

The status on the island of Ireland

Perspectives from The Irish Hospice Foundation

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Why is a Public Health Approach important to Palliative Care?

- Public Health is....the scientific analysis and the practical management and improvement of the health of the whole population...
- We have pioneering national initiatives which are leading the way to improve the care experienced by those with advanced illness.
 - Adult Palliative Care Services – Model of Care for Ireland (2019)
 - 3 Year Development Framework (2017)
 - Sláintecare
 - Health Service capacity review (2018)
 - Hospice Discharge
 - Public Preference (HYS 2016)Each has a 'whole population' element

Irish Hospice Foundation's work to date

- Development of policy position paper
- Three-year development framework (supporting policy)
- Public engagement initiatives aimed at public
 - Think Ahead programme
 - Supporting Finite Lives
 - Forum on End of Life
 - Public Engagement programme
 - Bas conversations / Café conversations
 - Departure lounge / Get your house in order / community engagement
- Support of several public engagement initiatives aimed at bereavement – media, public events, community support



But we have struggled...



Unclear what is
the common
understanding



Big job : change
culture and
understanding



Inherent
challenges
in the task



Where are
our friends?



Goals can be
dependent on focus
of work

Challenge: Is there a natural fit between Palliative Care and Public Health?

Public Health as a rule concentrates on 'healthy living' using preventative measures not curative, or palliative

Is palliative care being pushed beyond its original purpose which was care at the end of life? Is the scope too large?

