



PALLIATIVE CARE WEEK REPORT 2022

Palliative Care: Living as well as possible

Contents

Palliative Care Week 2022 at a Glance	2
Commentary.....	4
Introduction	6
Planning for Palliative Care Week 2022.....	7
Key Developments	8
<i>Theme - Palliative Care: Living as well as possible</i>	8
<i>2022 Key messages</i>	8
<i>Personal Experience Video Project 2022.....</i>	8
<i>Palliative Care Podcast series (New for 2022).....</i>	9
<i>Survey- Public Perceptions of Palliative Care</i>	9
<i>Launch of Palliative Care Week 2022</i>	12
<i>Media focus on Palliative Care</i>	13
Table 1- Media reach.....	15
Events.....	15
Table 2- Full list of events	18
Costs	20
Reach and Impact	20
<i>Promotional materials</i>	20
Table 3 – Distribution of printed promotional materials.....	21
<i>Media – Broadcast, Print and Online</i>	21
<i>Social Media performance and impact for 2022</i>	22
Table 4- Social Media Follower Growth (August- September)	22
Table 5- Decrease in Twitter individual posting during Palliative Care Week	23
Table 6- Individual posting of other social media during Palliative Care Week	23
Table 7 – YouTube performance during Palliative Care Week 2018-2022	23
Table 8 – Palliative Hub activity during Palliative Care Week 2018-2022	23
Table 9 – Source of traffic to the Palliative Hub website.....	23
Planning for 2023.....	24
Appendix A – Palliative Care Week Reference Group	26
Appendix B- Questions for Palliative Care Survey, July 2022	28
Appendix C – Press Releases.....	29
Appendix D – Promotional Materials	34
Appendix E – Media Coverage	35
Appendix F – Themes	39

Palliative Care Week 2022 at a Glance

1	Presidential message of support
1	Launch photo with An Taoiseach
1	In-person launch event at the Mansion House
2	Health Ministers involved
2	In person 'Death cafes' (new for 2022)
4	Podcasts with palliative care professionals (new for 2022)
7	Videos of palliative care personal experiences
13	Radio items broadcast
25	Social media assets available (expanded for 2022)
52	Voices4Care members consulted
102	Media interactions in total
750	Social media photo frames distributed
1500	Perceptions survey (NI+ROI)
3000	Leaflets in Coffee Morning packs
9500	Total Leaflets distributed
3.7 million	Twitter reach
15 million	Overall reach of the 2022 campaign (traditional media)

An Taoiseach, Micheál Martin launches Palliative Care Week 2022



I-r Yvonne McCahill, Communications Manager, AIIHPC; Karen Charnley, Director, AIIHPC; An Taoiseach Micheál Martin, Paula Pinto, Programme Manager, Policy and Engagement, AIIHPC; Fintan Fagan, CEO, St. Francis Hospice.



An Taoiseach Micheál Martin and the Dunne family (Eoghan, Teresa, Keelin and Ciara) launching Palliative Care Week 2022. Eoghan Dunne avails of hospice and palliative care services from LauraLynn Children's Hospice

Commentary

For nine years, AllHPC has led on Palliative Care Week, uniting its member organisations and the palliative care and wider health sector with the common goal of breaking down misconceptions around palliative care, sharing its benefits, and ensuring people are informed. It will be a great day when this public awareness campaign is no longer needed however, as the iReach survey showed 78% of people across the island of Ireland still think of care at end of life when they hear the term palliative care and 46% think it is for people with cancer. Thus, further work is needed, collaborations across different sectors are essential and innovative communication and engagement to reach people in every corner of the island are key.

AllHPC is proud of the impact of the 2022 campaign. It was wonderful to host in-person events again, work with different organisations across the sector and beyond, as well as try out new ideas. A few highlights from this year's campaign:

- Messages of support from the President of Ireland, An Taoiseach and Minister for Health from ROI ensured the campaign reached far and wide by endorsing the work of AllHPC and the palliative care sector. We were also grateful to receive the support from the Health Minister in NI and Colm Gildernew, MLA in NI although their messages were not publicly shared in respect of the death of Her Majesty the Queen.
- 31 events were planned to take place during Palliative Care Week (16 in-person and 15 online) however ten events were cancelled (mainly due to the death of Her Majesty the Queen) and only 22 events took place (12 in-person and 10 online).
- The population survey carried out by iReach in July was key to obtaining public perceptions of palliative care to inform messaging as well as generating a positive media response.
- Seven personal experience videos were launched during the week, and they brought the message of the campaign to life and allowed people to internalise the information at a human level.
- The campaign generated high value, quality media coverage that spanned the whole island. The support from the PR company was essential to securing media coverage in newspapers with large circulation and on radio.
- *New this year!* Four podcasts made available to share information in a new platform and two death cafe type events organised around advanced care planning with Disability Action and LGBT Ireland.
- The 2022 social media campaign showed positive results, such as the increase in following across AllHPC's four social media channels Twitter, Facebook, LinkedIn and Instagram, which strengthens their value for AllHPC communications going forward.

- 102 pieces of media coverage were achieved which is an increase on 2021, despite the impact of Her Majesty's death on Northern Ireland coverage.

We would like to acknowledge and thank AIHPC's 26 member organisations which include universities, hospices, health and social care providers and charities from across the island of Ireland for their essential support and engagement with our work. In addition, AIHPC's funders which include the HSE and Public Health Agency, are also integral to the ongoing operation of the Institute and we are very appreciative of their ongoing contribution.

Introduction

All Ireland Institute of Hospice and Palliative Care

All Ireland Institute of Hospice and Palliative Care (AIHPC) is a collaborative of hospices, health and social care organisations and universities on the island of Ireland. As a leading organisation with national and international influence driving excellence in palliative care, AIHPC advances education, research, and policy and practice to improve the palliative care experience of people with life-limiting conditions and their families.

Through collaboration with its 26 partners, with the National Clinical Programme for Palliative Care in the Republic of Ireland, Palliative Care in Partnership in Northern Ireland and other key stakeholders, AIHPC supports the delivery of high-quality palliative care.

Palliative Care Week – A Collaborative Approach

Palliative Care Week is a campaign dedicated to raising public awareness and increasing understanding of palliative care and its benefits. Its primary audience includes those who could benefit from palliative care, health and social care professionals, the wider public, and communities across the island of Ireland. AIHPC has led and coordinated an annual campaign with the palliative care and wider health care sector as well as other interested community organisations, since 2014.

AIHPC promotes co-design and participation throughout the planning and implementation of the campaign from all its stakeholders and aims to support throughout all the activities and events taking place. Collaboration is key to the success of Palliative Care Week and from the very early stages of planning, AIHPC, sought stakeholder input through regular meetings with the Palliative Care Week Reference Group, consultation with Voices4Care, AIHPC's volunteer group and briefings with communications colleagues and others from AIHPC's member organisations, from the Health Service Executive (Republic of Ireland) and the Public Health Agency/Health and Social Care Board (Northern Ireland).

Engagement with Palliative Care Week Reference Group

The Reference Group was consulted and kept informed via Zoom meetings and emails on a regular basis from April 2022. The Reference Group provides valuable feedback on the key elements of the campaign, such as the theme, the information leaflet, and overall feedback on the impact of the campaign. The Reference Group members were also key to identifying and contacting participants for both the video and podcast projects, and in working with the Institute to develop a list of media spokespeople. The Reference Group provides an essential channel for feedback, communication and raising awareness of the campaign, as it enables circulation of messages and resources through its wider networks.

Reference Group membership, terms of reference and details of engagement are in Appendix A.

Voices4Care Participation

Voices4Care is AllHPC's volunteer group of people with palliative care needs, carers, former carers and interested citizens. The group currently has 53 members across the island of Ireland. Members inform and influence the work of the Institute and the wider palliative care sector.

For Palliative Care Week, we asked members to support us in a myriad of ways:

- 12 members provided ideas and feedback for this year's theme
- Two members shared their personal experience with palliative care services by providing quotes for our leaflet
- One member shared his personal experience at our launch event in Dublin
- One member shared his personal experience through an interview on Mid-west Radio
- Nine members promoted the week by distributing leaflets and posters in their communities
- Members also participated in several of the in-person and online events taking place during the week

Planning for Palliative Care Week 2022

Planning for Palliative Care Week 2022 began in late 2021. With the lifting of COVID restrictions in late January, we looked forward to returning to a pre-COVID approach and began to consider a combination of both online and in-person events, including simultaneous launch events in Dublin and Belfast.

