

Independence when you want it,  
help when you need it



# Independence when you want it, help when you need it

**As we get older we all need the reassurance that help is on hand should we need it. With Age Concern's Personal Alarm Service, you know that friends and family are only a button press away.**

A personal alarm gives you the freedom to live your life the way you want. You can choose either an Age Concern pendant or wristband and because you wear it in the home, you are only a button press away from help 24 hours a day, every single day of the year.

You can wear the button in the bathroom, upstairs, downstairs, even in the garden and the base unit by your phone will pick up the signal and call our friendly, helpful operators who are on hand day or night, every day of the year.

The alarm unit is quick and easy to install, either by a family member or friend, or by our team of professional, nationwide installers.

Age Concern's Personal Alarm Service, really does give peace of mind for both you and your family.

Any profit Age Concern generates from the service is donated to the charity to support its work with older people.



# How Our Service Works It's So Easy

**1** Press the button on your pendant or wristband when you want help.

Our Personal Alarm is very easy to use. Unlike a phone you don't need to dial a number. You just press the red button on your pendant and it will alert our emergency response centre immediately.

**2** The base unit by your phone calls Age Concern's 24 hour emergency response centre.



**4** Help arrives to make sure you are okay and give you the assistance you need.

**3** Our operator takes your call, confirms help is on the way and contacts the nominated key holder to your home (relative, neighbour or friend) or contacts the emergency services if appropriate.



## A Name You Can Trust

Age Concern's Personal Alarm Service, has been operating for 30 years. We are a national network looking after over 40,000 satisfied customers, all people like yourself, who gain peace of mind and the freedom to live in their own homes, 24 hours a day, 7 days a week, 365 days a year.

## The choice is yours

You can either wear your alarm as a pendant around your neck or, if you prefer, as a wristband. The most important thing is that you have it with you all the time. The alarm can operate in the house, or in the garden up to a range of 50 metres, so you can be sure you are only the press of your button away from help.



## Your Alarm

Your pendant or wristband is a radio alarm transmitter. When the alarm button is pressed it will automatically tell your alarm unit to dial our emergency response centre. The operator will know who you are and where you live.

## Connection

Connection is simple. It can be undertaken by a family member, friend or neighbour with our **Easy-Connect** package (see page 10) or by one of our professional installers. All you need is:

- A modern telephone socket.
- A mains electrical socket, ideally within 10 feet of the telephone socket.
- Two people able to hold the key to your home and that we can call when you need help.



“ We found that the service we have had from the time of our first phone call to you and the on going assistance we get as second to none. Thank you so much. ”

Mr & Mrs Millard

## Safety First



Once a month we ask you to make a test call to ensure that the equipment is always in perfect working order. If, for example, we find that the battery in your pendant is running low, we will send you another pendant at once – free of charge.

We've thought of everything! The personal alarm unit is fitted with an emergency battery, in case of power cuts. When this is activated, the base unit automatically alerts our emergency response centre, so we can check that all is well.

## Round the Clock Care and Attention

The personal alarm unit is a rented system that works in tandem with our Age Concern service provided by the emergency response centre. We offer 24-hour monitoring and on-site maintenance. Once your personal alarm unit is connected you can relax and get on with enjoying your life.



# Don't just take our word for it!



## Still so independent

“ It's impossible to keep track of what mum's up to these days - she's so active. Having said that, it's great that she's still so independent. One day she's swimming at the leisure centre, another she's off on a coach trip and the next she's on the internet at the library!

At least twice a month I'll take mum to the garden centre but on this particular day, I couldn't make it so she decided to potter about in the garden at home. She only fell down one step but couldn't move. I was

so relieved that I'd installed the alarm a few months earlier. She just had to press the button of her remote pendant and the 24 hour call centre contacted me in no time at all.

If I hadn't been there straight away, it's great to know that they could have contacted one of the other key holders or emergency services. Luckily, she wasn't hurt but it could so easily have been a different story. ”

Daughter of Eileen

# Help at my fingertips

“ If my family had their way, I'd never climb a ladder again, or dig my own vegetable plot. In fact, I'd hardly ever stir from the sofa!



I understand their concern. Although I have excellent neighbours, they lead very busy lives: it could be days before they noticed anything was wrong. Knowing that help is at my fingertips, if ever I should need it, sets my family's mind at rest and gives me the confidence to go on getting the most out of life. ”

Mr D Kent

# I feel much safer and happier

“ I had a couple of falls at home. I was seeing the nurse at Granada studios and she was concerned about me living alone. She recommended that I get a Personal Alarm fitted so that I could get help quickly if I needed it.

