



# **Public Health Approach to Palliative Care**

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**#pallcareweek**





# All Ireland Institute of Hospice and Palliative Care

Improving the palliative care experience across the island of Ireland:

- 25 Partners – hospices, universities, health and social care organisations and charities
- Regional Palliative Care Programme – Palliative Care in Partnership (NI)
  - Public Health Approach to Palliative Care (today's context)
  - Briefing Paper: Public Health Approaches to Palliative Care (November 2017) – [www.aiihpc.org](http://www.aiihpc.org)
- National Clinical Programme for Palliative Care (ROI)




# Public Health Approach to Palliative Care



- Increasing interest in what is generally referred to as a public health approach to palliative care
- Interest internationally shared on the island of Ireland
- not always clear what is meant when reference is made to a public health approach to palliative care
- The **Ottawa Charter** (1986) - World Health Organization's First International Conference on Health Promotion

movement away from a narrow bio-medical model  
towards a broader conceptualization of well-being





# Ottawa Charter on Health Promotion

1. Build Healthy Public Policy
2. Create Supportive Environments
3. Strengthen Community Actions
4. Develop Personal Skills
5. Reorient Health Services – an expanded mandate
6. Moving into the Future





# Public Health Approach to Palliative Care

Range of terminology in this context:

- the public health approach to palliative care
- new public health approaches
- the public health model for palliative care
- health promoting palliative care
- compassionate cities, compassionate communities
- community development



# Public Health Approach to Palliative Care



Three approaches\*

- World Health Organization (WHO) Approach
- Health Promotion Approach
- Population-based Approach

**Approaches share significant common ground**

*\* Dempers, C., & Gott, M., (2016) 'Which public health approach to palliative care? An integrative literature review', Progress in Palliative Care, 25:1, 1-10*

<http://www.tandfonline.com/doi/full/10.1080/09699260.2016.1189483>



# World Health Organization (WHO) Approach – Jan Stjernsward, 2007

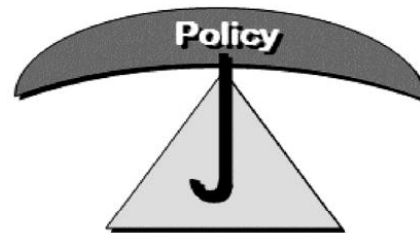


## Policy

- Palliative care part of national health plan, policies, related regulations
  - Funding / service delivery models support palliative care delivery
    - Essential medicines
- (Policy makers, regulators, WHO, NGOs)

## Drug Availability

- Opioids, essential medicines
  - Importation quota
  - Cost
  - Prescribing
  - Distribution
  - Dispensing
  - Administration
- (Pharmacists, drug regulators, law enforcement agents)



## Implementation

- Opinion leaders
  - Trained manpower
  - Strategic & business plans – resources, infrastructure
  - Standards, guidelines measures
- (Community & clinical leaders, administrators)

## Education

- Media & public advocacy
  - Curricula, courses – professionals, trainees
  - Expert training
  - Family caregiver training & support
- (Media & public, healthcare providers & trainees, palliative care experts, family caregivers)



# Health Promotion Approach



**Professor Allan Kellehear**







# Health Promotion Approach

- Principles of health promotion approach to palliative care developed from the compassionate city charter
- Compassionate city charter derived from the World Health Organization concept of 'healthy cities'
- An compassionate city / compassionate community is orientated towards death, dying, loss and caring
- Not simply a task solely for health and social services but is everyone's responsibility



