Compassionate communities: public health approaches to end of life care

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The public health vision for end of life care

**Service-orientated approach**
- Palliative/hospice services extended into the community
  - Dependent on provider
  - Focus on professionals

**Public health approach**
- Engaged and developed communities able to provide community led care
- Utilisation of community networks and assets
The role of public health approaches

Public health approaches expand the reach and effectiveness of care into the community.

- Provide better and more holistic end of life care.
- Enable people to remain in community setting if they prefer.
- Reduce pressures in acute services.
Developing compassionate communities

**What:** communities with strong end of life care networks which involve citizens in their own end of life care concerns.

**How:** Marry to community assets with local agencies through multiple processes and activities.

e.g. third sector engagement, asset mapping, education, local institutional policies on end of life care.
Specific examples

- School and workplace plans
- Compassionate City Charter
- Compassionate Watch
- Poster campaigns
- Death cafes
- Art exhibitions
- Public forum on death and loss
- Annual short story competition
- Remembrance day
The case for adopting a public health focus

- Prevention approach adopted for other issues but not EOLC
- Many prefer to remain in the community as long as possible
- Professional care is episodic; everyday care goes beyond this
- Need a social framework for a holistic approach to EOLC
The case for adopting a public health focus

- Need to address grief and loss which is also part of EOLC
- Need to go beyond illness bound view to include carers etc.
- Economic argument – burden on acute services can be eased
- EOLC is for the well and the ill; it is everyone’s responsibility
Challenging next steps…

• Creating a movement and encouraging social change
• Changing the way we think about end of life care
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The launch of the Charter and Toolkit

- The Dying Well Community Charter
  - NCPC
  - Engagement with NHS England, hospices, charities and Royal Colleges

- Public Health Approaches to End of Life: A Toolkit
  - Allan Kellehear

http://www.ncpc.org.uk/communitycharter
Our work on EOLC public health approaches

- Development of Pathfinder Charter Communities
- PH EOLC event early next year
- Commission of baseline assessments
- Establishing PHE as a compassionate community
Further information:

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