



MEDIA RELEASE

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NEW ADS HIGHLIGHT THE SHOCKING REALITIES OF AGED CARE

The professional and industrial organisation representing more than 20,000 South Australian nurses, midwives and personal care workers has today launched an advertising campaign presenting the reality of what's happening inside Australia's residential aged care facilities.

The Australian Nursing and Midwifery Federation (ANMF) SA Branch will today start running the advertisements—spanning radio, television and social media—as the next phase of its national campaign for legislated staffing ratios in aged care.

Despite the announcement of the Royal Commission into Aged Care over the weekend, the ANMF believes the Federal Government needs to respond now to the overwhelming evidence that additional skilled staff are needed to provide care that the frail aged need to receive.

“It could take months, even years, for recommendations from a Royal Commission to take effect and that is too long for many elderly Australians in aged care, especially since we know the answers now,” says ANMF (SA Branch) CEO/Secretary Adj Associate Professor Elizabeth Dabars AM.

She says the ‘Time for Ruby’ campaign has been developed to put a face to the thousands of elderly Australians whose lives are in threat due to significant, yet legal, understaffing rife across the sector.

“The ‘Ruby’ character featured in our ads could be anyone’s mother, auntie or grandmother—and what happens to her in the ads is happening far too often in aged care homes across the nation,” Ms Dabars says.

“These ads might be considered shocking, but what’s happening in aged care *is* exactly that,” she says. “Our most frail members of society are dying unnecessarily from choking, falls, pressure sores and even suicide—simply because there aren’t enough staff to provide the care they so desperately need.”

“It is indeed shocking that a recent study found the number of preventable deaths in Australian aged care facilities has increased by 400 per cent in recent years¹.”

Ms Dabars says the number of hours of care needed for each resident is nearly double what is currently provided.

¹ Monash University, 2017 – accessed at <https://www.monash.edu/news/articles/world-first-study-reveals-increase-in-premature-deaths-in-australian-nursing-homes>

“Our national independent research revealed back in 2016 that the minimum amount of care needed for each resident to help address this crisis is 4 hours and 18 minutes a day. Yet, current staffing levels mean staff can only provide 2 hours and 50 minutes per day per resident.”

The ‘Time for Ruby’ advertisements appeal to the public to take one minute of their day to visit www.morestaffforagedcare.com.au where they can send an automated letter to politicians not yet supporting the need for this legislation. People can choose to also send a pre-set letter to those politicians supporting such laws.

“Only our federal politicians can drive this change. Only they have the power to introduce staffing ratio laws that protect our elderly in aged care; like the very same laws that exist to protect our children in childcare.”

“Don’t our elderly deserve the same level of protection, respect and dignity?”

Preview the ads at https://www.dropbox.com/sh/4q9lb163p7hpftn/AABMq_juAUclK7VaHJSBzbia?dl=0

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