In 2022, we wanted to emphasise our messaging on the benefits of palliative care in improving the quality of life of those with life-limiting conditions, their families and those close to them. We wanted to use different methods to share the message that palliative care helps people to live as well as possible, which informed our campaign theme for 2022.

Palliative Care Week is a reminder to all of us to get better informed about palliative care and its benefits. Misunderstanding about it persist, meaning some people who could benefit are less willing to seek it, potentially missing out on improved quality of life.

AllHPC's objectives for Palliative Care Week 2022 were to:

- Deliver a palliative care awareness campaign across the island of Ireland
- Increase awareness and understanding of palliative care among the public and among health and social care professionals
- Deliver an innovative campaign plan, to include new elements and resources
- Deliver a campaign informed by service users and professional experience of palliative care
- Position AllHPC as a leader for the campaign, aligning messaging and activities with the needs of AllHPC partners and the palliative care sector, the wider health and social care system, and wider society.

Key Developments

Theme - Palliative Care: Living as well as possible

The theme 'Palliative Care: Living as well as possible' was chosen this year following consultation with AIIHPC staff, its member organisations, the wider network through the Palliative Care Week Reference Group and Voices4Care.

Throughout the consultation period several themes were proposed but there were two favourites. Thus, themes were put up to a vote and 'Palliative Care: Living as well as possible' was chosen by the majority. It reflects what palliative care is and the positive impact that palliative care has on the lives of people with life-limiting illnesses and their families; allowing them to live their lives as fully as they can.

2022 Key messages

Palliative care:

1. Helps to improve the quality of life of a person with a life-limiting illness.
2. Provides a care plan tailored to the individual needs of the person including the physical, emotional, social and spiritual needs of the person, their family, carers and those important to them.
3. Enables the person to continue to do some of the things that they enjoy, such as hobbies and spending time with family.
4. Supports people at any age and at any stage of their illness.
5. Helps people to talk about what is important to them and to make decisions about their care and their wishes.
6. Provides physical supports for symptoms, and practical supports through to enable the person to maintain or regain a good level of independence.

Personal Experience Video Project 2022

The personal experience video project was a core element of the campaign, as it is every year. The willingness of people to share their own experience of receiving palliative care or that of a family member is invaluable in helping us to share messages about the benefits of palliative care in improving quality of life for those with life-limiting conditions and their families and carers.

Six palliative care experience videos were released during the week and were available on the Palliative Hub, on the AIIHPC YouTube channel and across all social media channels. Some shorter clips from the videos were also shared on YouTube and on social media leading up to Palliative Care Week.

The videos feature, patient participants:

Alan Bradley

Marian Mawhinney

Carmel Wilmott

Jim Newman

Andrea and Padraic Smith

Gemma and Joe O' Gorman

AIHPC gratefully acknowledges all participants and their families, and AIHPC partners for their support in facilitating the video project.

We would like to acknowledge the professionalism of our videographer, Garry Kelly and his team who made the experience so positive and enjoyable for everyone involved. We are most grateful.

Watch the videos here: [Palliative Care Week Personal Stories](#)

Palliative Care Podcast series (New for 2022)

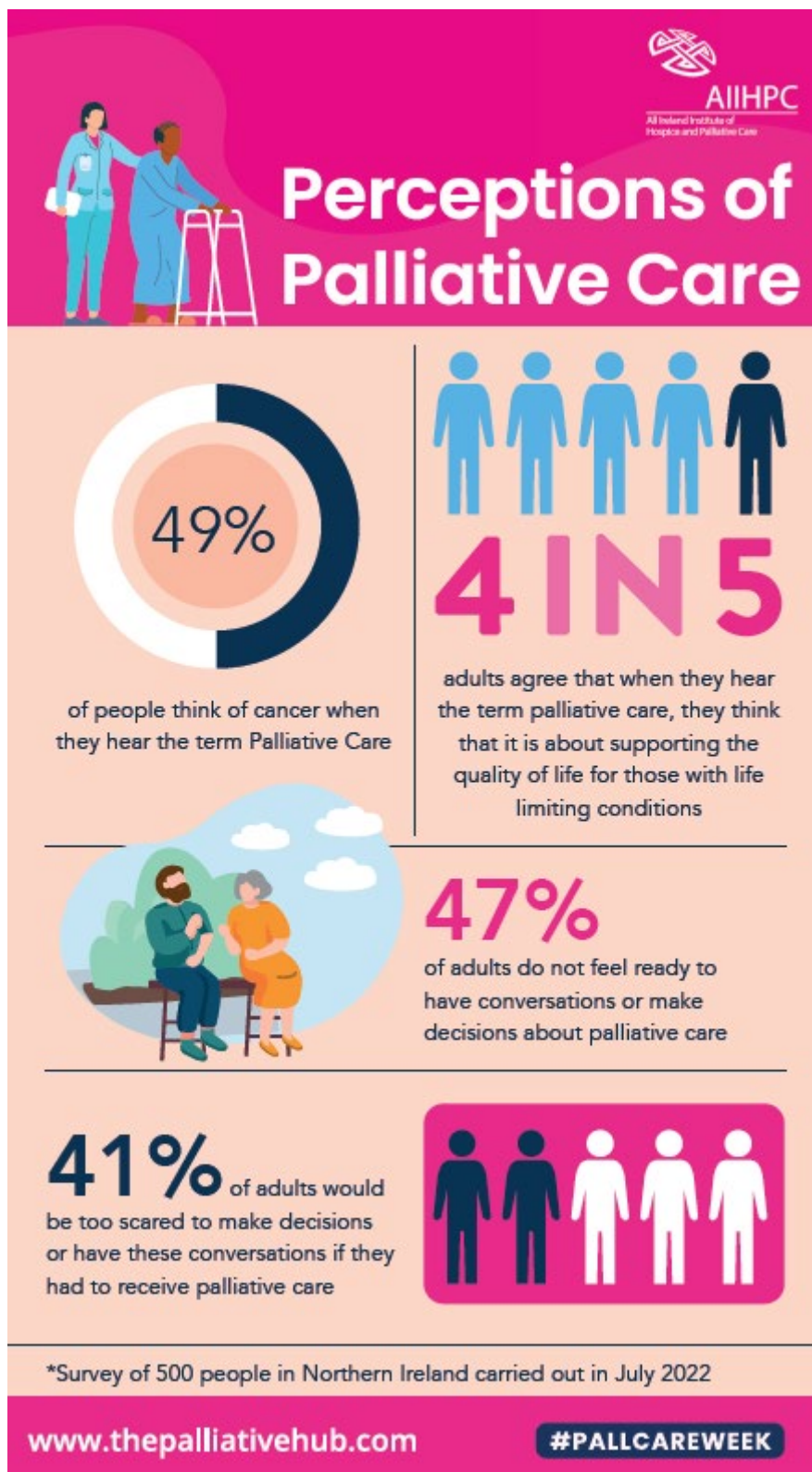
The Palliative Care Podcast series was new for 2022 and it provided a popular new platform to communicate information for this year's campaign. AIHPC's Communications Manager, planned the podcasts, working closely with palliative care professionals to develop topics to explore. The professionals and topics featured were:

