



AIIHPC

All Ireland Institute of
Hospice and Palliative Care

Palliative Care Week 2018 Report

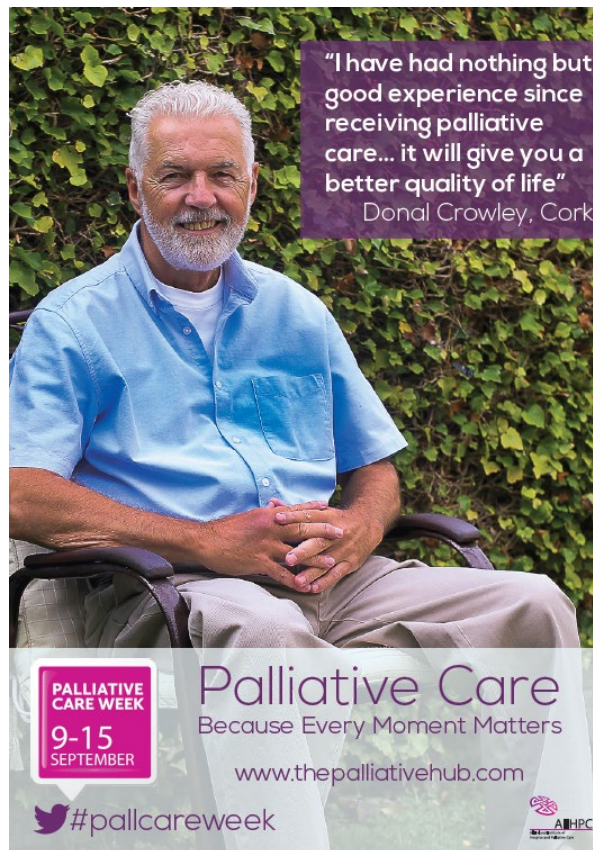


Palliative Care: Because Every Moment Matters

DECEMBER 2018

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Palliative Care Week 2018 at a glance

- 1** Minister's endorsement
- 1** Permanent Secretary's involvement
- 1** Lord Mayor's support
- 2** Launches – Dublin and Belfast
- 5** Service users and carers in media interviews
- 7** TV interviews
- 8** Videos of personal experiences
- 11** Radio interviews
- 16** Service users and carers featured in videos
- 57** Media interactions in total
- 58** Social media competition entrants
- 65** Recipients of promotional materials for distribution
- 2,164** Palliative Hub sessions
- 3,128** Twitter posts
- 6,300** Leaflets in Coffee Morning packs
- 13,500** Leaflets distributed
- 26,000** Viewers of one media story

1. Introduction

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 practice to improve the palliative care experience of people with life-limiting conditions and their families.

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

Palliative care has a role to play in promoting health and wellbeing. Serious illness, death, dying, loss and grief are universal experiences.

Working with colleagues across these sectors, AIHPC has facilitated an annual Palliative Care Week since 2014. This is a dedicated campaign to raise public awareness and understanding of palliative care. The fifth annual Palliative Care Week campaign comes under the broad understanding of public health approaches to palliative care and is in line with key palliative care policy direction across both jurisdictions on the island of Ireland.¹

2. Planning for Palliative Care Week 2018

Planning for Palliative Care Week 2018 began in late 2017. AIHPC was delighted that the Health Service Executive (Republic of Ireland) funded a Palliative Care Experience Video Project for 2018 and agreed that the videos could be featured in the campaign.

Notification of the dates was issued to key contacts in January 2018 and publicised in the February 2018 edition of AIHPC's Newsletter, so that organisations could begin planning local activities around this week.

Promotion of the opportunity to take part in the video project got underway in February.

AIHPC's objectives for Palliative Care Week 2018 were to:

- Deliver a palliative care awareness-raising campaign across the island of Ireland
- Increase awareness and understanding of palliative care among the public and among health and social care professionals
- Deliver a campaign informed by service user experiences
- Position AIHPC as a facilitator for the campaign, supporting integration of messaging and activities with the needs of AIHPC partners and the palliative care sector, the wider health and social care system, and wider society.

