

## Cameron Young on Home Care: Planning, Personalisation & Practicality

Cameron Young, CEO of Trinity Homecare, shares practical, insightful guidance on how families can navigate home care—breaking down its complexity and highlighting the importance of early planning, family collaboration, and evolving care models.

### Start Early and Start Small

Cameron stresses the importance of **starting conversations early**. Most families contact care providers in crisis—after a fall, hospitalisation, or diagnosis. But beginning care conversations before a major issue arises allows for smoother transitions and better outcomes.

He advises starting with an **hour or two a week** of care. This could mean help with physio, companionship, or light support. “Preventative prehab,” as he calls it, can delay decline and reduce the severity of later care needs. Early care isn’t just practical—it gives family carers a break and allows the older person to gradually build trust with a carer.

### “Live-in Light” and Flexible Models

One innovation Trinity’s *Live-in Light* model—a middle step between hourly visiting care and full live-in care. It’s designed for those who need **morning and evening support**, but not constant supervision. For instance, a trainee nurse or therapist might live with the client, help them start the day, then return after work to offer support and companionship.

This flexibility not only makes care more affordable but also fits better with **modern needs**—offering structure without 24/7 intensity.

### Companionship and Continuity

While the clinical side of care is important, **companionship is increasingly central**. Many families seek help simply to reduce isolation. Young points out that home carers often help clients re-engage with life—doing laps of the park, planning holidays, even skydiving.

Ensuring **continuity of carers** is key. While short visits may necessitate different people, Trinity aims to keep 1–3 carers as consistent leads. Shadowing and handovers are vital—new carers should arrive already briefed on “how Mum likes her tea”.

### Empowering Families Through Signposting

Many people—especially the “eldest daughter,” a common primary carer—feel emotionally and logistically overwhelmed. Young recommends **breaking things down**: start with the older person’s wishes, then move on to legal and financial matters, and finally care logistics.

He emphasises the power of **open questions**: What do you want this next chapter of life to look like? How often would you like to see us? What are your wishes if something goes wrong?

He also stresses the importance of being explicit within families—who’s “on point” for emergencies, who handles financial matters—so that resentment doesn’t build later.

### Dementia and Redirection

Trinity uses a framework that includes **cognitive, psychological, sensory, physical, and nutritional needs**. This is especially vital for clients living with dementia. Carers receive in-depth training, including **tactics like redirection**—gently shifting focus during episodes of confusion.

Tools like photo albums or digital memory games can tap into deep core memories and help calm clients. “It’s not always successful,” Young says, “but the success rate is high.”

He also encourages families to attend Trinity’s free *Understanding Dementia* webinars to better recognise and manage symptoms.

### **Technology That Enhances, Not Replaces**

Technology, Young believes, should **support human connection**, not replace it. Trinity uses digital tools for rota management, health tracking, and communication with families. Their app allows relatives to check updates and care notes, reducing stress and increasing transparency.

Wearables and symptom trackers help spot issues like infections early—but only work when carers use that data to make real decisions. “The carer still needs to hold your hand, metaphorically and sometimes literally,” he says.

### **Quality, Feedback and Red Flags**

Cameron emphasises that **quality in home care** goes beyond a CQC rating—though he notes its value, especially for ruling out providers rated as “inadequate” or “requires improvement”.

When choosing care, he recommends:

- Reviewing client feedback on **independent platforms**.
- Asking how the company handles **mistakes and complaints**.
- Looking into **carer experience, qualifications, and retention**.
- Insisting on a real choice of carers—not just whoever’s available.

“Any provider that claims to have no complaints is a red flag,” he warns. Good care providers will act quickly, take feedback seriously, and document improvements.

### **Care as a Chapter, Not an End**

Perhaps most powerfully, Young reframes ageing and care as **another life chapter**. “You’re more likely to live longer than you think,” he says. Retirement can be productive, joyful and social—with the right support.

He urges listeners not to jump straight to funeral plans but to begin with curiosity: What do you want to do next? How can we support your independence? What gives you joy?

You can find out more about Trinity Homecare and their services here:

<https://www.trinityhomecare.co.uk/>