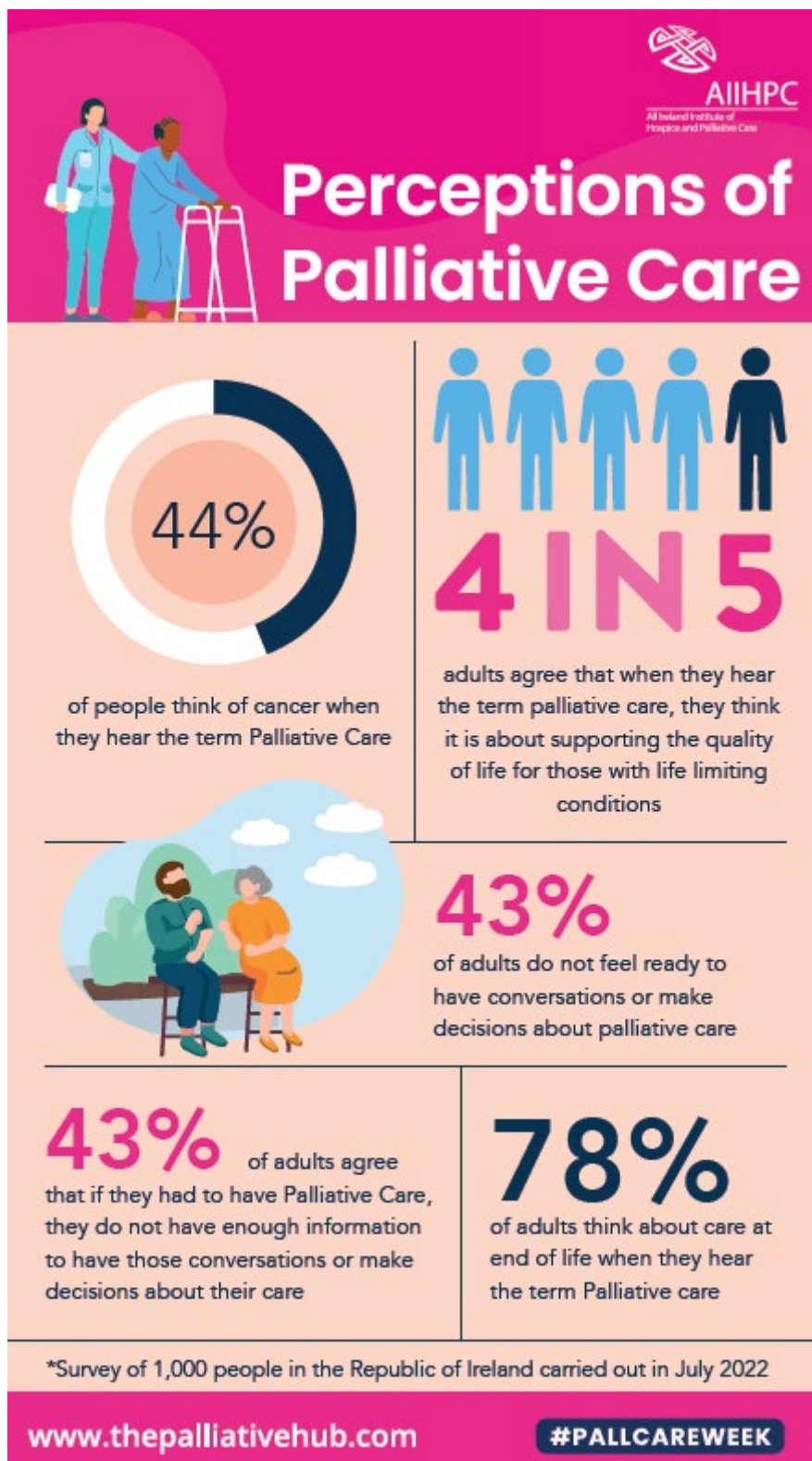
- Dr Regina McQuillan, Consultant in Palliative Medicine, St Francis Hospice - The Use of Opioid Drugs in Palliative Care
- Dr Daniel Nuzum, Chaplain, and member of the Pastoral Care team at Marymount University Hospital and Hospice in Cork - What Matters to You, Pastoral Care in Palliative Care
- Annmarie Casey, Nurse Manager, Community Team, Foyle Hospice Carer Health and Wellbeing
- Valerie Smith, Public Engagement Lead, Irish Hospice Foundation - Think Ahead- the Advance Care Plan

Listen to the podcasts here: [Palliative Care Podcast series](#)

Survey- Public Perceptions of Palliative Care

To inform Palliative Care Week 2022, AIHPC commissioned iReach to carry out a survey of public perceptions of palliative care using a range of questions, carefully chosen to understand public opinion. In July 2022, a survey of a sample population of 1000 people in the Republic of Ireland and 500 people in Northern Ireland was carried out. The survey results are available [here](#) and you can also view a visual representation of the results page 9 and 10. The questions for the survey are included in Appendix B.





Launch of Palliative Care Week 2022

Support from President of Ireland, An Taoiseach and Minister for Health, Stephen Donnelly T.D.



Karen Charnley, Director, AIIHPC with An Taoiseach Micheál Martin at the campaign launch at Government Buildings

Wonderful messages of support for this year's Palliative Care Week campaign were received from Minister for Health (ROI), Stephen Donnelly T.D. and from President Michael D Higgins. These messages are gratefully received as they strengthened the campaign and helped raise awareness of the benefits and the positive impact that palliative has on the lives of people with life limiting conditions and those close to them.

We also had the wonderful support of An Taoiseach, Micheál Martin who participated in our launch photo with the Dunne family, who avail of services at Laura Lynn Ireland's Children's Hospice.

The following messages deeply acknowledge the essential work of all who work within the palliative care sector for the care and compassion they bring to people's lives every day. We would encourage you to view the messages of support and share them with your colleagues:

[President Michael D. Higgins](#)

[Minister for Health \(ROI\) Stephen Donnelly](#)

An Taoiseach, Micheál Martin also endorsed the campaign by providing comments for the ROI press release to launch the week, which were issued on Monday, 12 September and were tailored for both jurisdictions on the island of Ireland.

We were also very grateful this year to be able to return to in-person events. The campaign launch event on Monday 12 September in the Oak Room in the Mansion House in Dublin really brought to light the value of meeting in person; the event had great attendance from the sector.

The launch event planned for Belfast was cancelled due to the death of Queen Elizabeth II, but we look forward to returning to Belfast in 2023.



I-r Fintan Fagan, CEO, St. Francis Hospice; Siobhan McArdle, Assistant Secretary of Social Care, Mental Health and Drugs Policy, Department of Health; Karen Charnley, Director, AIIHPC; Jim Newman, patient representative; John Wall, patient representative; Paula Pinto, Programme Manager, Policy and Engagement, AIIHPC; Dr Feargal Twomey, Consultant in Palliative Medicine, Milford Care Centre & UL Hospitals Group and HSE Clinical Lead for Palliative Care.

Media focus on Palliative Care

AIIHPC commissioned The Communications Clinic for media communications support for Palliative Care Week 2022. The team provided support with the press releases, placing opinion pieces, and securing traditional media opportunities such as radio interviews; their support was vital for securing a broad range of high-profile and quality coverage for this year's campaign.

Palliative Care Week 2022 was announced on 8 August via a press release tailored to each county calling on people in communities across the island of Ireland to become better informed about palliative care and its benefits. The theme for the campaign was released, which urged people to reflect on its meaning, 'living as well as possible.'

The response to the announcement in the media was very encouraging, particularly in the local media across the island of Ireland, with a balanced spread of coverage, in the broadcast, print and online media.



'It's like an exclusive club that no family wants to be part of'
Children's hospice offers respite from the fear, exhaustion and isolation of parenting a child with palliative care



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3 - 5th Year Students of Santa Sabina school in Sutton with Barbara Sweeney, Head of Education, St Francis Hospice Dublin, and Yvonne McCahill, Communications Manager, All Ireland Institute for Hospice and Palliative Care at the official launch of the Palliative Care eLearning package (Image: St Francis Hospice Dublin and All Ireland Institute for Hospice and Palliative Care)

The results from the population survey informed key messaging in the launch press releases issued for Palliative Care Week on Monday, 12 September, and they were accompanied by infographics highlighting key statistics from the survey. (See Appendix C for press releases)

In total, the campaign achieved **102** individual media items this year, and an overall reach value of over 15 million (see breakdown below in Table 1). This figure reflects an increase on last year's media campaign, which shows a very successful outcome as this figure was significantly impacted by the media ban in Northern Ireland following the death of Her Majesty, Queen Elizabeth II. (See Appendix E for full media list)

As well as the pickup of the press releases across a range of radio, print, and online media, the pre-campaign placement of feature pieces including personal stories from those receiving palliative care, family and professionals, was very impactful on the positive outcome this year.

Table 1- Media reach

REACH
Print – 8.1 million
Online – 6.1 million
Broadcast – 926.3k
Total reach – 15,126,300

AllHPC is grateful to all the key media spokespeople across the island who gave their time so generously to support the media activity. We also thank all AllHPC member organisations who supported media interviews locally and The Communications Clinic for their invaluable work.

Events

Planning for the campaign started in late 2021 and AllHPC was hopeful that by September 2022, COVID-19 pandemic restrictions would be lifted. The energy that people bring into a room is undeniable and AllHPC was looking forward to hosting a number of face to face events. The Institute planned to host two simultaneous launch events, one in Dublin in the Mansion House and one in Belfast in Stormont, to provide an opportunity to reunite its member organisations as well as the wider sector in a person-centred event.