¹Republic of Ireland: Report of the National Advisory Committee on Palliative Care (2001); Palliative Care Services: Three Year Development Framework (2017-2019), HSE Primary Care Division; Northern Ireland: Living Matters: Dying Matters: A Palliative and End of Life Care Strategy for Adults in Northern Ireland (2010); Review of the Implementation of the Palliative and End of Life Care Strategy NI RQIA (2016)

3. Key Developments

Theme - Palliative Care, Because Every Moment Matters

Having consulted with the Palliative Care Week Reference Group (Appendix A) and considered previous Palliative Care Week and other campaigns, the theme for 2018 was confirmed as: Palliative Care, Because Every Moment Matters.

As 2018 marked the centenary of the birth of Dame Cicely Saunders, a pioneer of palliative care, the theme resonated with Dame Cicely's iconic quote: "You matter because you are you and you matter until the end of your life". It also tied in with the theme for World Hospice and Palliative Care Day, 13 October 2018, Palliative Care – Because I Matter.

Palliative Care Experience Videos

AllHPC and the Health Service Executive (HSE) Quality Improvement Division (Republic of Ireland) collaborated to produce eight videos highlighting a wide range of palliative care experiences. The project was also supported by the Public Health Agency (Northern Ireland). The eight palliative care experience videos were released during the week and were available on the Palliative Hub. These personal stories were central to the campaign. The support of AllHPC partners, particularly voluntary hospices, in involving participants in the video project was vital.

Faces of the Campaign

A number of participants in the video project agreed to be involved in the Palliative Care Week campaign through having their photographs and comments included in promotional materials including the campaign leaflet and poster (Appendix B). Several participants also agreed to involvement in media interviews around Palliative Care Week and were supported by AllHPC and media communications experts in this process.



Participants in the palliative care experience videos who agreed to have their photos in palliative care week promotional materials. Donal Crowley (top left), Billy (Junior), Sharon and Billy Reilly (left), Ann Marie and Katie Creegan (above)



Lord Mayor Nial Ring with participants in the palliative care videos, and other speakers at the launch of Palliative Care Week in The Mansion House, Dublin

Launch Events - Dublin and Belfast

AllHPC organised simultaneous launch events for Monday, 10 September 2018, in Dublin and Belfast (Appendix C). These events were held in Belfast City Hall and in Dublin’s Mansion House. Bringing these events to key civic buildings in these two cities supported efforts to bring understanding of palliative care beyond health and social care. AllHPC is grateful to the Lord Mayors and the City Councils of both cities for the use of their facilities.

The events combined the formal launch of the Palliative Care Week campaign and the launch of the palliative care experience videos. The Lord Mayor of Dublin, Lord Mayor Nial Ring, formally launched the campaign in Dublin while Mr Richard Pengelly, Permanent Secretary at the Department of Health, Northern Ireland, formally launched the campaign in Belfast. These events were also an opportunity to acknowledge those who participated in the videos, many of whom were able to attend the launches.



Richard Pengelly (centre), Permanent Secretary at the Department of Health, with participants in the videos, and other speakers at the launch of Palliative Care Week in Belfast City Hall

Champions

AIHPC positioned itself as a supportive facilitator for Palliative Care Week with the aim that key stakeholders, including Institute partners and funders, would maximise on the opportunity of getting involved in the campaign. A number of AIHPC's partners identified a lead person for the campaign within their organisation and where this happened there was a notable increase in promotional activity for the campaign this year.

Survey

An independent survey of 1500 people to assess public understanding of palliative care (Appendix D) was commissioned again. It was carried out in June, ahead of the campaign, to provide campaign content and support media profiling. Results were provided for the Republic of Ireland (1000) and Northern Ireland (500) and these informed the content of press releases issued for Palliative Care Week (Appendix E). A similar survey was carried out in 2016. Question 1 and Question 3 were asked in both the 2016 and the 2018 survey.

A sample of tweets from the campaign



4. Campaign Planning

Audiences

The campaign was targeted at:

- the public, particularly those who could benefit from palliative care
- health and social care professionals

AllHPC's partners and the wider sector with an interest were key to reach these audiences.

Reference Group

Previous campaigns benefitted from the involvement of a reference group and again this group, with updated membership, was a key channel for communication and raising awareness of the campaign itself; and for testing thinking for the 2018 campaign. Reference Group membership, terms of reference and details of engagement are in Appendix A.

