



# AIIHPC

All Ireland Institute of  
Hospice and Palliative Care

## Public Awareness Campaign

**PALLIATIVE  
CARE WEEK**

**6-11  
OCTOBER**

Report on Public Awareness Raising  
Palliative Care Week 2014, October 6-11



Media Relations | Public Affairs  
Communications Management

*Prepared by Ronan Cavanagh, Cavanagh Communications: March 2015*

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## Summary

The Island of Ireland's first-ever dedicated campaign, to raise greater public awareness and understanding of palliative care, took place from 6-11 October 2014.

It was developed by the All Ireland Institute of Hospice and Palliative Care (AIHPC) and delivered in partnership with stakeholders across the sector in the Republic of Ireland and Northern Ireland.

## Top line Outcomes

- An impact survey carried out directly after Palliative Care Week found that 42% of the population in the Republic of Ireland were aware of the awareness raising campaign and 26% in Northern Ireland (See Appendix A)
- Among those aware of the campaign, their understanding of palliative care was significantly higher (See Appendix A)
- Major endorsement of and engagement with the campaign was secured from across the palliative care sector
- 60 newspaper articles were published and 25 radio interviews broadcast (See Appendix B)

The campaign was delivered for a cost of €97,000 / £73,000 (inc. of VAT).

## Next Steps

**AIHPC is delivering further palliative care awareness raising activities in Spring 2015.**

**Given the high level of impact, and sectoral support for the 2014 campaign, AIHPC is keen to run a further Palliative Care Week in autumn 2015.**

**To run an autumn 2015 campaign AIHPC is in the process of seeking statutory and / or third party sectoral support.**

## 1. Introduction

### All Ireland Institute of Hospice and Palliative Care

All Ireland Institute of Hospice and Palliative Care (AIHPC) is an all island organisation comprised of a consortium of 17 partner organisations, including hospices, health care agencies and universities, all working to improve the experience of supportive and palliative care on the island of Ireland.

The Institute brings together three Work Package areas of Education, Research and Policy and Practice into a single entity, enabling the activities and outcomes of each to add value to the others.

All work programmes are interlinked and crosscut with the following four themes:

- Meaningful involvement of users, carers and communities in the development and delivery of palliative care education, research, policy and practice
- Development of a coherent and collaborative palliative care community
- Supporting the delivery of innovative, high quality palliative care education and research
- Translation of knowledge and learning for the development of palliative care policy and practice nationally and internationally.

“A year ago we lost our little boy at 7 years old. He had suffered from severe cerebral palsy and granted he had some good years but his last 18 months were horrendous. He had a fantastic consultant who took great care of him but we fought for him to be introduced to a Hospice months before he died and not 10 days before he died....

....When I saw what your message was for this week I was so pleased that other people are thinking the same. We do understand that some people might not want to meet the palliative time until the end but the option to meet then earlier should be available. I hope your campaign goes well as this is a crucial message at a very vulnerable time in people's lives.” **Feedback from a parent**

AIHPC's *Strategic Plan* includes public engagement as one of its key work Activity areas; one of the target outcomes is to raise greater and improved public awareness of hospice and palliative care.

### Public Awareness of Palliative Care

Research in Ireland has indicated that the public's understanding of palliative care is varied and for many people palliative care remains synonymous with a narrow interpretation of death, dying or having a diagnosis of cancer. (McIlpatrick, et al., 2013)

However, the evidence shows that people whose loved ones have been in receipt of palliative and supportive care services are more likely to demonstrate a better

understanding of palliative care. In order for the public to achieve greatest benefit from palliative care, it is necessary that they understand it and its benefits for supporting the quality of life of people with life limiting conditions.

## 2. Campaign Overview

In 2014 AIIHPC set out to deliver major outputs on raising public awareness of palliative care by designing, developing, delivering and measuring a major public awareness campaign. After exploratory discussion, AIIHPC planned to deliver a comprehensive Awareness Week in October 2014, to be called *Palliative Care Week*.

### Objectives

The objectives for Palliative Care Week were to:

- Challenge the myths and limitations in public awareness and understanding of palliative care, and advance a new and broader public debate and understanding
- Use the activities as an opportunity to progress deeper relationships and joined up working across the sector
- Present evidence from AIIHPC's *Let's Talk About* survey and *Voices4Care* initiatives to inform the campaign.

### Audiences

- The primary audience was the general public and community in the Republic of Ireland and Northern Ireland.
- Secondary audiences included politicians, policy makers, health agencies, health professionals, service users and opinion leaders.

### Reference Group

To develop and agree the Key Messages and Campaign Strategy AIIHPC established a Reference Group which was representative of the sector North and South. The Terms of Reference for the Group were to advise on a campaign which:

- Is highly effective in terms of communications approach
- Identifies messages and content which are representative of thinking and issues across the sector
- Is reflective of patient perspectives
- Integrates harmoniously with messages and activities of other stakeholders across the sector.

Reference Group Members included:

- Dr. Mags Clifford, Irish Association of Palliative Care
- Sharon Foley: AIIHPC Policy and Practice Steering Committee (Irish Hospice Foundation)

- Eithne Frost, AllHPC Management Committee (Voices4Care patient advocacy group member)
- Maeve Hully, CEO of the Northern Ireland Patient and Client Council
- Prof. George Kernohan, AllHPC Management Committee (University of Ulster)
- Dr Paul McIvor: AllHPC Policy and Practice Steering Committee (Medical Director Foyle Megan Perry: Communications Executive, Public Health Agency
- Dermot Ryan: Communications Manager Safefood (Hospice)
- Dr. Karen Ryan, AllHPC Management Committee (Palliative Care Consultant St. Francis Hospice, Clinical Lead for Palliative Care in the HSE)

Engagement with the group included email circulars and phone conversations at critical points including:

- Outline of broad campaign strategy
- Soundboarding of Key Messages
- Feedback on first set of campaign materials design proofs.

Furthermore, AllHPC's Policy and Practice Steering Committee were informed about the process and developments of the public awareness work and provided valuable feedback.