Sadly, and unexpectedly, just days before Palliative Care Week, Her Majesty the Queen died. Her death impacted the delivery of events in Northern Ireland (most were cancelled or postponed) as well as the media and social media impact of Palliative Care Week. However, this unforeseen event, also served as a gentle reminder to the population of palliative care and end of life care. Thus, inadvertently setting the scene.

A total of 31 events were planned (17 in person and 14 online), a significant increase on last year's 18 (only online). Unfortunately, ten events were cancelled or postponed, thus a total of 21 events were hosted during the week. Two events were cancelled due to last minute unforeseen circumstances and eight events (four in person and four online) were cancelled or postponed due to the death of Her Majesty the Queen. Inevitably, this sad and unexpected event affected the overall impact of the week as there was a 40% decrease of attendance compared to 2021 with only 1,500 individuals attending events compared to 2,500 in 2021. Considering the funeral proceedings took place during the same week, the decrease in attendance is expected. Moreover, this year we hosted in person events which naturally limits the capacity of attendees.

New to the campaign, this year we sought to engage with the wider community by hosting Death Café type events where people could have a safe space to have tender conversations about advanced care planning, death, dying, bereavement and what matters to them. We partnered with LGBT Ireland to host the event in Dublin along with the support of Irish Hospice Foundation, Liz Gleeson Director of Shapes of Grief and Bettina Korn, End-of-life

Coordinator at St James Hospital. We partnered with Disability Action to host the event in Belfast with the support of Rose Mae Celeste (facilitator). The main idea was to generate a safe space where people could feel heard and to further understand the perceptions and challenges of different communities around thinking ahead, death, dying and bereavement.

A number of the events were recorded and can be viewed on the AllHPC YouTube channel [here](#). A full listing of the events can be found in table 2 (page 16 - 18).

Pictures of diverse events taking place around the island throughout the week are showcased in pages 14 and 15.

Death café – ‘Pride in Death’ held in Dublin.



l-r Paula Pinto, Programme Manager, AllHPC; James O’Hagan, LGBT Champions Programme Manager, LGBT Ireland; Valerie Smith, Public Engagement Lead, Irish Hospice Foundation; Bettina Korn, End-of-Life Care Coordinator, St. James’s Hospital; and Liz Gleeson, Director, Shapes of Grief.

SETU Waterford

SETU_Research @SETU_Research · 3h
 Join us to mark #PalliativeCareWeek in the main atrium of the Cork Road Campus @SETUIreland Waterford in partnership with @AIHPC @WaltonInst @NursingWit @Solascancer

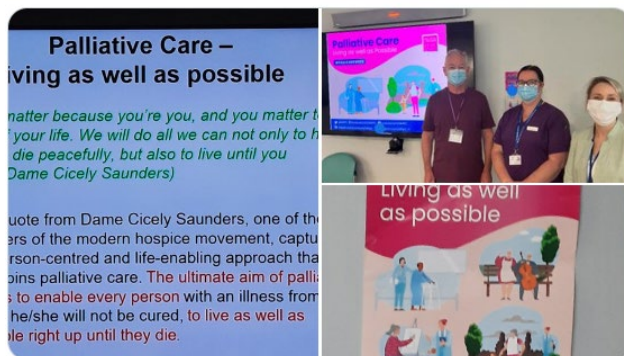


Tallaght Hospital

Palliative Care: Living as well as possible. Members of our expanded nursing team raising awareness & understanding of the benefits of palliative care. #PallCareWeek @AIHPC @nursingTUH #tuhworkingtogether



Portlaoise Hospital



Naas General Hospital

Naas General Hospital today celebrated Palliative care week. Theme: Living as well as possible. Improving the quality of life of those living with life limiting and life threatening illness. #pallcareweek @AIHPC @DMHospitalGroup @murphy2_anne @NiamhKBarrett



St. Colmcille's, Loughlinstown

Palliative Care: Living as well as possible. Leonie, our Palliative Care CNS raising awareness & understanding of the benefits of palliative care for #pallcareweek @AIHPC @IEHospitalGroup @IrishHospice



St. Vincent's Hospital

Focusing on what we CAN do rather than what we can't

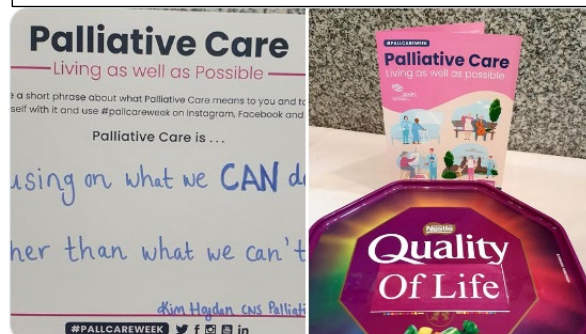


Table 2. Full list of events						
	Event Name	Date	Hosting organisation	Location	In-person or online	Cancelled or postponed
1	Launch Event (Long Gallery, Stormont)	12 September	AIHPC	Belfast	In-person	Cancelled
2	Launch Event (Mansion House)	12 September	AIHPC	Dublin	In-person	
3	Photographic Exhibition, 'We See You', Launch, Derry City Library, Compassionate Communities	12 – 17 September	Derry City Library & Compassionate Communities NI	Derry	In-person	Postponed
4	Dying: The Beginning of the End. People with Serious Mental Illness and Addiction	12 September	Compassionate Communities NI and Northern Health & Social Care Trust		Online	Postponed
5	Looking after myself so I can be there for others	12 September	Women's Collective Ireland Blaney Blades		In-person	
6	Palliative Care in Nursing Homes: The role of the Healthcare Assistant	12 September	Nursing Home Ireland and LHP Skillnet		Online	Postponed
7	Marie Curie Palliative Care Strategy	13 September	Marie Curie	Belfast	In-person	Postponed
8	Death Positive Libraries NI Newry Launch	13 September	Compassionate Communities NI	Newry	In-person	Postponed
9	Advance Care Planning Information Session	13 September	Compassionate Communities NI	Newry	In-person	Postponed
10	Family Carers Ireland	13 September	Irish Hospice Foundation		Online	
11	End of Life Care for People with Intellectual and Developmental	13 September	Trinity College Dublin and Trinity Centre for Ageing and Intellectual Disability		Online	
12	An exploration of grief before & after death	13 September	Shapes of Grief and AIHPC		Online	
13	'Palliative Care: Living as well as possible' conference	14 September	Donegal Hospice and Palliative Care Services, Centre for Nursing and Midwifery Education and AIHPC	Donegal	In-person	
14	Palliative Care in Nursing Homes: Pain & Symptom Management	14 September	Nursing Home Ireland and LHP Skillnet		Online	
15	Open Evening	14 September	Galway Hospice Foundation	Galway	In-person	
16	Public Health Nurses and Community Registered Nurse	14 September	Irish Hospice Foundation		Online	
17	Creating space, clarity, and containment to manage the emotional impact of working in palliative care	14 September	Barbara Wren and AIHPC		Online	

18	Let's Talk LGBTQI+	14 September	Irish Association for Palliative Care		Online	
19	Palliative Care: Advanced Symptom Control & Latest Developments	14 September	Royal College of General Practitioners NI and Northern Ireland Hospice	Belfast	In-person	
20	Improving end of life, death and bereavement experiences for everyone	14 September	Compassionate Communities NI	Bellaghy	In-person	
21	Shaping palliative care policy using a human rights-based approach: Examining the experiences of people living in nursing homes, their families, and staff during the COVID-19 pandemic	14 September	AIHPC		Online	
22	Raising awareness about palliative care around campus	14 September	South East Technological University	Waterford	In-person	
23	Palliative Care stand	14 September	Saolta University Health Care Group	Galway	In-person	
24	'Palliative Care – A Patient Centred Approach'	15 September	Southern Health & Social Care Trust	Newry	In-person	
25	GP Practice Nurses	15 September	Irish Hospice Foundation		Online	
26	Fresh Flowers, football shirts and surgical gowns – how can these make a difference in Spiritual Care?	15 September	Compassionate Communities and Northern Health & Social Care Trust		Online	Postponed
27	Living as Well as Possible: Lessons from Palliative and End of Life Care for the Health and Care Community	15 September	The International Foundation for Integrated Care and AIHPC		Online	
28	Palliative Care Cafe and Information Stand	15 September	Northwest Hospice and Sligo University Hospital	Sligo	In-person	
29	Advance Care Planning	15 September	Education Authority and Compassionate Communities NI		Online	Postponed
30	'PRIDE in Death – Chats with Strangers'	16 September	LGBT Ireland, Irish Hospice Foundation, Shaped of Grief and AIHPC	Dublin	In-person	
31	'Chats with Strangers – Let's talk about life and death'	16 September	Disability Action, Rose Mae Celeste and AIHPC	Belfast	In-person	



Costs

The total campaign cost for 2022 was €33,078.44.