There were ongoing briefings with, and support from, communications colleagues from the Health Service Executive (Republic of Ireland) and the Public Health Agency/Health and Social Care Board (Northern Ireland).

A teleconference briefing was provided for colleagues from across the health and social care trusts in the north and from voluntary hospice partners, along with communications colleagues, on 28 August. There was ongoing contact with these colleagues, who were members of the Reference Group, throughout campaign planning and delivery.

An update on the 2018 campaign was provided to Voices4Care members on 27 June 2018, with an invitation to get involved. A further email with information on campaign materials and a reminder of the opportunity to get involved was sent on 14 August. Four Voices4Care members received promotional materials for distribution in their communities.

Key messages

In the promotional materials to accompany the campaign messaging was kept simple.

Palliative care:

- Ensures that a person with a serious and progressive condition, regardless of age or condition, can have the best possible quality of life
- Involves the person and those closest to them
- Supports planning for the future
- May be appropriate for a number of years, not just the weeks and days at the end of life
- Puts the person at the centre of care whether it is provided at home, in a nursing home, hospital or hospice.

5. Resources

As with previous years, the 2018 campaign included a suite of promotional materials, media engagement, the use of social media and supporting partner events. As well as printed copies of materials being available, people were directed to www.thepalliativehub.com where a range of resources could be viewed/downloaded.

Promotional Materials

The following materials were designed in-house (see Appendix B):

- Campaign logo
- Leaflet (A5 size)
- Poster
- Two screensavers & email signatures (Donal Crowley, Ann Marie & Katie Creegan)
- Twitter header and Facebook cover
- Social media campaign picture frame sheet.

Videos

The eight palliative care experience videos were released during the week and were available on the Palliative Hub. Shorter clips from videos were also used on social media.



Gerard Hughes, a patient in Marie Curie Hospice Belfast, with wife Joanna was the most watched of the palliative care videos released during Palliative Care Week with 1,164 views from 7 to 17 September

The videos feature:

- Gerard O'Hare & Joanna (Hughes) O'Hare, Belfast
- Donal & Helen Bell, Galway
- Billy Reilly, Dublin
- Ann-Marie & Johnny Creegan with their daughter Katie, Lisburn
- Lynne Armstrong, Belfast
- Donal Crowley, Billy Coleman, Kevin O'Flynn, Denis Goulding, George Griffin, Cork
- Eddie & Margaret Bell, Derry
- Terence McDermott, Dublin

The videos also benefitted from the participation of a number of people working in palliative care. The support of Marie Curie Hospice, Belfast; Galway Hospice Foundation; St Francis Hospice, Dublin; Northern Ireland Children's Hospice; Marymount University Hospital & Hospice, Cork; Foyle Hospice, Derry/Londonderry; Our Lady's Hospice & Care Services, Dublin, and the MS Society (NI) are gratefully acknowledged for their support in involving participants in the videos. All of the videos can be viewed [here](#)

The videos represent a range of experiences from children's palliative care through to palliative care for older people. They include experiences related to motor neurone disease, cancers and multiple sclerosis; and to care in a range of settings. The wider impact on the family, as well as the person, was featured in some of the videos. Sadly two participants died before the video launch: Mr Donal Bell from Galway, and Mr Kevin O'Flynn, from Cork.

Events

Organisations were encouraged to let AIIHPC know of any events, no matter how big or small, and these would be promoted on the Palliative Care Week 'What's happening' page.

Social Media Plan

A social media plan was developed in preparation for the week and populated with prepared material for Twitter and Facebook around key video clips and other material each day. The social media plan was shared with key communication colleagues so that opportunities to share/repost material could be used.

The hashtag **#pallcareweek** was used in 2018, as with previous campaigns.

Social Media Competition

As with 2017, a competition was held in 2018 to encourage the spread of key messages through social media. Entrants could take part through Twitter by replying and retweeting a specified post related to the theme Palliative Care, Because Every Moment Matters, and commenting on what they thought #palliative care does to help make every moment matter. The prize was a €200 Ticketmaster voucher. The Twitter competition attracted 58 entrants.