### Key Messages

Following consultation with the Reference Group and Policy and Practice Steering Committee, the Key Messages agreed for the campaign were:

Palliative Care.....

- Aims to achieve the best possible quality of life for people with serious illness
- Cares for all aspects of the person - mind, body and spirit
- Is beneficial for everybody with a non-curable illness, regardless of age or condition
- Is supportive for family and friends both during an illness and afterwards
- The earlier it is delivered the better
- May be suitable for a number of years, not just end of life weeks and days.

Who is palliative care for?

- **A baby** born with serious difficulties that is unlikely to survive
- **A child or young person** with a condition that will shorten or severely limit their lives
- **An adult** coping with a diagnosis such as motor neuron disease, cancer or a chronic respiratory disorder
- **An older person** facing a progressive condition such as dementia or other conditions that could significantly affect their quality of life.

### 3. Campaign Development

#### Resourcing

##### Communications Consultant

AIHPC recruited Communications Consultant Ronan Cavanagh of Cavanagh Communications to lead on Palliative Care Week working closely with AIHPC Director Paddie Blaney. Ronan was already in situ as part-time Communications Consultant for AIHPC and a time allocation and budget was agreed for him to provide the resource required to deliver the campaign.

##### Design and Advertising

Following a competitive Tender process, a Dublin based agency *Publicis Engage*, was recruited to deliver the campaign design and advertising elements including branding, information materials, the advertising materials and media buying.

The information materials were to include the development of a Document Folder, Information Leaflet, Poster and Bookmark.

A budget of €60,000 was available to buy media advertising in both jurisdictions.

#### Stakeholders

To build stakeholder engagement AIHPC held a number of key meetings in the run up to the campaign.



##### Republic of Ireland

In the Republic of Ireland (RoI) meetings were held with the Minister with responsibility for Palliative Care, Kathleen Lynch and the HSE Lead on Palliative Care, Ian Carter.

Furthermore, detailed phone conversations were held with Palliative Care leads in the Department of Health (RoI) and the HSE Communications Office.



The HSE Communications Office circulated the campaign briefing on internal memo to 60,000 HSE staff. It also displayed the campaign hyperlink on the Homepage of its website at [www.hse.ie](http://www.hse.ie) for the week.

##### Northern Ireland

In Northern Ireland (NI), key members of the Public Health Agency were met along with key



representatives from the Department of Health, Social Services and Public Safety. Also in the NI Health and Social Care Trusts Communications Leads and Palliative Care leads were met with.

Communications Leads in each Northern Irish Health and Social Care Trusts issued a briefing to staff and the PHA placed the campaign hyperlink on their website Home at [www.publichealth.hscni.net](http://www.publichealth.hscni.net).

### **Database**

To support the campaign a very comprehensive email and postal database of all palliative care stakeholders across the island was developed – and this was continuously added to and updated during the campaign.



## 4. Campaign Delivery

### Information Materials

Approximately 2,200 campaign Information Packs were distributed. The Packs included:

1. A Document Folder
2. An Information Leaflet
3. Posters
4. Bookmarks
5. A *Communications Toolkit* including Key Messages, sample Tweets developed by Cavanagh Communications.



Four 'Campaign Update' emails were issued to a comprehensive database of key palliative care professionals and patient advocates across the Island.

See **Appendix C** for samples of the campaign information materials, or they can be viewed at [www.palliativecareweek.com](http://www.palliativecareweek.com).

### Advertising

€64,000 / £49,000 was spent on radio, newspaper and online advertising North and South and an estimated €150,000 / £114,000 of media advertising value delivered against the spend. This reached an estimated 1.2m people (900,000 RoI and 300,000 NI).

The advertising included:

#### Newspapers

- 7 ads in Irish Independent (one free of charge)
- 1 ad in Sunday Independent
- 7 ads in Belfast Telegraph
- 1 ad in Irish News (at knockdown rate)
- 1 ad in Newsletter (full page at knockdown rate)

#### Radio

- 26 radio ads on Newstalk Radio in RoI
- 12 radio ads between RTE Radio One & Lyric FM
- 18 ads on Regional Stations in RoI
- 26 radio ads on U105 in NI
- 24 radio ads on Downtown / Cool FM in NI
- 120 radio ads across Q Radio Network in NI

## Online

- A week of online advertising on independent.ie (Irish Independent)
- A week of online advertising on Belfast Telegraph.co.uk

See **Appendix C** for samples of the campaign adverts.

## Media

Three news releases were issued to all relevant media - print, radio, TV and online. Each release was 'localised' into ROI and NI versions. Major local media coverage was secured which greatly helped the campaign, particularly local radio. This comprised of:

- 60 newspaper articles (both national and local)
- 25 radio interviews (both national and local)
- TV coverage on RTE and TV3

See **Appendix B** for a listing of articles and interviews (Full Media report available upon request.)

## Website

A dedicated Palliative Care Week website at [www.palliativecareweek.com](http://www.palliativecareweek.com) was developed and included general information, definitions, go to points for information and services, links, campaign materials for download, videos and media information.

The site recorded the following usage:

### Activity

- 11,081 webpages viewed
- 5,618 visits
- 4,864 unique visits

### Country

- 2,604 (46%) ROI
- 1,775 (31%) NI & Britain
- 931 (16.5%) USA.

### Format

- 64% accessed via a computer
- 21% accessed via a tablet
- 15% accessed via a mobile phone



## Access Routes

- 56% (3,154) were direct visitors (meaning they typed the URL directly into the browser or clicked a link in an email/pdf)
- 31% (1,778) of visitors were referred to the website (this means they clicked a link from another webpage)
- 15% of referrals came from the *Irish Independent* website, 14% from the *Belfast Telegraph* website and 15% from the AIIHPC website
- The biggest referring website was Western Health and Social Care Trust in Northern Ireland (27% of referrals)
- 10% (601) clicked a social media link such as Twitter
- 1.5% of traffic came from a Google search.

## Social Media

There were 224 tweets which included the campaign hashtag #pallcareweek and 36 of these were issued by AIIHPC.