Costs include the population survey (iReach), personal experience video project, design, printing and distribution of promotional materials, including postage etc, communications/PR services including media monitoring, as well as the in- person events such as the Death Cafes in Dublin and Belfast.

Overall costs for Palliative Care Week were kept to a minimum. These costs do not include the significant time and support provided by the AllHPC team, which was absorbed within the Institute's running costs.

AllHPC would like to acknowledge the funding received from the HSE (ROI) and the Public Health Agency (NI) that make Palliative Care Week possible.

Reach and Impact

Promotional materials

A general decrease in office footfall and remaining COVID-19 restrictions in health care settings made us cautious when thinking about printing promotional material. Therefore, this year we printed 10,000 leaflets, 1,000 posters and 750 social media frames.

However, the high volume of requests for printed promotional materials was very encouraging this year; 98% of stock was distributed - see Table 3 below. These were requested by service users, interested individuals, health and social care professionals and civic society organisations. These resources were also available online and we encouraged people to download (not measured).

The following materials were designed (see examples Appendix D):

- Leaflet (A5 size)
- A poster
- A screensaver & email signature
- Twitter, Facebook and LinkedIn social media cover graphics
- Social media campaign picture frame
- A PowerPoint template
- Graphics for posts and stories for the new AllHPC Instagram channel
- Two infographics highlighting key statistics from population survey (ROI and NI)
- A number of quote templates adapted for the various channels
- Foamboard with theme: *Living as well as possible*

A Palliative Care Week media pack with the key messages and suggested content for social media channels was shared with key communications contacts and the Reference Group members, which everyone was free to tailor for local use. These messages could be adapted for social media channels, including Facebook and Twitter, and for media engagement.

Table 3 – Distribution of printed promotional materials

Promotional Materials	2018	2019	2020	2021	2022
Leaflet	13,500	18,200	5,600	8,495	9,600
Poster	538	814	511	443	950
Social Media frame	928	771	405	570	750

Coffee Morning 2022: For the sixth year, the date for Palliative Care Week was set to take place the week before Bewley’s Big Coffee Morning Social for Hospice which was held on Thursday 22 September 2022. The Coffee Morning team facilitated the distribution of 3,000 leaflets through Coffee Morning packs.

The campaign media pack was made available to the HSE National Communications social media team and the CHO communications teams who shared on their channels and also HSE Internal Communications shared a number of the events to the events page on the staff website.

We appreciate all the content developed by our partners and other organisations which was shared through staff communication networks and through print, online and social media.

Media – Broadcast, Print and Online

A total of 102 items of media coverage were generated for the 2022 campaign across national, regional broadcast, print and online media outlets, including the Irish Times, Irish Independent, Belfast Telegraph (following announcement press release in August), Newstalk, thejournal.ie, Midwest Radio, the Connaught Telegraph and many more.

Some of the media highlights included an article ‘End of life care: I’d love to see the whole conversation around palliative care become normalised’ in the Belfast Telegraph following the August campaign announcement, and feature stories in both the Irish Times and the Irish Independent detailing personal experiences of palliative care with children.

Radio interviews featured Karen Charnley, AIIHPC Director; Fintan Fagan, CEO at St Francis Hospice and AIIHPC Chair and Dr Anna Cleminson, Consultant in Palliative Medicine, Northwest Hospice, Sligo.

All those who engaged with media were supported by AIIHPC and had access to media briefing ahead of interviews, supported by the Communications Clinic who worked with us on the campaign media planning.

AIIHPC is grateful to all interview participants, and all who offered to participate, to its members, other organisations and colleagues who supported raising the profile of palliative care through media interview opportunities arranged locally across the island. A full list of media coverage is available at Appendix E.

Social Media performance and impact for 2022

The most significant growth arising from the 2022 social media campaign relates to our increase in followers (see Table 4 below). This increase was consistent throughout the campaign, with the strongest performance seen on LinkedIn and Twitter, followed by Instagram and Facebook where our increase in followers was smaller. Overall, followers increased by 8.4% in comparison to 2021.

Table 4- Social Media Follower Growth (August- September)

Social Media Channel	September 2022 (before PCW)	October 2022	Increase of individual followers
Twitter	3089	3210	á 121
Facebook	885	949	á 64
LinkedIn	316	454	á 138
Instagram	148	210	á 62
YouTube	477	501	á24

In relation to individual posts, Facebook, LinkedIn and Instagram all showed positive performance this year. However, there was a marked reduction in individual posts on Twitter (see Table 5 and 6 below). There were 1,000 less individual posts on Twitter compared to the 2021 campaign although the reach was 3.7m versus 2m last year.

YouTube and our Palliative Hub website also experienced an overall decrease in this year's campaign (see Table 7 below). However, we produced half the number of videos compared to last year's campaign which may have contributed to the decrease in traffic and viewings. Furthermore, this year all social media was done in-house, and we did not have the support of an external company. It is also highly likely that the death of Her Majesty the Queen affected the impact of the campaign as her funeral proceedings took place during the week of the campaign and thus all media channels were saturated with the news. In addition, a number of our member organisations cancelled their planned social media campaigns.

Table 5- Decrease in Twitter individual posting during Palliative Care Week

Year	Individual Posts	Contributors	Reach	Impressions
2022	1, 200	664	3.7m	2.8m
2021	2,200	775	2m	4.86m
2020	2,600	697	1.4m	5.17m
2019	2,677	773	2.2m	6.67m
2018	3,128	799	1.6m	6.4m

Table 6- Individual posting of other social media during Palliative Care Week

Social Media Channel	Individual Posts	Reach	Interactions
Facebook	94	1.4m	1.8k
Instagram	88	291.5K	2, 175
LinkedIn	100	11, 200 (impressions)	600

Table 7 – YouTube performance during Palliative Care Week 2018-2022

Year	Watch Time (minutes)	Views	Average View Duration
2022	4, 704	2, 312	02:02
2021	5, 430	2, 846	01:54
2020	6,384	3,008	01:59
2019	8,600	3,700	02:18
2018	7,600	3,200	02:25

Table 8 – Palliative Hub activity during Palliative Care Week 2018-2022

Year	Sessions	Users	Page views	Pages per Session	Avg. Session Duration	% New Visitors
2022	1, 237	936	2, 424	1.96	02:15	80.07%
2021	3, 529	2, 947	7, 133	2.02	01:49	85.07%
2020	1,657	1,339	3,452	2.08	02:04	85.04%
2019	1,896	1,555	3,048	1.61	01:36	85.7%
2018	2,164	1,807	4,187	1.93	01:45	86.9%

Table 9 – Source of traffic to the Palliative Hub website (www.palliativehub.com) 2018-2022

Year	Direct (using direct URL to Hub)	Social (redirected from social media)	Referral (link from another website/ newsletter)	Organic Search (via a search engine)
2022	450	89	88	274

2021	1,392	711	528	390
2020	509	473	116	279
2019	642	291	135	511
2018	776	782	135	471

Planning for 2023

As AllHPC begins to plan for 2023, it looks back at the 2022 campaign to understand what worked well, what needs to improve and areas to explore. A survey was sent out to staff, the Palliative Care Reference Group, Voices4Care and the wider charity sector and interesting insight was provided which will allow us to improve and increase our impact next year. We also received personal feedback from a range of different stakeholders which has all been taken on board.

What worked well

- Meaningful engagement and continuous communication with AllHPC member organisations as well as the wider palliative care sector during the planning of the campaign was appreciated and resulted in a cohesive campaign across social media including the development of 31 events, showcasing different topics, and aimed at different audiences.
- Just as previous years, people highlighted the importance and positive impact of the personal video experiences.
- Local radio interviews were noted as a great way to reach local rural communities.
- The addition of podcasts was positively noted this year, allowing different subjects to be explored and reaching a different audience through a new communication platform.
- Death Cafe type events with a focus on advanced care planning were highlighted as a positive addition to the campaign as AllHPC partnered with LGBT Ireland in Dublin and Disability Action in Belfast to ensure inclusion and diversity.
- People were delighted to be at in-person events again, as they provide good networking opportunities and bring the sector together.
- Events targeted at healthcare professionals were good opportunity to share best practices.