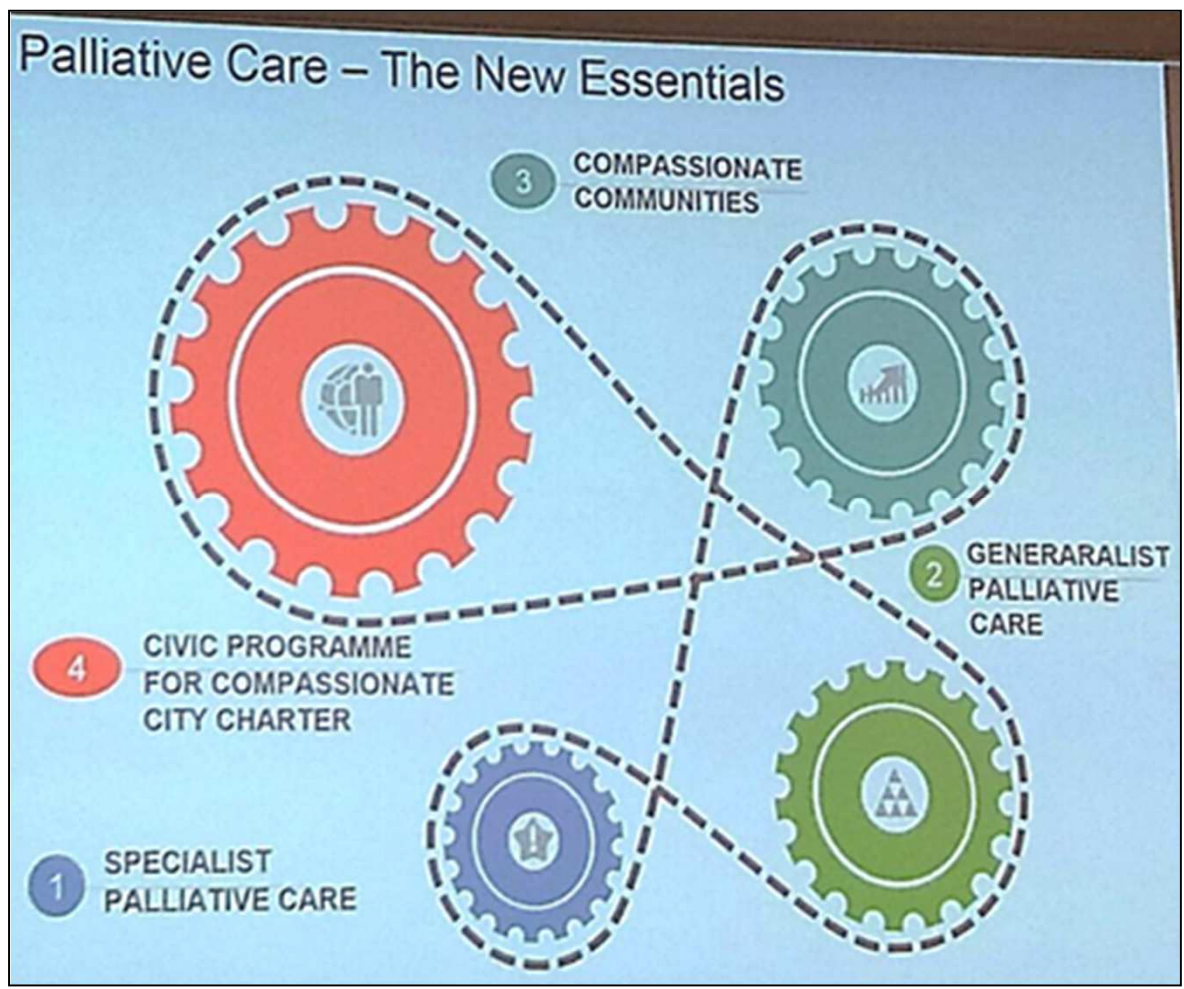


# Health Promotion Approach

Examples throughout the world encompass:

- mobilisation of community resources/assets
- development of supportive communities of volunteers, e.g. befriending schemes
- influence society's perception of and reaction to death and dying - work with schools, businesses, or professionals
- compassionate policies within institutions
- awareness, education -writing a will, advance care planning
- explore society's perceptions - local/national conversation





**Dr Julian Abel, Palliative Care Consultant, Cornwall**





# Population-based approach

- focus on population data
- reliance on epidemiology – how often disease/s occur, why, and inform action to address
- advocates share a broad approach
  - encompassing identification of need, interventions at health care professionals and community levels, and incorporating data and monitoring systems





## Common ground between approaches

- World Health Organization and Health Promotion approaches support the goals of each being achieved
- social participation and community ownership is unambiguously upheld in the World Health Organization approach
- a population-based approach - and the use of epidemiology may be employed and upheld by proponents of all three approaches



# Initiatives – island of Ireland

- **Your Life Your Choices** – Plan ahead (Macmillan/PHA, NI)
- **Think Ahead** – Planning for death and dying (Irish Hospice Foundation, ROI)
- **Forum on End of Life** - since 2009 (Irish Hospice Foundation, ROI)
- **Limerick Compassionate Communities** - 2010-2017 (Milford Care Centre)
- **Palliative Care Week**, annual all island campaign since 2014 (All Ireland Institute of Hospice and Palliative Care)
- **Compassionate Communities – Reach Out Project**, Foyle Hospice (Derry/Londonderry)
- **Finite Lives** – focus on State services (ROI)
- **Have Your Say** (Irish Hospice Foundation)





# A Road Less Lonely - Scotland

- Compassionate Workplaces
- Death Literacy
- Funeral Poverty
- Scaling up Good Life, Good Death, Good Grief work
- Death education and bereavement support in schools
- Compassionate Communities
- Wills, Power of Attorney, Advance Directives
- Media Awareness Campaigns
- Supporting socio-economically disadvantaged communities