AIIHPC tweet with highest activity

Website

A direct link was provided to the Public Awareness section on the www.thepalliativehub.com home page where the Palliative Care Week section had a wide range of information including:

- Details of events
- Competition information
- Video stories
- All of the promotional materials
- Explanations about palliative care

Media planning

AllHPC commissioned The Communications Clinic for media communications services for the campaign for a second year. Communications planning began in early June. With the agreement of some of those involved in the palliative care experiences video project, it was planned that personal stories would be a major feature of media activity, and that a press release would be issued at the beginning of the week. Supported by The Communications Clinic, actor Norma Sheahan promoted the campaign in a number of media interviews.

Press releases were issued on Sunday 9 September, ahead of the launches on Monday 10 September, and they were tailored for the two jurisdictions on the island. The messaging addressed misconceptions about palliative care; referencing the survey of public attitudes undertaken in June and including comment from service users involved in the videos.

A further press release was issued jointly by AllHPC and the Irish Cancer Society during the campaign (on 13 September) related to research funding. See press releases in Appendix E.

Partners tailored messaging in promotional materials for their own promotional activities, for example, issuing a press release in their locality including similar key messages, and producing short videos for their own on-line channels, for example, the Western Health and Social Care Trust. This initiative is very welcome.

6. Costs

The total campaign cost for 2018 was €20,000

This breaks down into:

Promotional materials (including printing) = €1,900

Communications Consultancy Services = €7,800

Survey = €4,300

Events (including x2 launch) = €2,700

Media monitoring and social media = €2,400

Distribution (Postage etc) = €900

The public survey added significantly to the cost of the 2018 campaign. Nonetheless, costs were kept to a minimum, including through design of promotional materials and provision of additional resources in-house. This did mean that additional time and support was provided by AllHPC staff and this was absorbed within the Institute's running costs.

7. Reach and Impact

Promotional materials

More than 13,500 leaflets and posters were distributed to a range of locations and for events across the island of Ireland. These were requested for distribution by 65 contacts including service users, interested individuals, health and social care professionals and civic society organisations. This was a significant increase (31%) from the 10,300 leaflets distributed in 2017. A total of 538 posters were distributed which was similar to the previous year (almost 550 in 2017), along with 928 social media sheets (no comparative figure for 2017).

Following approaches to AIIHPC, and discussion with partners, it was agreed in 2017 that Palliative Care Week would be held a week ahead of Ireland's Biggest Coffee Morning for Hospice. The dates for the 2018 campaign were set on the same basis, the week before Ireland's Biggest Coffee Morning for Hospice on 20 September 2018.

In 2017, the Coffee Morning team agreed to distribute the Palliative Care Week leaflet in each Coffee Morning pack. This was also facilitated in 2018 when 6,300 leaflets were dispatched for delivery in Coffee Morning packs, a significant increase on the 4,000 dispatched for packs in 2017.

On 13 August (just under a month ahead of the campaign) AIIHPC wrote to almost 700 contacts in its database alerting them to the campaign, inviting them to take part and offering to send promotional materials for any events that they may be holding. Links to available promotional materials were provided.

Events

Events and activities were held across the island to coincide with the campaign. These ranged from information stands, for example in canteens and hospital foyers, to programmes of events across geographical areas, for example as delivered by the Southern Health and Social Care Trust.

A sample of the larger events organised around Palliative Care Week included:

- Launches of Palliative Care Week and Palliative Care Experience Videos, The Mansion House, Dublin, and Belfast City Hall, 10 September
- Research into Policy and Practice at Ulster University, Palliative Care Research Forum Northern Ireland, 11 September
- Palliative Care Community of Practice Meeting with Kate Swetenham, Clinical Director for Southern Adelaide Palliative Services, 11 September
- Launch of the Northern Ireland Hospice Palliative Care Learning Academy, 12 September
- Developing Good End of Life Care webinar for members of Nursing Homes Ireland, hosted by The Irish Hospice Foundation, 13 September
- Launch of new regional resource 'Management of Symptoms in Palliative Care: The Role of Specialist Allied Health Professionals', Belfast, 14 September

Media

A total of 57 items of media coverage were identified referencing Palliative Care Week. This included seven TV interviews, two national and nine regional radio interviews, coverage in five national newspapers, six online pieces of coverage and items in 26 regional newspapers. A full list of media coverage is available at Appendix F.