What needs to improve

- It was highlighted that the information and resources shared during the campaign were not accessible for people with disabilities.
- AllHPC's resources and personal experience videos did not show a range of different life limiting conditions as we have showcased in past campaigns.
- It was noted that while events are interesting and engaging, they could have more practical applications.
- More emphasis on children's palliative care would be appreciated.
- Although it is great to be informed about all the different events taking place during Palliative Care Week, this communication piece could be streamlined.

- 2022 saw a reduction in traffic to our Palliative Hub website. Campaign communications and messaging should include information that is specifically designed to direct traffic to The Palliative Hub. We would like to work to improve this for 2023, by promotion of the wealth of information available, and using other AIIHPC activities to highlight the Palliative Hub throughout the year.
- Further engagement with the wider sector outside health and palliative care needs to be improved to reach different audiences. The survey showed that Palliative Care Week is less known outside the palliative care sector.

Areas to explore

- It was noted that the information and resources shared during the campaign lacked information about adolescents and young adults in palliative care.
- Lack of TV promotion and wider media campaign.
- It would be beneficial for the campaign to link more with the arts; it could showcase palliative care in a different lens and reach a wider audience.
- AIIHPC will seek to engage in different ways with the Palliative Care Reference Group and Voices4Care during the preparatory months prior to the campaign, including through face to face meetings to continue to innovate and ensure we collaborate and co-design the different aspects of the campaign.

AIIHPC aims to increase the impact of the campaign each year to ensure people are informed and those who may need palliative care services avail of them to improve their quality of life. Based on the aforementioned feedback, AIIHPC will develop a baseline for the 2023 campaign to ensure areas of growth that have been highlighted (note 'Areas to explore' above) are specifically targeted and areas for improvement (note 'What needs to improve') are conscientiously worked upon, while maintaining and building on the successes (note 'What worked well'). Fresh thoughts and ideas are always welcomed however new elements and projects are funding dependent. For example, we have considered TV promotion and wider media campaigns however this requires additional funding.

As AIIHPC plans the 10th anniversary of Palliative Care Week in 2023, it will continue to explore opportunities through collaboration, innovative work and by engaging with different organisations outside the sector. After delivering this campaign on nine separate occasions, AIIHPC, notes the importance of innovating and thinking outside the box to ensure the campaign continues to feel fresh and appeal to new and diverse audiences.

Appendix A – Palliative Care Week Reference Group

Member		Organisation
Anita	Mallon	Palliative Care Research Forum NI
Anne	O'Hagan	Northern Health and Social Care Trust
Anne-Marie	Hayes	Milford Care Centre
Bernadette	McGarvey	North West Hospice
Bernie	Michaelides	Foyle Hospice
Bob	Brown	Western Health and Social Care Trust
Brian	Beattie	Southern Health and Social Care Trust
Brian	Creedon	National Clinical Prog. for Palliative Care (ROI)
Carina	O'Neill	Our Lady's Hospice & Care Services
Carmel	Doyle	The Jack & Jill Children's Foundation
Caroline	McIlwain	Marie Curie Belfast
Charlene	Hurley	Galway Hospice Foundation
Ciara	Cunningham	Southern Area Hospice Services, Newry
Claire	Sheeran	The Jack & Jill Children's Foundation
Clodagh	Hogan	The Jack & Jill Children's Foundation
Coman	Hennelly	Our Lady of Lourdes Hospital
Corrina	Grimes	Department of Health (NI)
Craig	Harrison	Marie Curie Belfast
Dee	Kinane	St Francis Hospice, Dublin
Deirdre	Shanagher	Nursing Homes Ireland
Diane	Walker	Palliative Care in Partnership (NI)
Donna	Reddy	St Francis Hospice
Eleanor	Flew	Our Lady's Hospice & Care Services
Emma	King	Western Health and Social Care Trust
Esther	Beck	Ulster University
Gemma	Walton	Marie Curie
George	Kernohan	Palliative Care Research Forum NI
Geraldine	Tracey	Our Lady's Hospice & Care Services
Hazel	O'Shea	Together for Hospice
Jacinta	Cuthbert	Irish Association of Palliative Care
Joan	McEwan	Marie Curie Belfast
John	Joyce	Voices4Care
Karen	Dawson	Department of Health (NI)
Kate	Steele	Irish Hospice Foundation
Kelly	Norwood	Ulster University
Kiran	Kaur	South Eastern Health and Social Care Trust
Linda	Connolly	University Hospital Waterford
Lisa	McGirr	St Francis Hospice, Dublin

Liz	Reidy	Kerry Specialist Palliative Care Services
Louise	Hagan	Belfast Health and Social Care Trust
Lucy	McGettigan	Donegal Hospice
Mairead	Bluett	University Hospital Waterford
Marese	Damery	Irish Hospice Foundation
Mari	O'Connell	Kerry Specialist Palliative Care Services
Mary	Nash	Galway Hospice Foundation
Mary	O' Brien	Milford Care Centre
Maura	Fitzsimons	Galway Mayo Institute of Technology
Megan	Mason	Public Health Agency
Mila	Whelan	Health Service Executive
Paul	Henry	Palliative Care Research Forum NI
Paul	Turley	Strategic Planning and Performance Group, Department of Health NI
Pauline	Meskell	University of Limerick
Rebecca	Lloyd	The Irish Hospice Foundation
Sally	Downing	HSE
Sarah	O'Callaghan	LauraLynn Ireland's Children's Hospice
Sarah	Meagher	LauraLynn Ireland's Children's Hospice
Sarah	McCloskey	Marymount University Hospital & Hospice
Sheila	Duffy	Foyle Hospice
Shirley	Oguz	Northern Ireland Hospice
Tina	Priestly	The Jack & Jill Children's Foundation
Valerie	Smith	Irish Hospice Foundation
Zara	Dagg	Midlands Regional Hospital Group, Tullamore

The role of the reference group members is to advise on a campaign which:

- ☐ Identifies messages and content which are representative of thinking across the sector
- ☐ Is reflective of the perspectives of people with palliative care needs and carers
- ☐ Integrates harmoniously with messages and activities of other stakeholders in the sector
- ☐ Has members as links and champions of Palliative Care Week within their organisation, where appropriate, and across the health system.

AllHPC engaged with the reference group at key points in the planning and delivery of Palliative Care Week 2022. Engagement was two-way, with reference group members invited to make suggestions/propose ideas throughout the process, including consultation on the theme and tag line, involving participants in the palliative care experience video project, and consultation on draft promotional materials. Briefings for Reference Group members (by Zoom) in April, July and September were well attended and helped to keep members informed and engaged.

Following Palliative Care Week, a request for feedback was sent to all Reference Group Members. All feedback has been taken into account and will be used as a reference point for planning for the 2023 campaign.

Appendix B- Questions for Palliative Care Survey, July 2022

(1) Please state how much you agree or disagree with each of the following statements
Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree

Music therapy is a Complementary Therapy that may be provided as part of Palliative Care.

Art therapy is a Complementary Therapy that may be provided as part of Palliative Care.

Aromatherapies is a Complementary Therapy that may be provided as part of Palliative Care.

Reflexology is a Complementary Therapy that may be provided as part of Palliative Care.

When I hear the term Palliative Care, I think about care at end of life.

When I hear the term Palliative Care, I think is it is for people with cancer.

When I hear the term Palliative Care, I think is it is about supporting people with life limiting conditions quality of life.

(2) Discussing and making decisions about where you would like to receive palliative care and end of life care with loved ones can be difficult.

Please state how much you agree or disagree with each of the following statements
Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree

If I had to receive palliative or end of life care, I don't feel there is ever a right time to have these conversations and make these decisions.

If I had to receive palliative or end of life care, I do not feel ready to have these conversations and make these decisions.

If I had to receive palliative or end of life care, I don't feel I have enough information to have these conversations and make these decisions.

If I had to receive palliative or end of life care, I would be too scared to have these conversations and make these decisions.

If I had to receive palliative or end of life care, I feel ready to have these conversations and make these decisions.