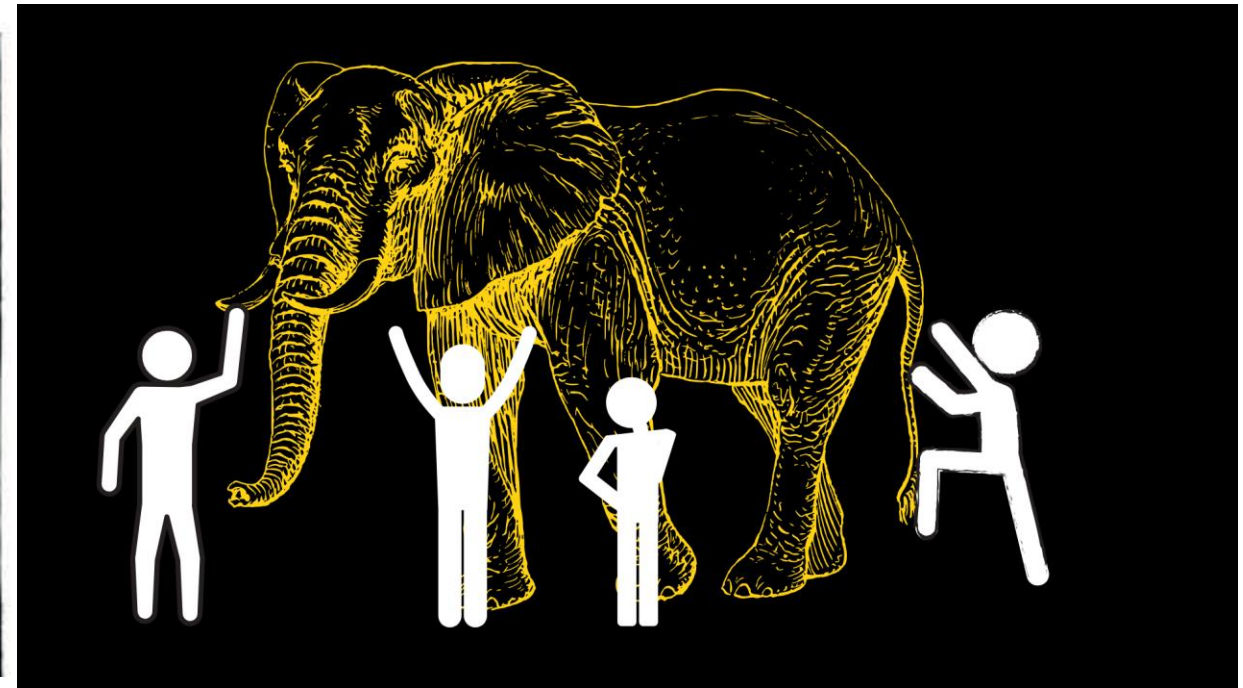
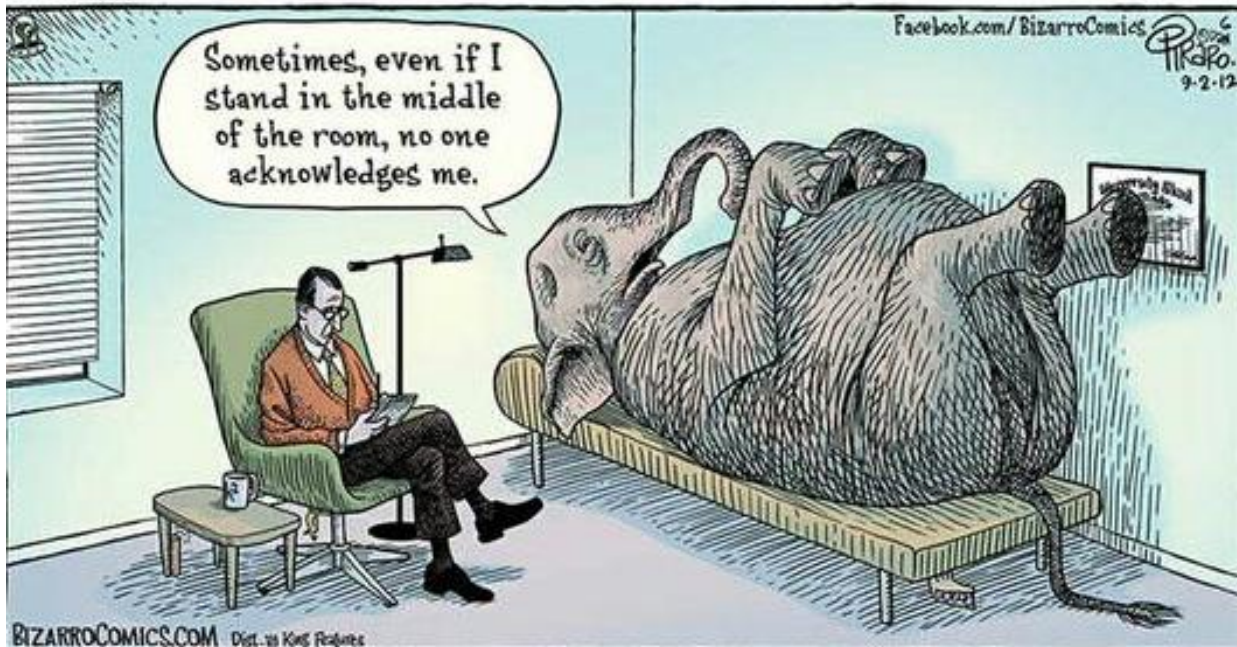
Are we asking the right questions to the right people? Should Palliative Care include public health - is it useful, wanted, needed?

Is there a strong enough argument that parts of the Public health system can be adopted – which coined the phrase a 'public health approach'

Can we design a model that is feasible, sustainable and transferable?