## **Other initiatives under a Public Health Approach to Palliative Care**

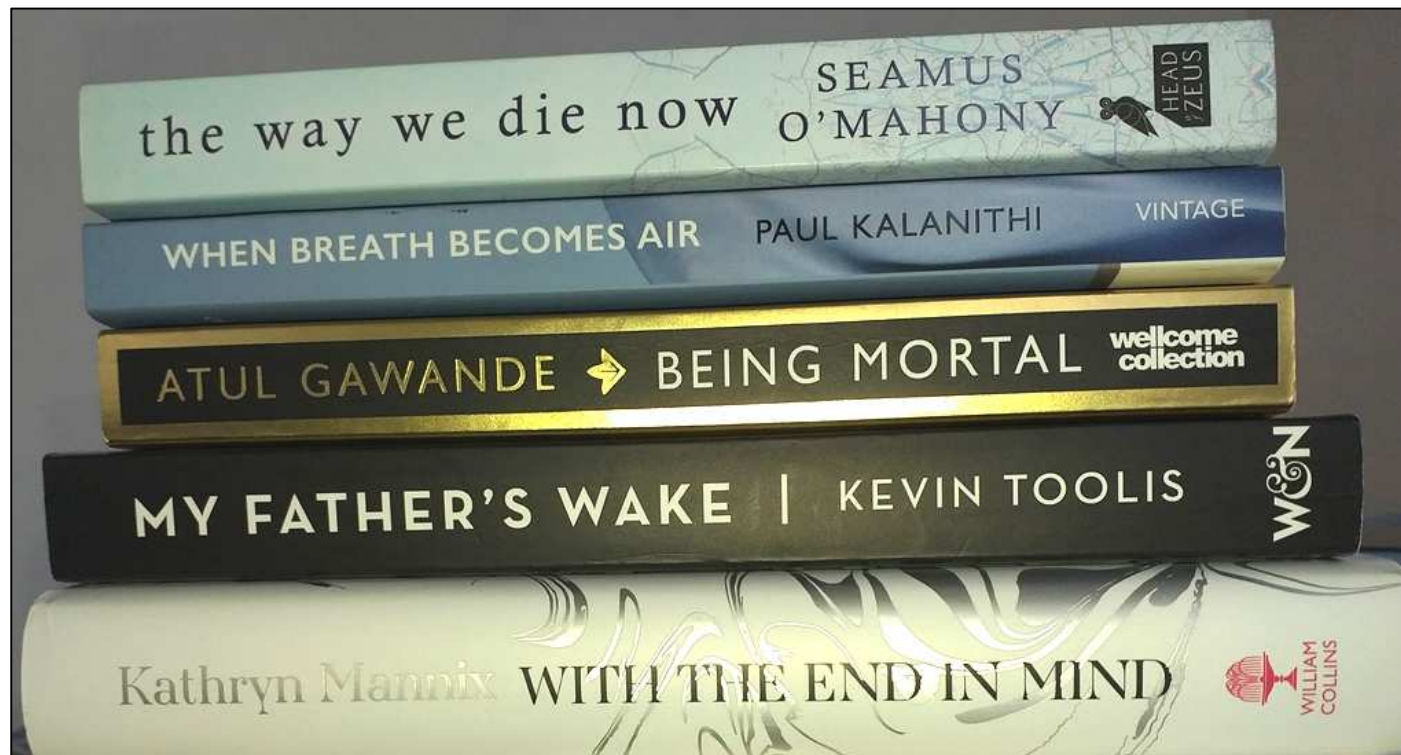
- **Good Life, Good Death, Good Grief** – Truacanta Project, Scotland, (Truacanta - Gaelic for Compassion)
- **Dying Matters** – UK wide
- **The Groundswell Project** – Australia
- **Let's Talk About Hospice Palliative Care First** - Canada
- **ACP Planning Day** – Canada







# Books and authors



# Quotes

- ‘We have allowed our fates to be controlled by the imperatives of medicine, technology and strangers’ – *Being Mortal*, Atul Gawande (2014)
- ‘What I have argued against is **over**-medicalization of dying’ – *The Way We Die Now*, Seamus O’Mahony (2016)
- ‘It’s time to give each other permission to talk about dying. My weapon of choice for this campaign is stories’ – *With The End In Mind*, Kathryn Mannix (2017)
- ‘I washed his mother when she died’ – Sarah (d 1994 aged 87)



## Other developments

- Community Development and Health
- Healthy Cities
- Social Prescribing
- Making Life Better 2012–2023 public health strategic framework for NI





# Implementation

- need for palliative care is growing
- public health approaches to palliative care do offer potential to meet this increasing need
- there is not a one-size fits all model - if it is to be community 'owned' implementation must take account of the local society/history/culture/identities
- evidence of impact being developed
- a time to be born and a time to die...





# Thank you

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