Appendix C – Press Releases

Press Release (tailored to locality/county)

8 August 2022

People in communities across the island of Ireland are encouraged to learn more about palliative care

All Ireland Institute of Hospice and Palliative Care (AIHPC) is calling on people in communities across the island of Ireland to become better informed about palliative care and its benefits as part of Palliative Care Week. Now in its ninth year, Palliative Care Week takes place from 11 to 17 September.

Palliative Care Week 2022 aims to raise awareness across the island of Ireland about the difference palliative care can make to people's quality of life.

This year's theme is 'Palliative Care: Living as well as possible'. It echoes AIHPC's commitment to raising awareness of the positive impact that palliative care has on the lives of people with life-limiting illnesses and their families; allowing them to live their lives as fully as they can.

Karen Charnley, AIHPC Director, said;

"We chose this year's theme as Living as well as possible as we wanted to show how palliative care enables people to have a good quality of life."

It can achieve this by putting the individual at the centre of care, supporting their physical, social, emotional and spiritual needs.

"It can also benefit people at all stages of illness and people of all ages, allowing the person to continue to have the independence to do some of the things that they enjoy, such as hobbies and spending time with family."

"Throughout most people's lives they will know someone who needs palliative care – often a family member. So, this year for Palliative Care Week we want to reach as many people as possible in [county] and help them to be better informed about all aspects of palliative care and its benefits."

"It is important that people talk to their health or social care professional and communicate their concerns and ask questions about palliative care and how it could help them or someone important to them," Ms Charnley said.

"Palliative Care Week is a hugely important week for us as it creates many opportunities for us to show the vital help that is available for people, along with new developments in palliative care. We are especially looking forward to being able to meet in person at a number of events that are planned for Palliative Care Week this year, having been all online for the past two years due to the COVID-19 pandemic," Fintan Fagan, Chief Executive Officer, St Francis Hospice, Dublin and Chair of AIHPC ."

To find out more about Palliative Care Week:

- Visit thepalliativehub.com/public-awareness

For those with an interest in promoting a better understanding of palliative care:

- Download the leaflet, poster and other resources from [thepalliativehub.com/public-awareness and share it with your family, friends, colleagues, fellow members of local groups, or your online community](https://thepalliativehub.com/public-awareness-and-share-it-with-your-family-friends-colleagues-fellow-members-of-local-groups-or-your-online-community)
- A number of public events are taking place, further information is available at [Palliative Care Week Events – The Palliative Hub](#)
- Talk to your family and share your wishes in the event that you have palliative care needs in the future, and encourage others to do the same
- Share your own palliative care experience story on social media during Palliative Care Week 2022 using #pallcareweek.

AIHPC is encouraging people to get informed and to share this information with their family and friends, and any local groups they are in, during Palliative Care Week 2022.

12 September 2022 (ROI)

Almost half of adults don't have enough information to make decisions about Palliative Care

Over 75% think about 'end of life' when they hear the term Palliative Care

43% of adults in the Republic of Ireland agree that if they needed to receive palliative care, they would not have enough information to enable them to have conversations or make decisions about their care. The finding is from a new survey of the public's perceptions of palliative care commissioned by All Ireland Institute of Hospice and Palliative Care (AIHPC) to highlight Palliative Care Week (11 – 17 September 2022).

The theme for the ninth annual Palliative Care Week is, '**Palliative Care: Living as Well as Possible**' which was chosen following collaboration with AIHPC's members and the wider palliative care sector. It reflects what palliative care is and the positive impact that palliative care has on the lives of people with life-limiting illnesses and their families; allowing them to live their lives as fully as they can.

The survey of 1,000 people in the Republic of Ireland carried out in July 2022, also highlighted some of the perceptions that exist about palliative care:

- 43% agree that if they had to have palliative care, they do not feel ready to have those conversations or make those decisions
- 44% of people think of cancer when they hear the term palliative care
- 75% of adults agree that when they hear the term palliative care, they think that it is about supporting the quality of life for those with life limiting conditions.
- 29% of adults would be too scared to make decisions or have these conversations if they needed to receive palliative care.

Speaking ahead of Palliative Care Week 2021, An Taoiseach Micheál Martin, said:

"I am delighted to support the Palliative Care Week campaign. Palliative care greatly improves the experiences of those who are living with progressive or life-limiting illness, and as this year's theme says, can help them to live as well as possible.

“It is important to emphasise that palliative care not only supports the person who is ill, but it also supports family members, carers and those close to the person. This support is vital for the wellbeing of families during those challenging times. This Palliative Care Week, I want to acknowledge the work of all those who work in the palliative care sector, across the island of Ireland, in so many different roles, who constantly work to make better the lives of those in their care.

AllHPC Director, Karen Charnley, said:

“While we are encouraged to see that most people know that palliative care is about supporting someone with a life-limiting condition, we can see how important it is that during Palliative Care Week, we continue to share information about the benefits of palliative care so that people become better informed about the supports that are available, so that they do feel comfortable to have conversations and make decisions about their care.

This Palliative Care Week, we want to encourage you to talk to your GP or any health and social care professional about palliative care or visit thepalliativehub.com for more information and advice about palliative care”.

Dr Feargal Twomey, Consultant in Palliative Medicine, Milford Care Centre & UL Hospitals Group and HSE Clinical Lead for Palliative Care said:

“Palliative care helps people to live as well and as fully as they can for as long as possible, despite their living with a serious life-limiting illness. Palliative care can improve quality of life and enable each person to carry on doing things that matter to them and spend important time with family.

“Palliative care is for people of all ages, at all stages of illness, wherever they live, or if they are in hospital or in a hospice. Palliative care is not only for people living with cancer, but for people with motor neurone disease, dementia, advanced heart and lung disease and other progressive conditions too.”

John Wall, who is receiving palliative care for his cancer, has talked about the positive impact it has had on his quality of life,

“Quality of life is the single most important component for me, to successful living with an advanced cancer diagnosis. I'm extremely fortunate that as a direct result of Palliative Care intervention, mine is thankfully as good as it's ever been. Their ability to successfully manage my pain has given me back a part of my life that I thought was lost forever,” he said.

Visit thepalliativehub.com to find out more. #pallcareweek.

12 September 2022 (NI)

More than half of adults don't have enough information to make decisions about Palliative Care

4 out of 5 people in Northern Ireland think about end of life when they hear the term Palliative Care

53% of adults in Northern Ireland agree that if they needed to receive palliative care, they would not have enough information to enable them to have conversations or make decisions about their care. The finding is from a new survey of the public's perceptions of palliative care commissioned by All Ireland Institute of Hospice and Palliative Care (AllHPC) to highlight Palliative Care Week (11 – 17 September 2022).

The theme for the ninth annual Palliative Care Week is, '**Palliative Care: Living as Well as Possible**' which was chosen following collaboration with AllHPC's partners and wider network. It reflects what palliative care is and the positive impact that palliative care has on the lives of people with life-limiting illnesses and their families; allowing them to live their lives as fully as they can.

The survey of 500 people in Northern Ireland carried out in July 2022, also highlighted some of the misconceptions that exist about palliative care.

- 49% of people think of cancer when they hear the term Palliative Care.
- 80% of adults agree that when they hear the term palliative care, they think that it is about supporting the quality of life for those with life limiting conditions.
- 47% of adults do not feel ready to have conversations or make decisions about palliative care.
- 41% of adults would be too scared to make decisions or have these conversations if they had to receive palliative care.

AllHPC Director, Karen Charnley, said:

"While we are encouraged to see that most people know that palliative care is about supporting someone with a life-limiting condition, we can see how important it is that during Palliative Care Week, we continue to share information about the benefits of palliative care so that people become better informed about the supports that are available, so that they do feel comfortable to have conversations and make decisions about their care.

"I am drawn to the survey finding that a high proportion of people still think of cancer when they think about palliative care. It is important to know that palliative care helps those with a range of life-limiting conditions, such as motor neurone disease, dementia, and advanced heart and lung disease.

"The week also recognises the role of all our healthcare professionals who come together to provide palliative care services and support in communities all across the island of Ireland.

This Palliative Care Week, we want to encourage you to talk to your GP or any health and social care professional about palliative care or visit thepalliativehub.com for more information and advice about palliative care".