## Events

Dozens of information and patient focused events were held across the island.

Major highlights were a week of events in Derry / Londonderry, including at Magee University and at the Guildhall organised by Foyle Hospice. A two day information stand took place at the Milk Market in Limerick City

organised through Milford Care Centre and a week of information events took place in the North West, organised by the North West Hospice.

Information circulars to staff and on site patient information events were organised by the Health and Social Care Trusts across Northern Ireland. Furthermore, information stands were placed at many major hospitals across the island, organised by Palliative Care staff members.

## Costs

The total campaign cost was €97,000 / £73,000 (inclusive of VAT) broken down into:

- Advertising spend = €64,000 / £49,000
- Creative Concepts, Design, Production and Print = €16,000 / £12,000
- Communications Consultant = €12,000 / £9,000

“As a long term Palliative Care Nurse I think this is an excellent and much needed initiative to raise public awareness of the concept and philosophy of palliative care and to highlight the benefits of engaging with conversations around death and dying. It also promotes death as the natural process which we have sought to do in palliative care since its inception and which we need to hold on to. Looking at the website I have been reminded of focus groups which I did a short time ago with people with learning disabilities who taught me that this group of people are capable of taking part in conversations about a taboo subject such as death and can do so in a natural manner.” **Feedback from a Nurse**

- Millward Brown impact research = €5,000 / £3,000.

Significant additional time and support was provided by AIIHPC staff and this was absorbed within their ongoing running costs.

## 5. Campaign Impact

In the immediate period after Palliative Care Week, research company Millward Brown carried out representative surveys of 1,000 people in both the Republic of Ireland and Northern Ireland.

The key finding of the survey was that awareness of Palliative Care / Palliative Care Week was strong in both the Republic of Ireland and Northern Ireland, especially in the Republic, where 42% said they were aware of the awareness raising. Recognition was also high in the North at 26%.

Radio attracted by far the most reach in the Republic – one in four heard of the campaign via this medium. The effect of local radio was striking – 14% of the population cited this as a

source. TV was also prominent, as 8% of people in the RoI said they heard it discussed on TV. The information sources in Northern Ireland were more balanced – NI respondents did not nominate any particular medium as being significantly ahead of others.

Among those who were aware of Palliative Care Week, the outcome was positive – 79% in the Republic of Ireland felt they were more informed as a result of the campaign, with 63% in Northern Ireland feeling similarly.

The overriding consensus in both jurisdictions was that palliative care is both beneficial for anyone with a non-curable disease and that it supports family, friends and carers both *during* and *after* an illness. Among those aware of the campaign, their understanding of palliative care was significantly higher in nearly all instances, in both jurisdictions.

The survey concluded that the awareness week was significantly successful in better educating the public on the function and purpose of palliative care.

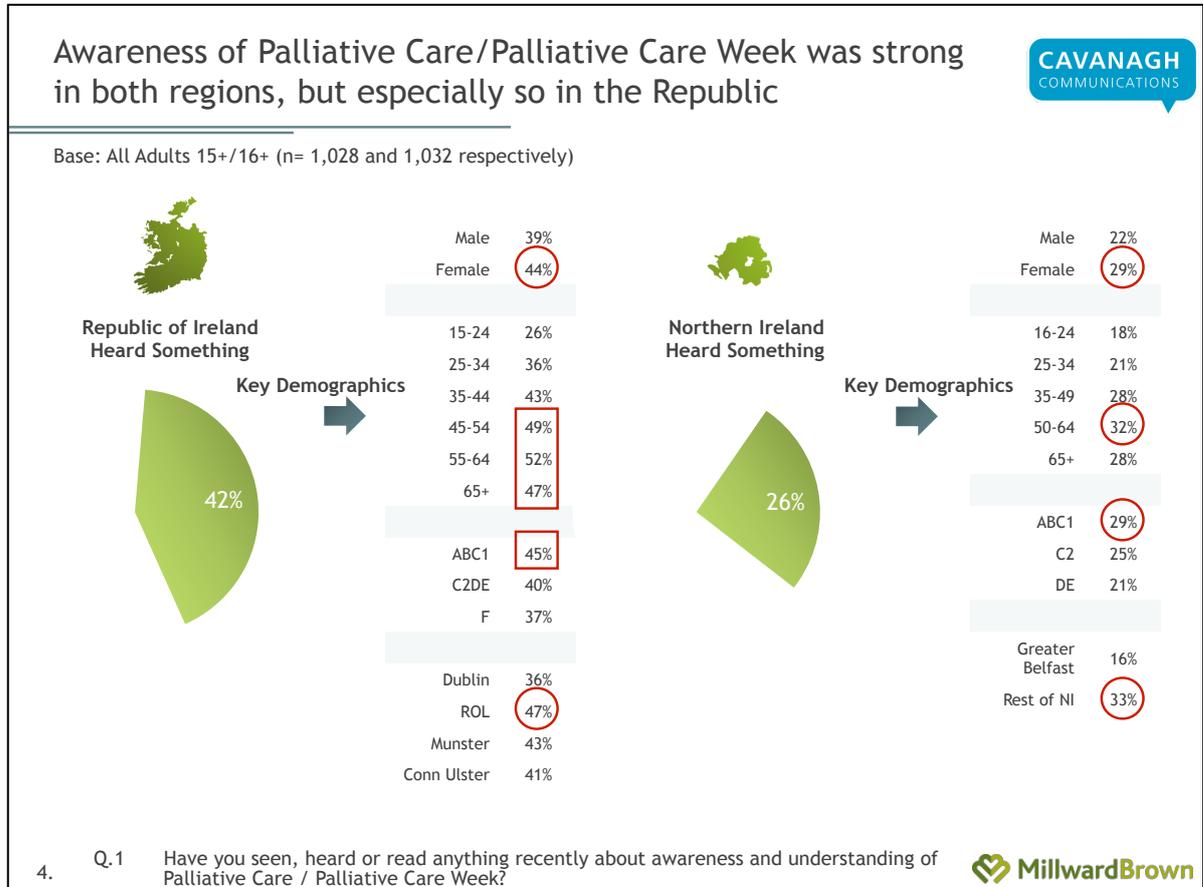
“I have just seen some of the materials of the palliative care approach campaign in October presented at the Living Matters Dying Matters meeting. The tone, content and approach feel so right. Thank you to the Institute for making this investment that will cover the Island, and give us all an opportunity to reach out to the public who ultimately will drive the agenda. I particularly liked the fact that death and dying were not mentioned in the materials, as we have to start first with all the positive messages surrounding Palliative Care. THANK YOU.” **Feedback from a Hospital Medical Director**

