

What type of home is a care home?

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Two narratives of personalisation

- **Domiciliary: Individual choice and control**
 - Direct payment as main tool in domiciliary care
 - Service user as 'consumer' in the care market (e.g. Barnes, 2011; Ellis, 2015; Stevens et al., 2018)
- **Residential: Person-centred care**
 - Many origins; relating to care homes most prominent in dementia care
 - Emphasises care relationships (formal, informal) for residents' wellbeing; attitudes and behaviours of carers
 - Eradicating 'malignant social psychology' by focusing on maintaining personhood; shared decision-making; creating community (SCIE, 2019; Brooker 2003; Kitwood 1997)

Distant care relationship

Care home as **hotel**
(Decisions taken by customer; customer service orientation)

Care home as **institution**
(Decisions taken by professionals; task orientation)

Individual decision

Communal decision

Care home as **cooperative**
(Joint decision-making; individual provision)

Care home as **family home**
(Joint decision-making; communal provision)

Close care relationship

Care home as a cooperative

- Close relationships – emphasis on community
- Individual choice – emphasis on self-determination, choice of place, way of living and of being cared for
- To meet people's care need but not (only) focus on need
- Residents choosing the home *because they want to live there*
- Residents choosing other residents?



Mehrgenerationenwohnen



Care farms provide nursing home care in the Netherlands

Care farms are extensively used in the Netherlands as an alternative to day care centres for people in need of care, including people with dementia. They aim to offer new care concept directed towards small-scale and homelike environments.



<https://vimeo.com/109903443>

Publications

- Ettelt S, Damant, Perkins M, Williams L, Wittenberg R (2020): Personalisation in care homes for older people. Final report. London, Policy Innovation Research Unit. [https://piru.ac.uk/assets/files/Personalisation in care homes-Final-report.pdf](https://piru.ac.uk/assets/files/Personalisation%20in%20care%20homes-Final-report.pdf)
- Ettelt S, Williams L, Damant J, Wittenberg R (2020): What kind of home is a care home and what do we want it to be in future <https://ltccovid.org/2020/12/28/what-kind-of-home-is-a-care-home-and-what-do-we-want-it-to-be-in-future/>
- Ettelt S, Williams L, Damant J, Perkins M, Wittenberg R (2020): What kind of home is your care home: a typology of personalized care provided in residential and nursing homes. Ageing and Society, October 2020, early view.



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