Where do

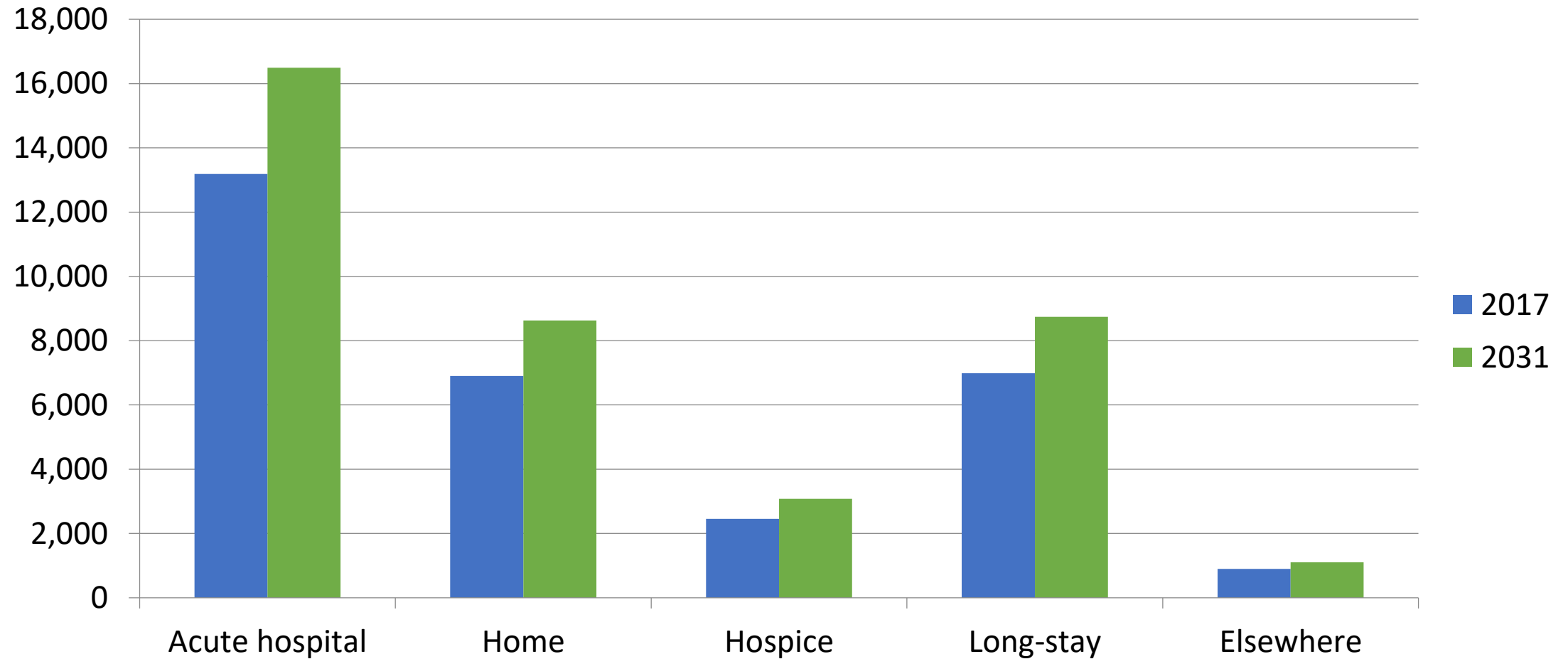
we start ...?



Keep asking Why? ...the argument for a public health approach

- An aging population/living longer/higher prevalence of life limiting illness
- Less deaths at home – even when there is preference to die at home
- A health system under strain – drive for more community engagement
- The Irish public want to help and support each other – but ‘don’t know how..?’
- End of life care goes beyond the physical (Total Pain) and involves many including carers
- Fear drives many decisions (Fear of pain, losing dignity, burden ..)
- Bereavement is a public health issue
- Advance Care planning growing engagement

