



# Personal Alarms for safety and independence

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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.**



**Free wellbeing calls – if we notice  
anything of concern, we'll get in touch<sup>2</sup>**

**Call Taking Care today  
to lock your subscription until 2027\***



 **0800 917 7223** |  **[www.ageni.org/personalarms](http://www.ageni.org/personalarms)**

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  
**£4.76**  
a week<sup>3</sup>

Digital Personal Alarm		Taking Care Anywhere	
Home & garden		Home & garden Out-and-about	
Optional £6 / month		✓	
Waterproof Pendant or wrist		Water-resistant Pendant, keyring or belt clip	
Alarm base unit		Pendant or alarm base unit	
✗		✓	
<ul style="list-style-type: none"><li>• Unlimited alarm calls</li><li>• Alarm equipment</li><li>• 24/7 emergency resolution</li><li>• Lifetime warranty</li></ul>		<ul style="list-style-type: none"><li>• Unlimited alarm calls</li><li>• Alarm equipment</li><li>• 24/7 emergency resolution</li><li>• Lifetime warranty</li></ul>	
£69.99 (£83.99 incl VAT)		£70 (£84 incl VAT)	
£22.49 per month (£26.99 incl VAT)		£31.49 per month (£37.79 incl VAT)	
£247.39 (£296.87 incl VAT)		£346.39 (£415.67 incl VAT)	
Includes 1 month free every year			

**PLUS:** You may not need to pay VAT, 91% 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](http://www.poppi.org.uk)



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

Prof. James Brown  
Aston University



1 in 4  
of us live  
to 90+

Office for  
National Statistics

Staying active  
as we age  
improves both  
physical and  
mental health



“Easy to order, easy to set up  
and it has given us peace of  
mind that Dad is much safer.  
Excellent! Would thoroughly  
recommend.”

Michelle R.

Trustpilot, Jun 2025







## Age NI Personal Alarms - giving confidence to enjoy an active and independent life

Call Taking Care today to lock your subscription until 2027\*:



# 0800 917 7223



Lines open 9.00am - 6.00pm, Monday to Friday

## [www.ageni.org/personalalarms](http://www.ageni.org/personalalarms)

### The Age NI Personal Alarm provided by Taking Care.

\* Subscription will remain the same until 1st January 2027 for new customers who sign up before 1st April 2026. Offer subject to change and may be withdrawn at any time.

<sup>1</sup> 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.

<sup>2</sup> Free wellbeing calls (ActiveAlert<sup>®</sup>) - full details available on our website or via our Sales team.

<sup>3</sup> 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.

<sup>4</sup> 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).

Taking Care (Taking Care Personal Alarms 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. Taking Care Personal Alarms Limited is a company registered in England and Wales (Number 01488490). Registered address: Linhay House, Linhay Business Park, Ashburton, Devon, TQ13 7UP. VAT number 243674160.