Preferred Priorities for Care Public Awareness Pilot

Les Storey
National Lead (PPC)

Preferred Priorities for Care

Background to pilot

Engaging the public in discussions around end of life care decisions has been a challenge. Evidence from Public Opinion Polls suggests that the majority of the general public have not discussed their end of life care preferences and priorities with their families or carers.

Aim of Pilot

- The aim was to test the impact of leaflets and posters on the uptake of PPC. Also, the intention was to determine whether the poster and leaflet were fit for purpose

Test Sites

- West Essex
  - St. Clare Hospice,
  - The Oncology and Chemotherapy Clinic at Galen House, Harlow,
  - St. Margaret's Community Hospital
  - Medical ward at the Princess Alexander Hospital, Harlow, Essex
- Mersey and Cheshire
  - Community Nursing team, Warrington
    - Grappenhall Clinic, Stretton, Appleton, Stockton Heath Medical Centres, Stockton Heath Library, Sandy Lane Day Centre, and Appleton Church Hall
- Lancashire and South Cumbria
  - Outpatients Department at Westmorland General Hospital
  - GP surgery in North Lancashire

The National PPC Core Team

Poster and Leaflet

Have you thought about what is important to you at the end of your life?

- Have you got an illness that you have had for a long time, or that can not be cured?
- Would you like to discuss your thoughts or concerns and have your wishes and preferences written down?

The **Preferred Priorities for Care** process can help you with this

For more information please take a copy of the guide to preferred priorities for care leaflet or visit
www.EndOfLifeCareForAdults.nhs.uk

The Preferred Priorities for Care

This initiative was originally developed in Lancashire and South Cumbria as an Advance Care Plan.

It can be used by anyone who wishes to record their thoughts about future care.

How to obtain your Preferred Priorities for Care document

Contact your own:

- District Nurse
- GP
- Specialist nurse
- Social Carer

Or download a copy from
www.endoflifecareforadults.nhs.uk

4

Guide to Preferred Priorities for Care

An Advance Care Plan

Challenges

- Difficulty in media engagement
- Restrictions on displaying posters
- Potential test site raised concerns regarding displaying posters and leaflets and suggested that professionals used their clinical judgement in distributing leaflets.
- One test site which was selected was felt to have inappropriate demographics

Outcomes

- The numbers of leaflets taken and hits to the website suggest that awareness of PPC was raised amongst professionals and the public
- In the test sites the numbers of leaflets taken were 287 and 15 PPCs were requested
- Mixed responses from the professionals involved about the leaflet and the poster.

Feedback from Participants

- “Feedback from the staff has been very positive, specifically in relation to raising awareness and promoting conversations”
- “We welcome the documents and will continue to use the posters and leaflets in our area”.
- “The feedback from the community hospital has been extremely positive, and an increase of the implementation of the PPC has been noted, both relatives and the patients on the ward have requested that they have a PPC completed. The Consultant nurse was extremely positive about the posters and the interest and discussion that had been raised from these”

- Nurses across all care settings have been asking for some time for a leaflet to explain the purpose of the PPC. It has been suggested that the leaflet would be more effective were it used proactively and handed out with other information rather than being left on a rack. The leaflet is seen as a valuable resource."

- "Staff in the district nursing team felt that the leaflets were clear and well written. They hoped that these would be available in the future to give out when discussing end of life care".

Key Recommendations

- To liaise with the Dying Matters Coalition to identify the potential for marketing the leaflet and poster to their members
- Amend the documents following the consultation and develop a communication strategy to make them available on a website and promote their use across the country