## Appendices



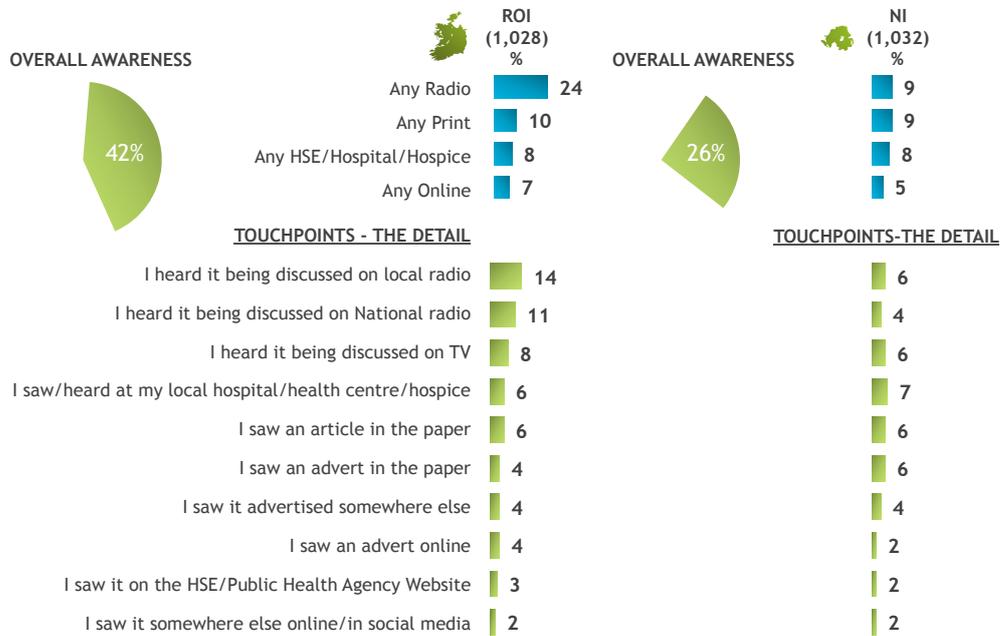
## Appendix A: Millward Brown Impact Report Slides

Following are key slides from the impact report provided by Millward Brown which show the specific data gathered by the survey.



## Radio (driven by local radio) was the most effective medium, particularly in the Republic

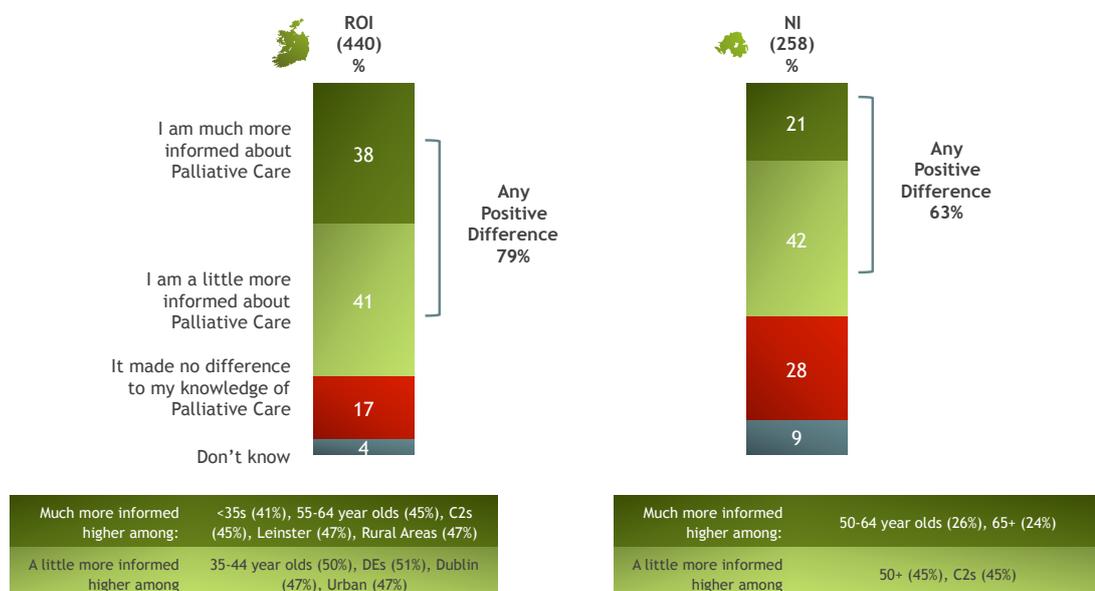
Base: All Adults 15+/16+ (n= 1,028 and 1,032 respectively)



5. Q.1 Have you seen, heard or read anything recently about awareness and understanding of Palliative Care / Palliative Care Week?