Put simply... Population Health – expected trends



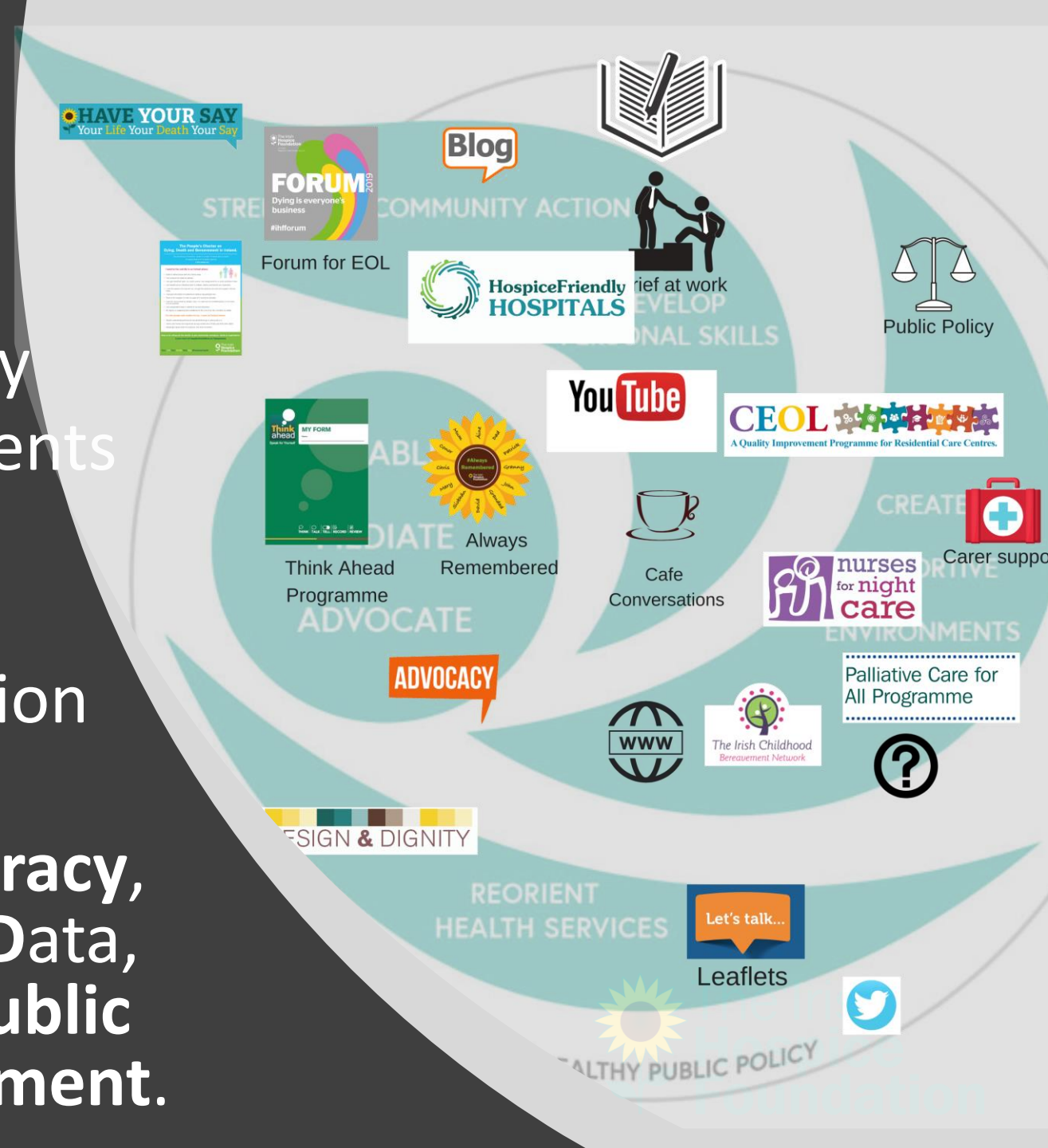
What can we do? What would be helpful?

- Assess and analyse what is working – worldwide/countrywide
- Look for clarity and consensus – set parameters/scope
- Balance the equation – (both palliative care and public health)
- Assess resources – bang for buck? Realistic investment
- Include at a policy level - leadership is required
- Look at the best channels for engagement in health promotion (education, outreach, community..?)