Marian Mawhinney, who had personal experience of palliative care services when her Mum attended Northern Ireland Hospice said,

"The palliative care that my Mum Colette received when she was diagnosed with oesophageal cancer, made a significant difference in her quality of life. With support and symptom management treatments from the health care professionals at Northern Ireland Hospice, it made us as a family feel at ease that my Mum was being taken care of. Palliative care helped my Mum overcome the fear of her diagnosis of cancer and helped her take control and manage her symptoms physically and emotionally."

Visit www.thepalliativehub.com to find out more.

All press releases included the following information about AllHPC:

About All Ireland Institute of Hospice and Palliative Care:

All Ireland Institute of Hospice and Palliative Care (AIHPC) is a collaborative of hospices, health and social care organisations and universities on the island of Ireland. AIHPC advances education, research and practice to improve the palliative care experience of people with life-limiting conditions and their families.

AIHPC works with a group of visionary partners who recognise the value of working together to achieve a better, richer experience of palliative care for people with life-limiting conditions. The organisation's 26 partners (15 Republic of Ireland / 11 Northern Ireland) are:

An Roinn Sláinte / Department of Health
Belfast Health and Social Care Trust
Dublin City University
Dublin University Trinity College
Galway Hospice Foundation
Irish Hospice Foundation
Lauralynn Children's Hospice
Macmillan Cancer Support NI
Marie Curie
Marymount University Hospital & Hospice
Milford Care Centre
National University of Ireland Galway
Northern Health and Social Care Trust
Northern Ireland Hospice
North West Hospice
Our Lady's Hospice & Care Services
Public Health Agency
Queen's University Belfast
South Eastern Health and Social Care Trust
Southern Health and Social Care Trust
St. Francis Hospice
Ulster University
University College Cork
University College Dublin
Waterford Institute of Technology
Western Health and Social Care Trust.

AIHPC receives funding from a range of sources including the Health Service Executive, Department of Health (NI), Department of Health (ROI), Public Health Agency, Health Research Board, Health and Social Care Research and Development Division, Irish Human Rights and Equality Commission (IHREC) and the Irish Hospice Foundation.

Appendix D – Promotional Materials

Information Leaflet

Poster



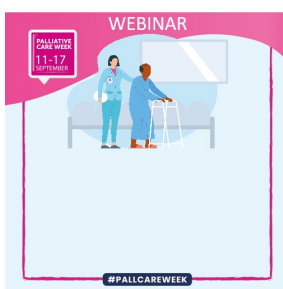
Email signature



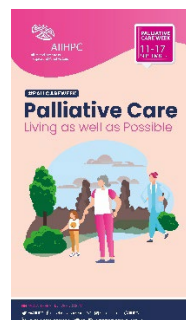
Twitter Cover



Event post template



Instagram story template



Appendix E – Media Coverage

1. 8 August 2022- Palliative Care Week runs from September 11-17- WATERFORD NEWS & STAR <https://waterford-news.ie/2022/08/08/palliative-care-week-runs-from-september-11-to-17/>
2. 8 August 2022- People across Ireland encouraged to learn more about Palliative Care- Leitrim Observer- [People across Ireland encouraged to learn more about palliative care - Leitrim Live \(leitrimobserver.ie\)](#)
3. 8 August 2022- Launch today of Palliative Care Week next month- Midwest Radio- [midwestradio.ie](#)
4. 8 August 2022- People in Waterford encouraged to learn more about palliative care- Waterford Live- [People in Waterford encouraged to learn more about palliative care - Waterford Live](#)
5. 8 August 2022- People in Mayo are encouraged to learn more about Palliative Care- The Connaught Telegraph- [People in Mayo are encouraged to learn more about palliative care | Connaught Telegraph \(con-telegraph.ie\)](#)
6. 8 August 2022- People in Kilkenny encouraged to learn more about palliative care- Kilkenny People- [People in Mayo are encouraged to learn more about palliative care | Connaught Telegraph \(con-telegraph.ie\)](#)
7. 8 August 2022- People across Ireland encouraged to learn more about palliative care- Kildare Now- [People across Ireland encouraged to learn more about palliative care - Kildare Now](#)
8. 9 August 2022- 8 August 2022- Palliative Care Week runs from September 11-17- WATERFORD NEWS & STAR (print)
9. 9 August 2022- People in Kilkenny encouraged to learn more about palliative care- Dundalk Democrat- [People in Louth encouraged to learn more about palliative care - Louth Live \(dundalkdemocrat.ie\)](#)
10. 10 August 2022- Be informed about Palliative Care Week- Donegal Post (print)
11. 10 August 2022- Tipperary people encouraged to learn about the benefits of palliative care [Tipperary people encouraged to learn about the benefits of palliative care - Tipperary Live](#)
12. 10 August 2022- People are encouraged to learn more about palliative care- Weekly Observer (print)
13. 10 August 2022- Tipperary people encouraged to learn about the benefits of palliative care- Ireland Live- [Tipperary people encouraged to learn about the benefits of palliative care - Ireland Live \(ireland-live.ie\)](#)
14. 11 August 2022- Learn more about the benefits of palliative care- [Advertiser.ie - Learn more about the benefits of palliative care](#)
15. 11 August 2022- Learn more about the benefits of palliative care (Galway Advertiser- print)
16. 11 August 2022- People in Tyrone are encouraged to learn more about palliative care (print)
17. 11 August 2022- Palliative Care group highlights service benefits- Tipperary Star (print)
18. 11 August 2022- Palliative Care Week could provide great info for many people- The Impartial Reporter (print)
19. 11 August 2022- People encouraged to learn more about palliative care- The Avondhu (print)
20. 11 August 2022- People are encouraged to learn more about palliative care- Vale Star (print)
21. 12 August 2022- Learn more on palliative care- Kilkenny Observer (print)
22. 14 August 2022- People in Cork are encouraged to learn more about palliative care- Cork.ie- [People in Cork are encouraged to learn more about palliative care – TheCork.ie \(News & Entertainment\)](#)

23. 16 August 2022- End-of-Life care: “I’d love to see the whole conversation around palliative care become normalised”- Belfast Telegraph- [End-of-life care: ‘I’d love to see the whole conversation around palliative care become normalised’ - BelfastTelegraph.co.uk](#)
24. 18 August 2022- People in Cork are encouraged to learn more about palliative care- The Northern Standard (print)
25. 18 August 2022- Palliative Care- Vale Star (print)
26. 20 August 2022- Palliative Care- Limerick Post (print)
27. 24 August 2022- Palliative Care Week- Weekly Observer- Coolcappa-Kilcolman (print)
28. 24 August 2022- Palliative Care Week- Inish Times (print)
29. 24 August 2022- Palliative Care Week- Weekly Observer- Tournafulla (print)
30. 25 August 2022- LauraLynn Children’s Hospice: ‘it’s not just about end-of-life support’- Irish Examiner- [LauraLynn children's hospice: 'It's not just about end-of-life support' \(irissexaminer.com\)](#)
31. 25 August 2022- People in Westmeath are encouraged to learn more about palliative care- Athlone Advertiser- [Advertiser.ie - People in Westmeath are encouraged to learn more about palliative care](#)
32. 25 August 2022- People in Westmeath are encouraged to learn more about palliative care- Athlone Advertiser (print)
33. 30 August 2022- Interview with AIHPC Director, Karen Charnley- Tipp Mid West
34. 31 August 2022- Palliative Care Week- Inish Times (print)
35. 31 August 2022- Palliative Care Week- Weekly Observer- Tournafulla (print)
36. 31 August 2022- Palliative Care Week- Weekly Observer- Ardagh/Carrigkerry (print)
37. 1 September 2022- Blayney Blades Palliative Care Week 11-17 September- The Northern Standard (print)
38. 2 September 2022- Palliative Care Week- The Echo (print)
39. 7 September 2022- Palliative Care Week- Weekly Observer (print)
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Appendix F – Themes

Palliative Care Week 2022 was the ninth annual campaign facilitated by All Ireland Institute of Hospice and Palliative Care.

The tag lines for the seven campaigns are:

- Palliative Care: Making the most of life (2014)
- Palliative Care: Quality Care – where it’s needed, when it’s needed. (2015)
- Palliative Care: Enabling Living (2016)
- Palliative Care: What have you heard? (2017)
- Palliative Care: Because Every Moment Matters (2018)
- Palliative Care: Surrounding You With Support (2019)
- Palliative Care: In This Together (2020)
- Palliative Care: It’s more than you think (2021)
- Palliative Care: Living as well as possible (2022)

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