## How did Awareness of Palliative Care/Palliative Care week affect understanding of the issue?

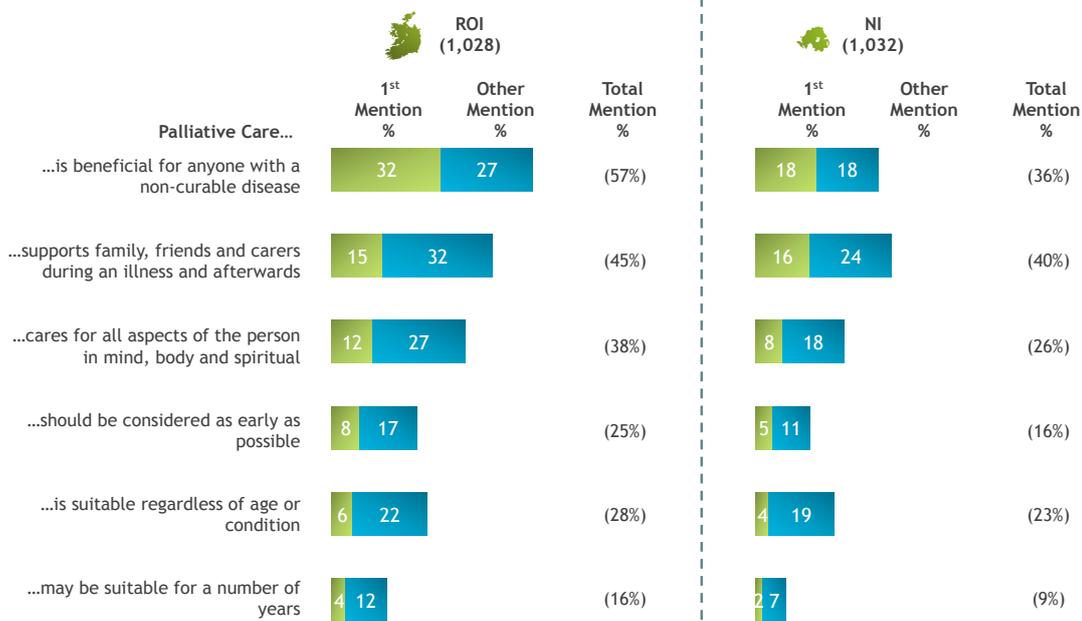
Base: All Aware of Palliative Care/Palliative Care Week



6. Q.2 As a result of hearing or seeing something about Palliative Care recently, which of the following statements best describes your opinion?

## What do people understand Palliative Care to mean?

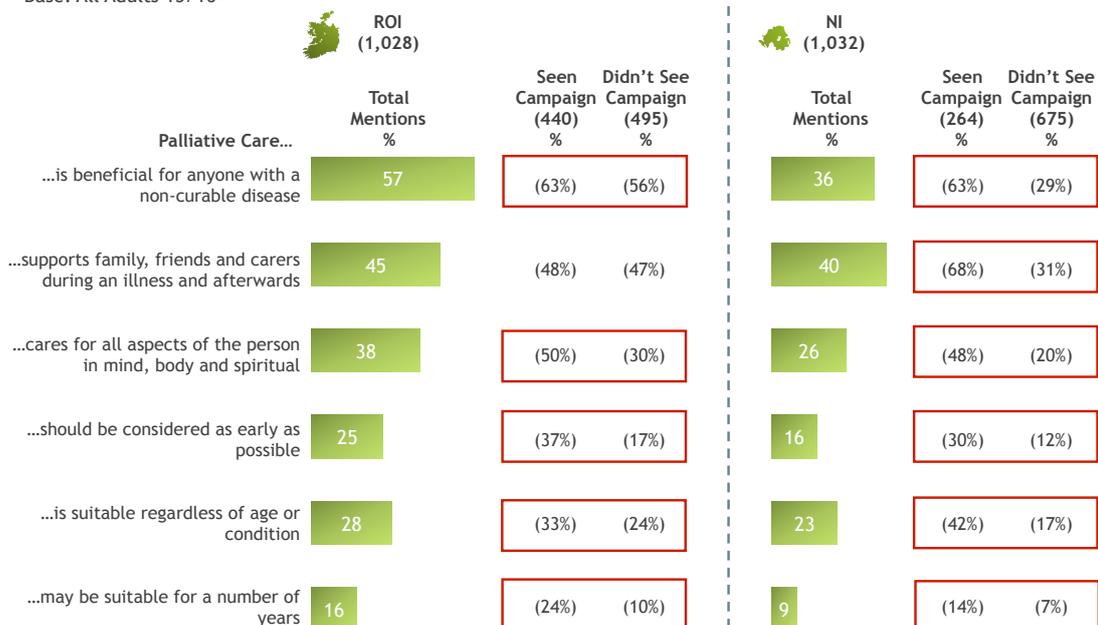
Base: All Adults 15+/16+ (n= 1,028 and 1,032 respectively)



7. Q.3 Which one of these statements best describes your understanding of Palliative Care?

## Among those who were aware of Palliative Care/Palliative Care week, understanding of the issues was significantly higher

Base: All Adults 15/16+



  = Significant difference between those aware of campaign and those unaware

8. Q.3 Which one of these statements best describes your understanding of Palliative Care?

## Appendix B: Media Coverage

### B.1 Print Media

Republic of Ireland

#### National

- *Daily Mirror*: Long-term carers feel neglected
- *Evening Echo*: Palliative Care focus
- *Evening Herald (National Edition)*: Care week to help improve quality of life for terminally ill
- *Irish Independent*: 'Marie died in vain because of political time-wasting and in-fighting
- *Irish Examiner*: Focus more on emotional care of terminally ill: study

#### Local

- *Anglo Celt*: In local notices
- *Cork News*: Public focus on palliative care
- *Donegal Democrat*: Public Evening at North West Hospice
- *Donegal Post*: Information morning as part of first ever Palliative Care Week
- *Donegal Post*: Survey highlights needs of Palliative care Users
- *Dundalk Democrat*: D'Arcy backs palliative care campaign
- *Galway Independent*: Making the most of life
- *Kerry's Eye*: Hospice coffee morning in Listowel
- *Kerry's Eye*: Local notes
- *Kerry's Eye*: Listowel brews up for hospice
- *Kilkenny Reporter*: Care is key to palliative comfort
- *Kilkenny Reporter*: Tearful reflection as new beds welcomed
- *Leitrim Observer*: In local notices
- *Leitrim Observer*: First palliative care week
- *Leitrim Observer*: Public Information evening marks 'Palliative Care week'
- *Leitrim Observer*: Survey highlights needs of palliative care users
- *Limerick Post*: Palliative Care
- *Northside People East*: Campaign to highlight palliative care
- *New Ross Echo*: Palliative Care Week to begin
- *Sligo Champion*: Changing perception is the aim
- *Sligo Weekender*: First ever palliative care week announced
- *Sligo Weekender*: Patients and family member to speak at Hospice event
- *Southern Star*: Palliative Care Week
- *Vale Star*: Public urged to make the most of palliative care
- *Weekly Observer*: Public urged to make the most of palliative care
- *Wicklow Voice*: Marie helped people to talk about death