Coordinating with the Ottawa Charter

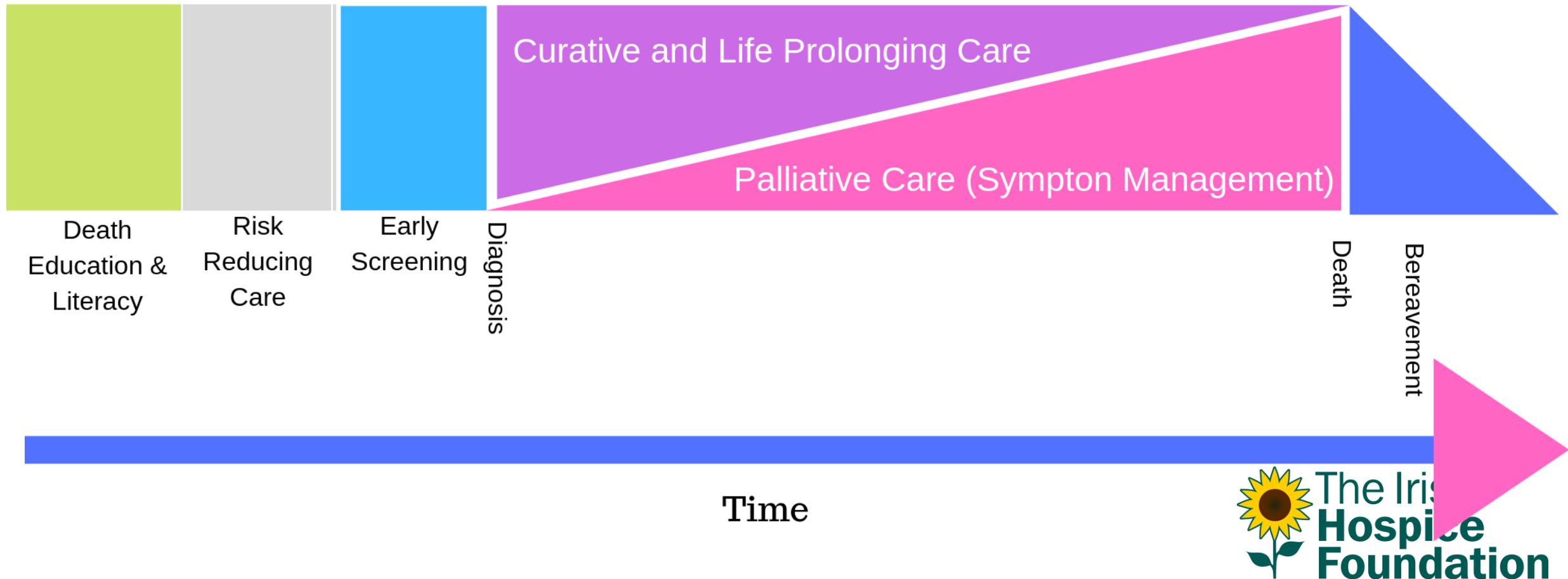
- Building a healthy public policy
- Building supportive environments
- Engaging with Health Services
- Developing personal skills
- Strengthening community action

Three core themes – **Death literacy, better use of epidemiological Data, broad wider focus to include public engagement and carer engagement.**



Can we start by building on strong foundations?

Advance Care planning - to include Legal Directives





All Ireland Institute of Hospice and Palliative Care

Brendan O'Hara
Programme Manager





All Ireland Institute of Hospice and Palliative Care

Improving the palliative care experience across the island of Ireland

Three work programmes:

1. **Integrate palliative care** research, education and practice development in the health and social care systems across the island of Ireland
 2. **Partner with users, carers and communities** to ensure that palliative care provision meets their needs and continues to do so
 3. Support the development of **specialist palliative care** to meet the current and emerging demands of the health system
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AIHPC Partners - 25



Palliative sector's Institute with key role in brokering relationships



AIHPC – A Connector & A Catalyst

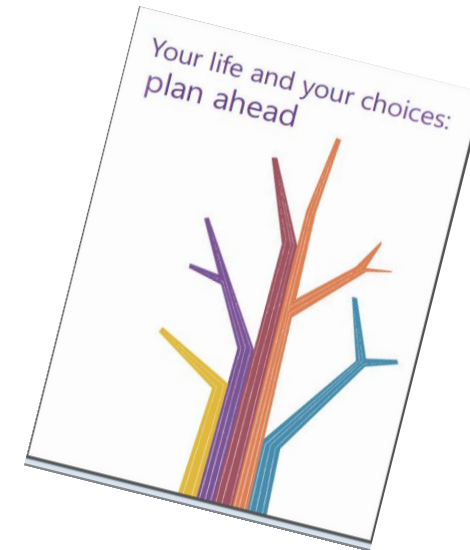
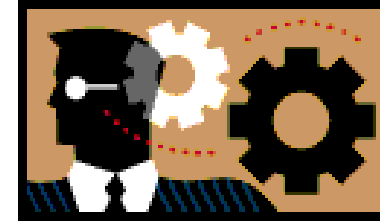
Working with

