



## PRESS RELEASE

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### **Age Concern Central Lancashire responds to Coronavirus Pandemic**

Age Concern Central Lancashire has put in to motion steps to redeploy its workforce in a targeted effort to support the elderly during periods of self-isolation and in order to protect their physical, social and emotional wellbeing.

Amassed over nearly 40 years the charity has unrivalled experience in providing specialist services that truly make a difference to vulnerable people, their families and carers in Lancashire. Given recent advice set by government and health officials for those over 70 to self-isolate, Age Concern Central Lancashire is increasing its efforts to reach more vulnerable older people within the county and is leading the way in supporting the elderly during this time of crisis.

Age Concern Central Lancashire can support older people and their carers during periods of self-isolation and within their home with;

Cleaning

Meal preparation

Shopping

Regular telephone calls

Information and advice – incl. benefits assessments and links to wider public/voluntary sector support

Specialist dementia care and support

CQC registered nail cutting

Age Concern Central Lancashire, who routinely support older people with long-term health conditions and through specialist dementia care and support, is now launching a Coronavirus helpline in order to reach greater numbers of older people.

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**AGE IS JUST A NUMBER**

[www.ageisjustanumber.org.uk](http://www.ageisjustanumber.org.uk)

Age Concern Central Lancashire is encouraging older people and their carers within the county to get in touch through its Coronavirus helpline (01772 552 850 option 0), website (<https://www.ageisjustanumber.org.uk/covid-19-referral/>) and shops to receive help during the outbreak.

In addition; the charity is calling on people who wish to volunteer their time to get in touch!

CEO, Suzanne Carr commented, "Hundreds of community groups have sprung up to help those in self-isolation as the virus spreads across the country. Unfortunately, amongst this kindness there are still those that will prey on the vulnerable and those who are not properly equipped to provide home visits may be exposing older people to further unnecessary risk. It is for this reason Age Concern Central Lancashire have coordinated a safe and secure service for both our existing service users and new referrals to join. We are working swiftly to deploy our workforce and recruiting new volunteers to provide a number of critically important services."

Age Concern Central Lancashire recognises that many people want to help the elderly during the Coronavirus pandemic and the support project provides the ideal opportunity to do just that. The charity will ensure that volunteers support is used to reach those most in need.

Individuals, groups and businesses who want to help older people in self-isolation can sign up to join the project through the Age Concern Central Lancashire Coronavirus helpline (01772 552 850 option 2) or main website (<https://www.ageisjustanumber.org.uk/covid-19-referral/>)

Working closely with its current customers, families and carers and in-line with UK Government advice, Age Concern Central Lancashire continues to adapt its approach with Roger Jones, Director of Services, adding "We are not medical professionals and will continue to refer to NHS resources for the most up to date medical advice. This is a difficult time for a lot of older people but also for carers. As a dementia specialist we recognise that a 12 week isolation period will be testing for all involved and are doing everything we can, whilst remaining safe, to supporting carers to maintain their own emotional and physical wellbeing. Our staff and army of volunteers are already working above and beyond to help those that need us."

**To refer in to the coronavirus support service or to enquire about volunteering, please contact Age Concern Central Lancashire through;**

Helpline: (01772) 552850 option 0

Website: <https://www.ageisjustanumber.org.uk/covid-19-referral/>

Various levels of support are available across Preston, Chorley, South Ribble and the Fylde Coast.

To help Age Concern Central Lancashire reach as many people as possible please consider a donation to:  
[https://www.totalgiving.co.uk/mypage/ACCL\\_Covid19](https://www.totalgiving.co.uk/mypage/ACCL_Covid19)

Information about the Coronavirus can be found online at the following sites;

NHS

[www.nhs.uk/conditions/coronavirus-covid-19](http://www.nhs.uk/conditions/coronavirus-covid-19) - Overview

[www.nhs.uk/conditions/coronavirus-covid-19/common-questions](http://www.nhs.uk/conditions/coronavirus-covid-19/common-questions) - Common Questions

[111.nhs.uk/covid-19](http://111.nhs.uk/covid-19) - NHS Online Coronavirus Service

UK Government

[www.gov.uk/guidance/coronavirus-covid-19-information-for-the-public](http://www.gov.uk/guidance/coronavirus-covid-19-information-for-the-public) - Information

Notes to Editor

Website: [www.ageisjustanumber.org.uk](http://www.ageisjustanumber.org.uk)

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Age Concern is not part of Age UK but is a fully independent and local Lancashire based charity.

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