One on-line media story placed for Palliative Care Week, written by Lilian Bell about her father, Donal Bell, had almost 26,000 viewers:

<https://www.thejournal.ie/readme/palliative-care-week-ireland-death-4209872-Sep2018/>

Participants from five of the eight palliative care experience videos took part in media interviews. They were supported by AllHPC and by media communications experts in this process.



News at 5.30pm, Virgin Media One, 10 September 2018

Important campaign messages were personalised. It was very powerful for these words of Donal to be heard by the public: “I have had nothing but good experience since receiving palliative care ... it will give you a better quality of life”.

Other online article opportunities

There was an opportunity to contribute an article on the Patient and Client Council (NI) blog [Link](#)

An article was placed on the Department of Health (NI) intranet site during the week
The campaign was promoted on ehospice [Link](#)

Website and Social Media

There were variations in traffic to social media over the campaign this year.

The Palliative Hub

While there was a significant increase in visits to www.thepalliativehub.com from 2016 to 2017 there was little difference in the number of visits for 2018, compared to the previous year. Details of activity on the Palliative Hub are presented below:

	Sessions	Users	Page views	Pages per Session	Avg. Session Duration	% New Visitors
2018 Sept 7 – Sept 17	2,164	1,807	4,187	1.93	01:45	86.9%
2017 Sept 1 - Sept 10	2,571	2,269	4,349	1.69	01:30	84.52%
2016 Oct 1 - Oct 10	1,141	925	2,108	1.85	02:02	76.77%

Details on the source of the traffic to the www.thepalliativehub.com is presented below for the past three years

	Direct	Social (redirected from social media)	Referral (link from another website/ newsletter)	Organic Search
2018 Sept 7 – Sept 17	776	782	135	471
2017 Sept 1 - Sept 10	1033	798	512	228
2016 Oct 1 - Oct 10	372	344	301	124

Twitter

While there was a marked increase in Individual Posts on Twitter this did not result in an increase in reach, possibly a reflection that those involved in Twitter activity were posting a higher volume of material individually. Twitter activity figures for the past three years are presented in the table below:

Twitter	Individual Posts	Contributors	Reach	Impressions
2018 Sept 7 – Sept 17	3,128	799	1.6m	6.4m
2017 Sept 1 - Sept 10	856	1,090	1.7m	5.7m
2016 Oct 1 - Oct 10	720	255	535,000	4.2m

AllHPC organised a social media competition this year which had 58 entrants.

YouTube

There were a total of 3,200 viewers of the palliative care experience videos between 7 and 17 September with more than half of these views (1,164) of the video of Gerard and Joanna O'Hare. There was a major increase in the number of viewers of the videos by comparison with the videos viewed in 2017. In 2018 there were eight videos of personal experiences incorporated in the campaign, compared to three in 2017, which may account for the higher viewing numbers in 2018.

<u>YouTube</u>	<u>Watch Time (minutes)</u>	<u>Viewers</u>	<u>Average View Duration</u>
2018 Sept 7 - Sept 17	7,600	3,200	02:25
2017 Sept 1 - Sept 10	2,200	1,100	02:02

8. Commentary

A very successful public awareness campaign was delivered again through Palliative Care Week 2018 and there are several factors which contributed to this success:

- The personal experiences of palliative care captured through the video project enabled the public to connect with the campaign and attracted media interest.
- The vast majority of promotional and media activity for the campaign featured service users and carers involved in the eight videos. Participants in five of the videos took part in media interviews during the campaign.
- By enabling the public to connect with the campaign, the personal stories helped people to learn more about the quality of life benefits of palliative care.
- The videos are invaluable and the project was only possible thanks to the HSE Quality Improvement Division investment, and support from the PHA.
- The palliative care experiences video project required significant AIIHPC resources in terms of planning, scheduling, and delivery, alongside the Palliative Care Week campaign.
- A number of AIIHPC's partners identified a lead person for the campaign within their organisation and, where this happened and they were supported within their organisations, there was a notable increase in promotional activity for the campaign this year.
- There was an increase in media coverage but it is noted that some of this coverage was generated by partners and other organisations making reference to and incorporating messaging from Palliative Care Week. This is very much welcomed.
- Social media activity was maintained at a level similar to last year. Where organisations are posting material without using the #pallcareweek hashtag this activity won't be captured through AIIHPC monitoring.
- AIIHPC is a facilitator of Palliative Care Week and, while every effort is made for the campaign to reach across every part of Ireland, the Institute needs its partners to bring the campaign to each of the local communities where they are working.
- The survey of public attitudes was useful for media profiling, but it is costly, and it would not be anticipated that it would be carried out annually.

