Building Compassionate Communities: Rural and Urban(ish)

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Outcomes

This workshop will provide information for these outcomes:

- Why palliative care is everyone's business
- Why a public health approach is needed in palliative care
- Example of framework to use for this approach
- How to create buy in from all sector of stakeholders
- Lessons learned – rural and suburban
- Work plan document with initial stages documented
- Information on other tools
Why palliative care is everyone's business

- Death is universal
- Shift in demographics
- We are living longer
- Need to change the way we approach PC
- Disease trajectory (cancer vs chronic illness)
- Where we want to die vs where we actually die
- Improved quality of life (person/caregivers)
- Cost to the health care system
Why a public health approach is needed

**Palliative Care Guiding Principles**
- Person Centered
- Evidence Based Care
- Advocacy
- Collaborative/Team Approach
- Knowledge Based
- Accessible
- High Quality

**Public Health Approach Principles**
- Holistic
- Evidence Based/Data
- Advocacy
- Partnerships
- Research Based
- Equitable Access
- Population/Community Based
- Prevention/Health Promotion
Why a public health approach is needed

- Medical system is exploring how to adapt for the future needs in palliative care.
- They note the need for a community approach as well.
Why a public health approach is needed

Palliative care/End of Life affects the whole population

Who?
- children, teens, adults, seniors

Public health approach is designed to empower residents

How?
- increased awareness
- education

Why?
- Better outcomes
  - improve mental health
  - improve quality of life
Framework to use for this approach

Compassionate City Charter

Uses public health methods
- Life span
- Health promotion
- Top down & bottom up

World Health Organization
Ottawa Charter on Health Promotion

"Health Promotion is the process of enabling people to increase control over the determinants of health."

Five Health Promotion Actions:

1. Build healthy public policy
2. Create supportive environments
3. Strengthen community actions
4. Develop personal skills
5. Reorient health services

Reorient environments

Toolkit:
http://www.ncpc.org.uk/sites/default/files/Public_Health_Approaches_To_End_of_Life_Care_Toolkit_WEB.pdf
Purpose of Compassionate City Charter (CCC)

Designed to help people recognize birth & death, love & loss, grief and bereavement are all natural cycles in life.

This occurs in our daily life and therefore should be supported in our daily interactions.

Residents recognize that care for one another during these times is everyone's responsibility, not just health professionals.

Toolkit:
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What is The Compassionate City Charter?

A community that recognizes that all natural cycles of sickness and health, birth and death, and love and loss occur every day within the orbits of its institutions and regular activities is a **compassionate city**. Its residents recognize that care for one another at times of crisis and loss is not simply a task solely for health and social services but is everyone’s responsibility.¹

The Compassionate City Charter is a framework of **12 social changes** that lead communities towards being compassionate cities. This is an **international initiative** that was released May 2015.

1. **Schools** – Will have policies or guidance documents for dying, death, loss and care.
2. **Workplaces** - Will have policies or guidance documents for dying, death, loss and care.
3. **Trade Unions** - Will have policies or guidance documents for dying, death, loss and care.
4. **Churches and Temples** - Will have at least one dedicated group for End Of Life (EOL) care.
5. **Hospices and Nursing Homes** - will have community development programs that focus on EOL care and will involve local area citizens.
6. **Museums and Art Galleries** - will hold exhibitions on the experience of ageing, dying, death and loss or care.
7. Our city will **celebrate and highlight** the most creative compassionate organization, event or individual(s) through an incentive scheme, for example a “Mayor’s Award.”
8. Through various forms of media, our city will **publicly showcase** our local government policies, services, funding opportunities, partnerships, and public events that address our compassionate concerns. As well, all EOL services will be encouraged to share this material.
9. Our city will work with local social or print media to encourage an **annual city-wide short story or art competition** to raise awareness of ageing, dying, death, loss or caring.
10. All services and policies will demonstrate an understanding of **how diversity shapes** the experience of ageing, dying, death, loss and care.
11. We will encourage and support institutions for the **homeless and the imprisoned** to have support plans in place for EOL care.
12. Our city will **establish and review** these targets and goals in the first two years. Thereafter will **add one new sector annually** to our action plan.
Statistics:

