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## **Home Care Assistance Teams Up with the American Society on Aging to Offer Free Continuing Education Units (CEUs)**

*Home Care Assistance, the premier provider of in-home care for seniors, is offering free continuing education credits (CEUs) as part of its ongoing Healthy Longevity Webinar Series; the program has been adapted for CEU accreditation in collaboration with the American Society on Aging (ASA).*

(Palo Alto, CA – August 20, 2012) – Home Care Assistance, North America’s premier provider of in-home care for seniors, has partnered with the American Society on Aging (ASA) to present a series of three web seminars that cover best practices in working with clients who have Alzheimer’s and other dementias. The CEU courses are offered free to all registrants, courtesy of Home Care Assistance as part of its extremely well-received educational Healthy Longevity Webinar Series. This series is the ideal opportunity for professionals from a wide spectrum of fields, ranging from social workers to nurses to care managers and many more, to earn CEUs while simultaneously gaining valuable information that will be beneficial in advancing their careers and strengthening their client relationships.

The first webinar, titled “[The Human Touch in Caring for Individuals with Dementia](#),” will be held Tuesday, October 2<sup>nd</sup> at 11 AM Pacific, 2 PM Eastern.

**Participants in this web seminar will:**

- Be able to describe the effects of dementia on a person’s life and recommend specific environmental adjustments for optimal quality of life.
- Understand the importance of client socio-cultural backgrounds.
- Learn strategies to enhance communication and activity and address behavioral issues in clients with dementia.
- Understand the complexities of working with family members of clients with dementia.

“As part of our mission to change the way the world ages, we are excited to offer this continuing education program. This is our way to thank the many senior care professionals with whom we work throughout North America who go above and beyond to support older adults in their communities,” said Lily Sarafan, President of Home Care Assistance.

The following two webinars will be held on Tuesday, November 6<sup>th</sup> and Tuesday, December 4<sup>th</sup>, both at 11 AM Pacific, 2 PM Eastern. The topics covered will be “Recreational and Social Activities: Non-

Pharmacological Interventions for Dementia” and “Cognitive and Sensory Activities: Non-Pharmacological Interventions for Dementia”.

Pre-registration will be required for all webinars. Participants can pre-register through the ASA’s website at <http://asaging.org/healthy-longevity-series> by clicking on the desired web seminar and following the instructions.

Professionals will take a short survey online after the webinar and then will receive one hour of CEU credit through the ASA. If a senior care professional is unable to participate in the live webinar but would still like to obtain CEUs, a recorded version will be available online for 30 days after the live presentation. Pre-registration is also required to access the recorded webinars.

CEUs are available if the senior care professional is licensed in a field or profession from one of the boards listed below. Professionals who are not sure whether the licensing organization will accept a particular board’s CEUs should contact the organization before making their selection.

- American Occupational Therapy Association
- Association of Social Work Boards
- Bryn Mawr College Graduate School of Social Work and Social Research
- California Association of Drug and Alcohol Counselors
- California Board of Behavioral Sciences
- California Board of Registered Nursing
- National Academy of Certified Care Managers
- National Association of Long Term Care Administrator Boards (pending)
- National Board of Certified Counselors National Commission for Health Education

For more information about Home Care Assistance, visit [www.HomeCareAssistance.com](http://www.HomeCareAssistance.com). For additional professional resources, call a local Home Care Assistance office at 1-866-454-8346.

### **ABOUT HOME CARE ASSISTANCE**

Home Care Assistance is the leading provider of home care for seniors across the United States and Canada. Our mission is to change the way the world ages. We provide older adults with quality care that enables them to live happier, healthier lives at home. Our services are distinguished by the caliber of our caregivers, the responsiveness of our staff and our expertise in Live-In care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2012 Franchise500® Company, Home Care Assistance has received numerous industry awards including *Entrepreneur’s* Fastest-Growing Franchises and *Franchise Business Review’s* Top 50. For more information about Home Care Assistance, our services and franchise opportunities, visit [homecareassistance.com](http://homecareassistance.com) or [franchise.homecareassistance.com](http://franchise.homecareassistance.com).

### **ABOUT THE AMERICAN SOCIETY ON AGING**

The American Society on Aging (ASA) is one of the nation’s largest associations of professionals working in the field of aging. ASA is a multidisciplinary professional association that produces a comprehensive array of educational programs and publications. ASA’s comprehensive resources, publications and educational programs are designed by experts in the field to enhance the knowledge and skills of people working with older adults and their families in a wide range of disciplines and settings. ASA members come from a multitude of professions ranging from the aging

network to business and health care to form a larger community whose purpose is to learn, network and exchange ideas and connect with others who work with older adults. Members, subscribers and partners include social service and health care practitioners, educators, researchers, policymakers and leaders of the business and nonprofit sectors.