I feel much safer and happier knowing that my Personal Alarm is there should I need it. I wear my pendant all the time when I am at home. I am no different to any other



older person who wants to remain living in their own home but feels that they need a little bit of extra support to give them the reassurance and confidence to do so. ”

Betty Driver MBE, better known as 'Betty' in Coronation Street.



## Key Holders

As part of our service we ask that at least two people living at separate addresses, and ideally living within 15 to 20 minutes of you, hold a set of keys to your home. They could be family, friends or neighbours. In the event of you needing help these are the people we will call.

We will also take your doctor's information and any special medical details, i.e. whether you are hard of hearing or have a heart condition. This will remain confidential. If necessary we will call the emergency services and then contact your key holders asking them to provide access to your home.



“ My mother refused to wear an alarm but after her fall is only too pleased to be able to call for help and wishes she had one years ago. ”

Daughter of Mrs Richardson

# KeySafe

In order for your personal alarm unit to be installed we need to know the names of two people who can hold a set of keys to your home. In the event of an emergency they are the people we will call. Alternatively, provided you have at least one key holder, we can supply you with a KeySafe that can be fitted as part of your alarm installation.



The KeySafe is a simple, secure way to always keep a door key handy. It can be fixed to an external wall, in an outhouse or garage and can only be opened by entering a code on the keypad.

The KeySafe is supplied with a weatherproof cover and can store two or three Yale type keys or one dead lock key. We can organise the supply and installation of a KeySafe.



Enter code



Get keys



Open door

Supply and installation  
of KeySafe

£95



# Payment Options

We offer a wide range of connection options to suit everybody's needs and purse. Here are four options, call us or talk to your installer to find the payment option that suits you.

To complete the connection we require payment of the initial fee and the first quarter's or annual payment in advance at the time of connection.

All prices include 24-hour monitoring and on-site maintenance, but exclude VAT. You will be exempt from VAT if you declare that you are chronically sick or disabled (for example, if you suffer from an ongoing illness such as heart problems or arthritis). You do not need to be registered disabled to claim exemption from VAT.

Extra pendants are available at a small extra cost. If you move house, the unit can move with you.

*Ongoing payments will be deducted on a quarterly basis with the exception of Option B which will be annually. Prices correct at time of going to print.*

## ■ **Easy-Connect**

The easy, cost-efficient way to get peace of mind! Save £80 when you connect the unit yourself. Comes with full easy-to-follow instructions.

**£49 plus £3.16 a week**

Demonstration does not apply if you **Easy-Connect**

## ■ **We-Connect** *Option A*

Installed by our professional team. A shorter-term option, ideal for up to three years use.

**£129 plus £3.16 a week**

## ■ **We-Connect** *Option B*

Installed by our professional team. A longer-term option, ideal for over three years use.

**£385 plus £1.29 a week**

## ■ **We-Connect** *Option C*

Installed by our professional team. A lifelong one off single payment.

**£899 single payment**

# Free demonstration in your home

We are happy to come and demonstrate our personal alarm service in your home with absolutely no obligation for you to buy. If you don't feel it's right for you then that's fine. Alternatively we can connect you there and then with one of our **We-Connect** payment options.

We can connect an alarm anywhere in the country within five days. However, if connection is an urgent priority, we can connect within 24 hours. Our friendly, professional installers will show you and your family exactly how the service works and answer any questions you may have at the time. Don't forget you can call us at any time should you have any further queries.

- No Obligation Demonstration
- No Pressure To Buy
- Demonstration Anywhere In The Country
- No Hidden Costs
- Maintenance Included

For your free no obligation demonstration please call or go online.

Call **0800 77 22 66**  
9.00am – 5.00pm, Mon - Fri  
Quote ref: SALES





Personal Alarm Service



A1515V1FEB10

For more information, to order direct online or for a no obligation demonstration in your home, contact:

■ [www.aidcall.co.uk/personalcare](http://www.aidcall.co.uk/personalcare)

**0800 77 22 66**

9.00am – 5.00pm, Mon - Fri

Quote ref: SALES

Order online and save £80 when you connect the unit yourself with **Easy-Connect**.

Age Concern England (charity number 261794) has merged with Help the Aged (charity number 272786) to form Age UK, a charitable company limited by guarantee and registered in England: registered office address 207–221 Pentonville Road, London, N1 9UZ, company number 6825798, registered charity number 1128267. Age UK is the new force combining Age Concern and Help the Aged. We will be known by our new name from Spring 2010. The Age UK family includes Age Scotland, Age Cymru and Age NI. Age Concern Personal Alarm Service is supplied by Aid Call Ltd, a wholly owned company of Age Concern.



© **Mixed Sources**

Product group from well-managed forests and other controlled sources

[www.fsc.org](http://www.fsc.org) Cert no. TT-COC-2026  
© 1996 Forest Stewardship Council