Canadian Population (in general):
2013 = 35.2 M
2063 = 51.0 M

Canadian Population 65+:
2013 = 15.3%
2030 = 22.8%

Ontario Population:
Largest growth province.
2013 = 13.5 M
2038 = 14.8 M to 18.3 M

Burlington Population:
Total:
2006 = 165,415
2011 = 175,780
65+:
2006 = 25,355
2011 = 29,720 (↑ 17.2%)

Cost of EOL Care:
Hospital = $1100/day
Long-Term Care = $700/day
Hospice = $460/day
Home = $100/day

How does this tie into current plans and goals?
The Way Forward (TWF) Framework is a national plan for use at all levels of government. There are seven objectives required to achieve a system-wide shift in EOL care. Fifth on the list, creation of a caring community, is the aim of this charter.

How will this change palliative care?
Insert

How does this relate to current agendas?
Insert

How can you help Burlington achieve the Charter?
Insert


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Compassionate Communities

**Types of Engagement**

**Policy/guidance:**
- Schools, workplaces, unions, local government

**Identify Community Champions:**
- Contact person in faith groups and service clubs

**Normalize discussion of death, loss, bereavement:**
- Events, memorial gardens, increased media involvement
How to create buy in from stakeholders

It may take you several meetings before the stakeholder really understands it!
Don’t overwhelm them the first meeting.

Politicians: review their platform and connect their area of interest to the charter

Community Organizations: what is their focus and/or strategic plans? Show them how the charter connects

Existing Healthcare Providers: opportunities to partner; enhance services

Hospice Board of Directors: alignment with Vision, Mission, Values, Strategic Plan

Resources: what resources are available (not just $)
West Niagara Initiatives

Curtains: Demystifying Death Through Art

Die-alogues, Station One
Coffee House
West Niagara Initiatives

Death, Something to Talk About
Library Reading Program

Cooking for the Grieving Soul
Upcoming West Niagara Initiatives

• Youth Die-alogue
• Youth poetry slam
• Art challenge (fill a frame)
• School initiatives: next stage
• High school Death Cafes that coincide with curriculum
• Film series (adult and youth)
Lessons Learned – Rural

Know your communities
• Often rural will include multiple communities, know the politics of the small towns.

Take small steps
• Presenting the entire charter can be overwhelming to small community groups, break it up.

Give examples of what could be possible
• Help the community groups see their potential

Broker partnerships
• Look for commonalities between the towns.

Resist taking over
Groups may struggle to get their initiatives off the ground, but allow them to work through their plan, building capacity
Burlington Initiatives
Burlington Initiatives

- The faith community
  - Focus groups with faith groups
  - Training session for faith groups
  - Point person in groups who have done training
- Workplaces (Cogeco and City Hall)
  - Training sessions for managers and employees
- Palliative care tab added to Hipinfo.ca (community resource)
Upcoming Initiatives

- More training sessions (workplaces, trades)
- Public lecture at library (death and dying in the past and other cultures)
- ‘Compassion Rocks’: debut at a local street festival (collaboration with Art Gallery of Burlington)
  - schools, Girl Guides and local rock painting group also interested
Lessons Learned – Suburban (Urban-ish)

This takes time!!!
• You are changing mindset/culture

Be prepared: word of mouth can spread quickly
• Will feel like it is moving very slowly then will take off

Need to have a plan
• Know who to engage first; key players (i.e. politicians, faith groups)

While grassroots initiative, you do need a driving force
• Until you reach that critical mass

Patience
• People may not get this initially; give it time; as you build momentum they will be back
Work Plan Document

**Stakeholders**
- Who will be your key stakeholders/champions

**Initiatives**
- Examples of existing initiatives for each sector
- What works for YOUR community

**Key Tasks**
- Ideas on how to get your foot in the door

**Resources**
- Start to determine what resources you have and will need

**Level of Importance**
- What is the low hanging fruit
- Get started
Additional Tools

- Compassionate City Charter toolkit: Public Health Approaches To End of Life Care Tool kit
- 3C Factsheet: www.thecarpenterhospice.com/
- HPCO Community of Practise
- Pallium Canada Community of Practice
THANK YOU

Questions