



Personal Alarms for safety and independence

Proceeds from the sale of these products help Age NI to deliver vital services to older people across Northern Ireland.

Confidence.

Help is just a button press away.



Ageing shouldn't mean we have to stop living life to the full. Whether living alone, or managing health issues, we can still maintain our independence for longer, safe in the knowledge that help is there if the worst happens.

A personal alarm helps give the confidence and peace of mind to stay active and independent in later life.

With a personal alarm, your loved ones can stay independent at home longer.

Don't wait until it's too late.

Alarm button pressed



OR



Fall alarm triggered upon serious impact¹

How we keep you safe



Team stay in contact until help arrives



Emergency Resolution Team alerted



Team hold medical information and arrange necessary help



ActiveAlert[®] service: FREE wellbeing calls²

We are the only company that will monitor alarm call patterns and if we spot any concerns, we will make a wellbeing call.

98%

of customers would recommend a Taking Care personal alarm

92%

of customers say a Taking Care personal alarm has given them more confidence

95%

of customers say a Taking Care personal alarm provides peace of mind to their family

Taking Care Customer Survey - March 2024

0800 077 8912



www.ageni.org/post



Call Taking Care today to lock your subscription until 2026*

Lines open 9.00am - 6.00pm, Monday to Friday

A small price to pay for peace of mind

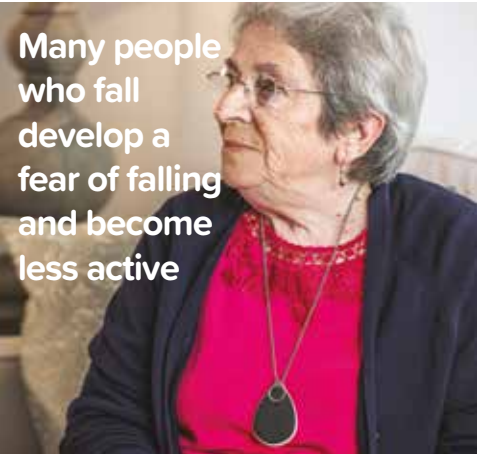
Easy-to-use devices with simple set-up and no hidden costs, all connected to our caring Emergency Resolution Team.

From
£4.23
a week³

	Digital Personal Alarm		Taking Care Anywhere	
Where it works	Home & garden		Home & garden Out-and-about	
Fall detection	Optional £6 / month		✓	
Wearable option ⁴	Waterproof Pendant or wrist		Water-resistant Pendant, keyring or belt clip	
How you talk to us	Alarm base unit		Pendant or alarm base unit	
GPS location aware	X		✓	
Subscription includes	<ul style="list-style-type: none"> • Unlimited alarm calls • Alarm equipment • 24/7 emergency resolution • Lifetime warranty 		<ul style="list-style-type: none"> • Unlimited alarm calls • Alarm equipment • 24/7 emergency resolution • Lifetime warranty 	
One off set-up cost	£69.99 (£83.99 incl VAT)		£70 (£84 incl VAT)	
Pay monthly	£19.99 per month (£23.99 incl VAT)		£28.99 per month (£34.79 incl VAT)	
Pay annually	£219.89 (£263.87 incl VAT)		£318.89 (£382.67 incl VAT)	
	Includes 1 month free every year			

PLUS: You may not need to pay VAT, 92% of our customers don't.

BT have announced that by 2027 all analogue phone lines will be replaced with digital ones. Our fully-digital personal alarms are future proof and do not rely on a telephone landline



Many people who fall develop a fear of falling and become less active



Every 10 seconds of every day, an older adult falls

Data from www.poppi.org.uk



“A Personal Alarm can reduce overall hospital admissions in older adults by up to 50%.”

Prof. James Brown
Aston University



Staying active as we age improves both physical and mental health

“Easy to set up and use. This has given all the family peace of mind knowing that our mum can get help so easily if she needs it.”

Tom and Helen
Trustpilot, Jan 2024





Personal alarms - giving confidence and independence

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The Age NI Personal Alarm provided by Taking Care, part of AXA Health.

* Subscription will remain the same until 1st January 2026 for new customers who sign up before 1st April 2025. Offer subject to change and may be withdrawn at any time.

¹ The Fall Alarm cannot guarantee to detect all falls and is dependent on the impact from the fall. If you fall and can press the emergency button, then you should do so.

² ActiveAlert[®] looks for alarm call patterns to trigger a wellbeing call. It is a free and supplementary addition for new personal alarm service customers after 01/08/2024, excluding Personal Alarm Watch and Taking Care Sense products. Taking Care do not guarantee that ActiveAlert[®] will detect patterns accurately, or at all. It does not detect health conditions and is not a replacement for care or professional medical advice. Existing customers who subscribed before 01/08/2024 can opt in to ActiveAlert[®] by emailing activealertoptin@ppttakingcare.co.uk, or by calling 0800 012 1321, with their customer number. Taking Care reserve the right to change, amend or remove any part of this service at any time without notice.

³ Weekly price based on ongoing monitoring costs after initial set-up (ex VAT) of the Digital Personal Alarm when paying annually by Direct Debit. All calls and data costs included, no hidden extras.

⁴ Digital Personal Alarm can be worn in the bath and shower (IP68 standard). Taking Care Anywhere can be worn in the bathroom and shower (IP67 standard).

PPP Taking Care Limited works in collaboration with Age NI and uses the trademark Age NI under licence. Age NI is registered with the Charity Commission for Northern Ireland (number NIC 104640) and as a company (number NI 071940). Registered office address 3 Lower Crescent, Belfast, BT7 1NR. Age NI benefits from the sale of Age NI Personal Alarms.

PPP Taking Care Limited is a company registered in England and Wales (Number 01488490), it is a subsidiary of AXA Health Group Limited. Registered address: 20 Gracechurch Street, London EC3V 0BG. VAT number 243674160. Taking Care is the trading name and brand of PPP Taking Care Limited.

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