if you are over 50 :)**

- Consumers 50+ already represent a \$900 billion market
- In 2011, the oldest of the baby boomers is turning 65 years old
- About one in every eight or 12.4% of the population is an older American
- People are living longer. The 85+ population is projected to increase from 3.6 million in 1995 to 8.5 million in 2030
- The baby boomer generation is embracing new technologies and rapidly becoming major users of the internet and social media
- More than 50% of Facebook's users in the U.S. are over 35
- Facebook's biggest U.S. age demographic is adults between 35 and 44.
- **Facebook's fastest growing demographic is 55+**



Are you looking for a Caregiver with all of the above qualities?

Please call
Custom Home Care
(773) 561-4663



Myth Vs. Fact

MYTH: Seniors are the least happy age group.

FACT: People are happier, less stressed, and feel better about themselves after age 50! A recent survey of more than 340,000 people showed overall feelings of well-being improve as people pass middle age. Researchers report negative emotions such as stress and anger decline significantly and people over 50 worry less. The authors say it may be as simple as: With age comes increased wisdom and emotional intelligence.



The National Private Duty Association presents...

Addressing Legal Issues that Impact Seniors
September 22, 2011 at 7:00 p.m.

The 45 minute web conference topics include:

- Overview of elder law issues
- Assessing the need/timing for legal issues
- Powers of attorney
- Informed consent and guardianships
- Advanced directives
- Wills and trusts

“Caring for an aging parent brings many challenges,” said Sheila McMackin, president of NPDA. “It’s vital that a family know what legal issues they need to address and the appropriate timing involved. Being knowledgeable about these issues is key to protecting your aging parent and providing the best care possible.”

Pre-registration for the event is required

To register and for more information on the NPDA visit www.privatedutyhomecare.org

Custom Home Care is a proud member of the National Private Duty Association

Joke of the month

Three old ladies were discussing the trials and tribulations of getting older. One said, "Sometimes I catch myself with a jar of mayonnaise in my hand while standing in front of the refrigerator, and I can't remember whether I need to put it away or start making a sandwich." The second lady chimed in with, "Yes, sometimes I find myself on the landing of the stairs and can't remember whether I was on my way up or on my way down." The third one responded, "Well, ladies, I'm glad I don't have that problem, knock on wood," and she rapped her knuckles on the table then she said, "That must be the door, I'll get it!"

QUOTE OF THE MONTH

Dreams are renewable. No matter what our age or condition, there are still untapped possibilities within us and new beauty waiting to be born ~ Dale Turner



DID YOU KNOW?

All home care agencies in Illinois are surveyed by the Illinois Department of Public Health?
Custom Home Care was surveyed in August and passed with ZERO deficiencies!



Independence is often best achieved with a little help...Call Custom Home Care!