## Northern Ireland

### National

Newsletter: Survey highlights needs of Palliative care Users

### Local

- *Armagh Observer*: Understanding Palliative Care
- *Banbridge Chronicle*: Palliative Care Week
- *County Derry Post*: Foyle Hospice promotes World Hospice Day and Palliative Care Week
- *Democrat*: Understanding Palliative Care
- *Derry Journal*: Donall appointed as Foyle Hospice Chief Executive
- *Derry Journal*: Events for world hospice and palliative care week
- *Derry Journal*: Raise a cup to Foyle Hospice tomorrow
- *Derry Journal*: Receiving hospice care is a privilege
- *Derry Journal*: World Hospice Week events in Derry
- *Derry News*: Service honours work of Foyle Hospice
- *Down Observer*: Understanding Palliative Care
- *Londonderry Sentinel*: Coffee morning at Foyle Hospice
- *Londonderry Sentinel*: Events for World Hospice and Palliative Care Week
- *Londonderry Sentinel*: Information exhibition
- *Londonderry Sentinel*: Progress on palliative care
- *Lurgan & Portadown Examiner*: Understanding Palliative Care
- *Roe Valley Sentinel*: Coffee Morning at Foyle Hospice
- *Roe Valley Sentinel*: Events for World Hospice and Palliative Care Week
- *Roe Valley Sentinel*: PHOTO re Palliative Care Week
- *Roe Valley Sentinel*: Progress on Palliative Care
- *Roe Valley Sentinel*: Receiving hospice care is a privilege
- *Ulster Herald*: It's a privilege to be part of a patient's life
- *Ulster Herald*: Privilege of Care

### Medical Media

- *Medical Independent*: Campaign to highlight benefits of palliative care due next month
- *Irish Medical Times*: Palliative care can make the most of life – AIHPC
- *Irish Medical News*: Palliative care not just for end of life
- *Irish Medical News*: Palliative care survey published

## B.2 RADIO

### Republic of Ireland

- Castlebar Community Radio

- Claremorris Community Radio
- Connemara Community Radio
- Cork's County Sound 103fm
- Dublin City FM
- LiteFM Cork
- Mid West Radio
- Midlands 103 FM
- Near FM Dublin
- Northern Sound (Monaghan)
- Red FM
- Shannonside Radio
- Tipp FM
- West Limerick 102 FM
- Youghal Community Radio x 2

### **Northern Ireland**

- BBC Radio Foyle on the Mark Patterson show
- Drive 105, Derry
- Downtown Radio Belfast
- Q97.2 Causeway Coast
- Q100.5 Newry
- Q101.2 Omagh
- Q102.9 Derry
- Q106.7 Mid Ulster
- Q107 Ballymena

### **B.3 Television**

#### **Republic of Ireland**

- *RTE Morning Edition*: Interview with Paddie Blaney & Carmel Geoghegan (Voices4Care)
- *TV3 Ireland AM*: Campaign details given out and shown on screen.

## Appendix C: Information Materials

The Campaign Information Materials can be downloaded and viewed in full quality at [www.palliativecareweek.com](http://www.palliativecareweek.com)

### COMMUNICATIONS TOOLKIT

**PALLIATIVE CARE WEEK**  
6-11 OCTOBER

All Ireland Institute of Hospice and Palliative Care

**COMMUNICATIONS TOOL KIT**  
Palliative Care Week  
6-11 October 2014

**Welcome to Palliative Care Week**

The first ever all island Palliative Care Week takes place from October 6-11. It is being coordinated by the All Ireland Institute of Hospice and Palliative Care (AIHIPC) and we want to encourage serious but positive conversations. We aim to raise a deeper public understanding of palliative care regarding when it can be used, who it is for and what its benefits are.

Also enclosed in each Information Pack are a leaflet, two posters and two bookmarks. Please place the leaflet, posters and bookmarks in public places in your workplace where members of the public can view them.

If you want additional packs, please contact **Ronan Cavanagh** at 00353 (0) 86 302 9730 or [ronan@cavanaghcommunications.ie](mailto:ronan@cavanaghcommunications.ie). You can download or print all of the campaign resources at [www.palliativecareweek.com/resources](http://www.palliativecareweek.com/resources). You can also download the campaign icon and hyperlink to it from your website or email signature.

In what follows, we set out ways in which you can engage with the campaign. Thank you!

**Key Messages**

- A Palliative Care approach...**
  - Aims to achieve the best possible quality of life for people with serious illness
  - Cares for all aspects of the person - mind, body and spiritual
  - Is beneficial for anyone with a non-curable illness, regardless of age or condition
  - Supports family, friends and carers both during an illness and afterwards
  - Should be considered as early as possible
  - May be suitable for a number of years, not just the weeks and days at the end of life
- Palliative Care is for...**
  - A baby born with such serious difficulties that they are unlikely to survive
  - A child or young person with a condition that will shorten or severely limit their lives
  - An adult of any age facing conditions such as motor neurone disease, cancer or other advanced chronic disorders
  - An older person who may be facing a number of advanced progressive conditions affecting their quality of life
  - Family members and carers during the illness and afterwards
- Find out more...**
  - Palliative Care Week runs from October 6-11 in Northern Ireland and the Republic of Ireland
  - Go to [www.palliativecareweek.com](http://www.palliativecareweek.com)
  - Talk with others - family, friends and your health and social care professional

**Campaign Resources - download, print & hyperlink**

At [www.palliativecareweek.com/resources](http://www.palliativecareweek.com/resources) you can:

- Download the campaign materials and email them to colleagues for their information
- Print out additional campaign leaflets and posters in standard A4 size (best to set printer to high resolution and use a thick paper)
- Hyperlink - you can download the campaign icon and link to it from your website or email signature.

