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**FOR IMMEDIATE RELEASE**

**Specialized Service Ensures Seniors' Emotional Care/Dignity  
and Offers Family Members Peace of Mind**

VANCOUVER, B.C.—All too often when seniors are placed in retirement facilities, family members think all will be well. But placing the loved one in care is only the beginning. Family members are expected to do their part to make the experience of their loved one living in care a pleasant one.

Some seniors in care adjust smoothly and do well on their own. But many feel rejected or abandoned by family members. Other residents try living in care but end up moving out of the facility, sometimes due to a lack of adjustment. For others, moving into a facility can be the beginning of feeling lonely and isolated, particularly the case with male residents.

Family members should be available to provide their loved one with important one-on-one visitation as well as emotional care and support. In the care industry, this is referred to as “someone to sit with them.” Sometimes such family visits are not possible. Family members would like to visit but might be too busy with their own family and their professional commitments. Other family members may just live too far away to visit regularly.

The challenges faced by seniors in care homes and their family members prompted one organization to answer the call. Full Spectrum Senior Services (SSAC for short) was relaunched in 2009 by Ernest Quansah, a graduate of UBC's Peer Counselling program with 15 years' experience working in retirement facilities. These include complex care,

high-end independent living, assisted-living, and government-subsidized facilities as well as award-winning facilities, where Quansah was responsible for the emotional care of residents. With this background, Quansah is all too familiar with the challenges faced by seniors in care and their family members.

“Many seniors in care facilities would rather not inform loved ones about their emotional pain, leaving them no one to confide in,” says Quansah. “Not wishing to bother family members or cause concern, seniors often suffer in silence. For their part, family members would love to visit but are torn between much-needed visits and their hectic professional schedules and commitments. This absence creates a void compounded by loneliness, often leading to depression.”

SSAC fills the void by providing one-on-one visitation and emotional care/support for seniors. SSAC is a private service catering to individual family members not able to provide their loved one with adequate visitation. SSAC provides services throughout the Lower Mainland.

Quansah says the company’s mandate is “to ensure that seniors are emotionally and physically well cared for. We want family members to have peace of mind. But the most important aspect of our work is to provide seniors with personalized one-on-one visits, emotional care/support, friendship and compassion, and to ensure their dignity is preserved.”

Ernest Quansah is available for press and media interviews and can be reached via e-mail at [inquiries@ssac.ca](mailto:inquiries@ssac.ca) or by phone at either 604-616-8401 or 604-451-2407. Website: [www.ssac.ca](http://www.ssac.ca).