

Resthaven's 'Positive Images Campaign' aims to show that:

Everyday, **simple things...**

a smile

a chat

a friendly hand...

**make a difference.**

**You make a difference.**

**Thanks to you...**

**Thousands of older Australians  
enjoy a better quality of life.**



*'Making a difference everyday... Supporting older people and their carers'*

For more information about our Positive Images Campaign, visit:

**[www.resthaven.asn.au](http://www.resthaven.asn.au)**

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**Your dedication, professionalism, skill and care is appreciated and valued. It is important work.**

We asked the public their views: 63% had a first hand experience of aged care services.

**You touch many lives;** 83% had a positive experience; 95% highly value your work and consider it very important.

\* McGregor Tan Omnibus Survey, 400 people, Resthaven Inc. April 2008

## Be proud to work in aged care

### Make it a priority to...

- promote the valuable work we do, with enthusiasm and passion
- encourage and create, build and sustain opportunities for positive images of older people
- share their fascinating stories and learn from their wisdom
- influence public perceptions
- be pro-active
- commit to the challenge!



**Older people have shaped this nation.** They deserve respect and, when needed, services and support with dignity.



**They enrich** our lives.

**Older people** add value, contributing an estimated \$39 billion per year in unpaid caring and voluntary work in Australia.

\* de Vaus, D, Grey, M and Stanton, D, (2003) *Measuring the value of unpaid household caring and voluntary work of older Australians*, Australian Institute of Family Studies.



**The intrinsic worth** of an individual and their relationships cannot be understated – they are vital – equally for both the very fit and the most frail of individuals.