**Tweet**

Here are sample tweets. Please include the campaign hash tag [#palliativecareweek](https://twitter.com/palliativecareweek) and [www.palliativecareweek.com](http://www.palliativecareweek.com)

- Palliative care aims to achieve the best possible quality of life for people with serious illness [#palliativecareweek](https://twitter.com/palliativecareweek) [www.palliativecareweek.com](http://www.palliativecareweek.com)
- Palliative care cares for all aspects of the person - mind, body and spiritual [#palliativecareweek](https://twitter.com/palliativecareweek) [www.palliativecareweek.com](http://www.palliativecareweek.com)
- Palliative care is beneficial regardless of age or condition [#palliativecareweek](https://twitter.com/palliativecareweek) [www.palliativecareweek.com](http://www.palliativecareweek.com)
- Palliative care supports family, friends and carers during an illness and afterwards [#palliativecareweek](https://twitter.com/palliativecareweek) [www.palliativecareweek.com](http://www.palliativecareweek.com)
- Palliative care should be considered as early as possible [#palliativecareweek](https://twitter.com/palliativecareweek) [www.palliativecareweek.com](http://www.palliativecareweek.com)
- Palliative care may be suitable for a number of years, not just weeks and days [#palliativecareweek](https://twitter.com/palliativecareweek) [www.palliativecareweek.com](http://www.palliativecareweek.com)
- Make palliative care your business - have a conversation with your health and social care professional [#palliativecareweek](https://twitter.com/palliativecareweek) [www.palliativecareweek.com](http://www.palliativecareweek.com)
- Palliative Care Week 6-11 October 2014. Join in the conversations [#palliativecareweek](https://twitter.com/palliativecareweek) [www.palliativecareweek.com](http://www.palliativecareweek.com)

**Hold an event**

We encourage you to hold an awareness raising event. If you want guidance, or to discuss and idea, please contact Ronan Cavanagh. Here are suggestions:

- Hold a discussion meeting about the key messages of the campaign
- Hold a luncheon or evening seminar about a specific element of palliative care
- Organise a screening of AIHIPC's public awareness videos or its presentation for health and social care professionals (for more advice, see [www.palliativecareweek.com/videos](http://www.palliativecareweek.com/videos))

If you are holding an event let us know. We can list it on the campaign website and tweet it.

**Media**

Campaign news releases will be issued which you can use:

- The first, announcing the campaign, will be issued on Sunday, September 14
- The second, to kick off the week, will be issued on Sunday, October 5

We will circulate the news releases to all relevant media and to stakeholders and supporters on our database. They will also be on the campaign website. (In receipt of the news release you can:

- Use it in your newsletter
- Post it to the news section of your website
- Tweet it (to [@palliativecareweek](https://twitter.com/palliativecareweek))
- Send it to a particular local media contact that you have
- Add a case study and pitch as a feature article or interview.

If you see or hear media coverage in your area, please let us know about it.

Please contact Ronan Cavanagh at 00353 (0) 86 302 9730 or [ronan@cavanaghcommunications.ie](mailto:ronan@cavanaghcommunications.ie) with any questions or requirements.

### INFORMATION LEAFLET

**Palliative Care Week**

**Palliative Care**

**Get in Touch**

Making the most of life

For more information of palliative care services in Ireland, contact your local health and social care professional. Search for: Palliative Care

Visit [www.palliativecareweek.com](http://www.palliativecareweek.com)

For more health and social care information about palliative care approach.

Palliative Care Week is an opportunity to address the needs of people with serious illness.

Palliative Care Week runs from October 6-11 in Northern Ireland and the Republic of Ireland.

Talk with others - family, friends and your health and social care professional

Visit [www.palliativecareweek.com](http://www.palliativecareweek.com)

For more health and social care information about palliative care approach.

**Palliative Care Week 6-11 October**

All Ireland Institute of Hospice and Palliative Care

**What is Palliative Care**

**Caring for you, supporting your family**

Who is it for, what does it mean?

Palliative Care is a caring approach to people with serious illness. It is a way of caring for people with serious illness that focuses on their needs, wishes and preferences. It is a way of caring for people with serious illness that focuses on their needs, wishes and preferences. It is a way of caring for people with serious illness that focuses on their needs, wishes and preferences.

Who is it for?

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**Palliative Care Week 6-11 October**

All Ireland Institute of Hospice and Palliative Care

### POSTER & BOOKMARK

**Palliative Care**

**Making the most of life**

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**Palliative Care Week 6-11 October**

All Ireland Institute of Hospice and Palliative Care

**Palliative Care**

**Making the most of life**

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## Appendix D: Samples of Advertising

### RADIO ADVERT SCRIPT – 30 SECONDS

*SFX: Ambient sound effects. We hear background sounds of people moving around and talking – we infer that we are in a medical/care setting.*

*FVO: What is Palliative Care? Palliative care is about making the most of Life.*

*It's about helping people with incurable conditions enjoy the best possible quality of life. But it's more than that.*

*Palliative Care reaches out to family, friends and carers, helping them to support the person who is ill.*

*SFX: Chosen music emerges*

*FVO: Sooner or later we may all encounter the need for Palliative Care.*

*During Palliative Care Week, October 6<sup>th</sup> to 11<sup>th</sup>, visit [palliativecareweek.com](http://palliativecareweek.com) or talk to your health and social care professional.*

*Palliative Care. Making the most of Life*

### Online Adverts

The online adverts featured as banners along both the top and along the sides of the Irish Independent and Belfast Telegraph websites, with click through to [www.palliativecareweek.com](http://www.palliativecareweek.com).