- 25 Partners
- Palliative Care in Partnership, Northern Ireland (NI) including the Public Health Agency
- National Clinical Programme for Palliative Care, Republic of Ireland (ROI) and Health Service Executive



AIHPC – A Connector & A Catalyst

- **Briefing Paper:** Public Health Approaches to Palliative Care (2017)
www.aiihpc.org
- Supporting **NI policy development** of a Public Health Approach to Palliative Care – led by Department of Health – Informing scoping 2018 , Innovation Lab May 2019 and ongoing
- **Your Life, Your Choices** – Plan ahead (Macmillan/Public Health Agency, NI) – Voices4Care opportunity to inform refresh/distribution



AIHPC – A Connector & A Catalyst

- **Mapping Public Engagement** on Palliative Care, Death, Dying, Loss and Care July 2018 (with IHF funding) – examples regionally, nationally and internationally
www.aiihpc.org
- Managed Public Awareness Working Group on **Palliative Care Development Framework** (2017-2019) Report and Recommendations July 2018 – Republic of Ireland



AIHPC – A Connector & A Catalyst

- Sixth successive year of Palliative Care Week – 8-14 September 2019
- Aims to *'build awareness and understanding of palliative care'*
- AIHPC key to campaign
- Palliative and wider health sector central to success
- Resources: Printed and on-line (including videos)
<http://www.thepalliativehub.com/public-awareness>
- 2019 Report being written
 - **13,500** leaflets 2018
 - circa **18,000** leaflets 2019

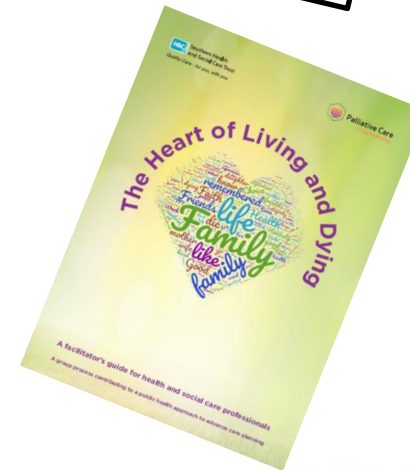
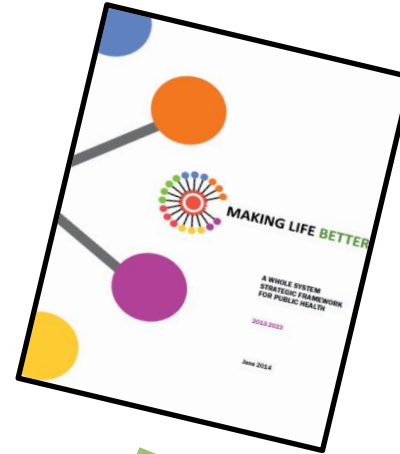


AIHPC – A Connector & A Catalyst

- Member of European Association of Palliative Care Reference Group on Public Health and Palliative Care
- Hosting International Seminar of EAPC Research Network and the EAPC Reference Group on Public Health and Palliative Care 15, 16 October 2020 in Belfast
- Round Table on a Public Health Approach to Palliative and End of Life Care on the island of Ireland – 3 December 2019

AIHPC – A Connector & A Catalyst

- Community Development and Health
- Healthy Cities
- Social Prescribing
- Public health strategic frameworks, for example, Making Life Better 2012–2023 (NI)
- The Heart of Living and Dying





Thank you

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