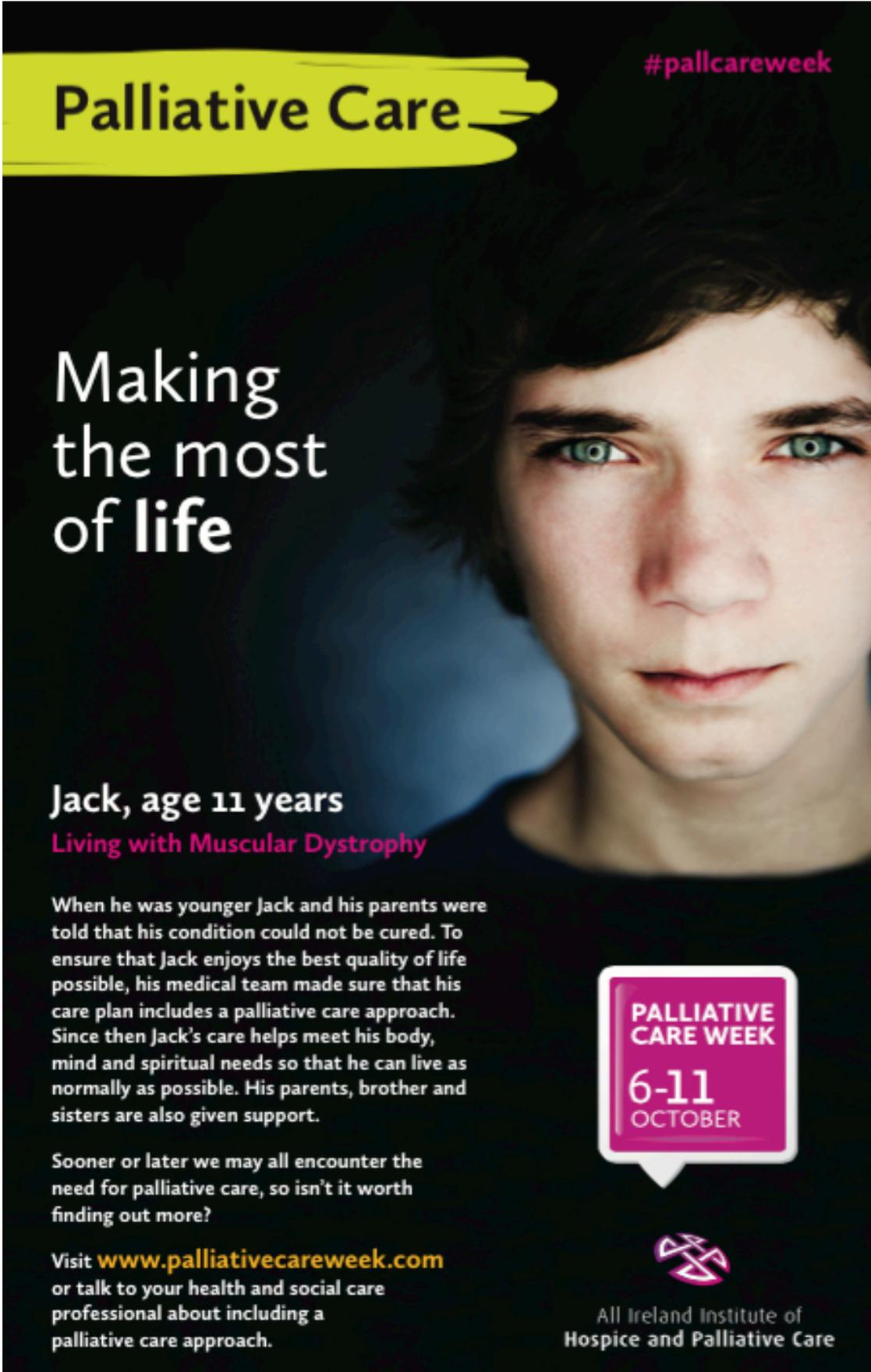


### Newspaper Adverts

The campaign used a series five rotating ads which told five different vignette stories about how Palliative Care can improve quality of life for people of different ages, with different conditions and different prognoses.

The five stories can be viewed and read in the pages to follow.

a) Jack



#pallcareweek

# Palliative Care

## Making the most of life

**Jack, age 11 years**

**Living with Muscular Dystrophy**

When he was younger Jack and his parents were told that his condition could not be cured. To ensure that Jack enjoys the best quality of life possible, his medical team made sure that his care plan includes a palliative care approach. Since then Jack's care helps meet his body, mind and spiritual needs so that he can live as normally as possible. His parents, brother and sisters are also given support.

Sooner or later we may all encounter the need for palliative care, so isn't it worth finding out more?

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**PALLIATIVE CARE WEEK**  
**6-11**  
**OCTOBER**



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b) Alf



**Palliative Care** #pallcareweek

## Planning ahead

**Alf, age 73 years**  
Living with Alzheimer's disease

Alf has been diagnosed with Alzheimer's disease. His doctors talked with him and his wife, Mary, about all of his needs including a palliative care approach. They are provided with practical information like benefits, legal arrangements, safety and how to access respite services. Reassured, he and Mary focus on living each day to the full.

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c) Ciara



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# Living life to the full

**Ciara, age 2 years**  
**Living with a rare incurable genetic disorder**

Ciara has been diagnosed with a rare and incurable genetic disorder. Her parents want to do everything they can to give her the best quality of life. Ciara's medical team explain that a palliative care approach will be in her care plan, to give her the best chance of the joy and laughter every child deserves. Also, Ciara's parents have the counselling and support they need.

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d) Lucy



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# Palliative Care

## Make the most of precious time

Lucy, age 58 years

Living with chronic respiratory disease

Lucy has been struggling with chronic respiratory disease for many years and her doctors have explained that her condition is worsening. While still treating her disease, her medical team also includes a palliative care approach in her care plan. This helps Lucy's breathing and ability to cope. For the first time in many months, Lucy enjoys a day outside the house with her family.

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e) John



#pallcareweek

# Palliative Care

## Being in control

**John, age 46 years**  
Living with incurable cancer

John and his partner James have been together for twenty years and have had the worst possible news – John has an incurable cancer. At their request, the Consultant spoke honestly and sensitively about what might lie ahead. This has allowed John to choose what he wanted. He started chemotherapy and his care plan includes a palliative care approach enabling him to live with comfort and dignity.

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