9. Planning for 2019

As AIHPC begins planning for 2019, key considerations for the Institute and its partners include:

- Continuing to plan and engage early for the campaign
- In what will be the sixth annual campaign, as well as a whole population approach, consideration of a specific focus on a population group, for example a hard to reach/easy to ignore group
- Increased awareness that the campaign will succeed in as much as AIHPC partners get involved
- The benefits of having a named person within the organisation who will be facilitated with time and with support/buy-in from their organisation for success
- Maximising partnership and mutual support. Where AIHPC facilitates timing of Palliative Care Week in light of other initiatives, for example, Ireland's Biggest Coffee Morning for Hospice, there is benefit for both campaigns (acknowledging the separate emphasis)
- Given that a maintenance of, rather than an increase in, social media activity was tracked in 2018, there will be a need to involve new audiences/agents for activity to increase social media profile.

APPENDIX A – Reference Group

Member	Organisation
Aileen Mulligan	Southern Health and Social Care Trust
Alice Coffey	University of Limerick
Anne Molloy	Voice4Care Member
Anne-Marie Hayes	Milford Care Centre
Anthony Staines	Dublin City University
Audrey Houlihan	Our Lady's Hospice & Care Services
Bob Brown	Western Health and Social Care Trust
Carina O'Neill	Our Lady's Hospice & Care Services
Catherine Sweeney	University College Cork
Caroline McIlwain	Marie Curie
Caroline Dalton	University College Cork
Cathleen Osborne	University Hospital Limerick
Charles Normand	Trinity College Dublin
Chris Barnes	Public Health Agency
Claire Moles	Northern Ireland Hospice
Corrina Grimes	Public Health Agency
Craig Harrison	Marie Curie
Dee Kinane	St Francis Hospice
Diane Walker	Palliative Care in Partnership
Donall Henderson	Foyle Hospice
Eamon O'Kane	Marie Curie
Eileen Wright	Voice4Care Member
Eleanor Flew	Our Lady's Hospice & Care Services
Emma King	Western Health and Social Care Trust
Evelyn Wakefield	Voices4Care Member
Felicity Hasson	Ulster University
Fiona Gilmour	Northern Health and Social Care Trust
Georgina Gethin	National University of Ireland Galway
Greg Price	Health Service Executive
Heather Monteverde	Macmillan
Heather Weir	Northern Ireland Hospice
Helen Mallen	Patient and Client Council
Jane Flynn	The Irish Hospice Foundation
Joanne Reid	Queen's University Belfast
Joanne Tierney	Galway Hospice
John Joyce	Voices4Care Member
Karen Dawson	Department of Health (NI)
Kellie Myers	National Clinical Programme for Palliative Care
Kiran Kaur	Belfast Health and Social Care Trust
Louise Hagan	Belfast Health and Social Care Trust

Maeve Hully	Patient and Client Council
Marie Heaney	Belfast Health and Social Care Trust
Mary Marsden	National Clinical Programme for Palliative Care
Mary Nash	Galway Hospice
Melanie McClements	Southern Health and Social Care Trust
Michael Connolly	Irish Association for Palliative Care
Nicki Patterson	South Eastern Health and Social Care Trust
Orla O'Brien	LauraLynn Children's Hospice
Pat Quinlan	Milford Care Centre
Paul McIvor	Foyle Hospice
Paul Turley	Health and Social Care Board
Paula McGovern	Marymount University Hospital & Hospice
Phil Hughes	Northern Health and Social Care Trust
Ray Elder	South Eastern Health and Social Care Trust
Regina McQuillan	St Francis Hospice
Sally Downing	Health Service Executive
Sarah McCloskey	Marymount University Hospital & Hospice
Sarah Meagher	LauraLynn Children's Hospice
Sharon Foley	The Irish Hospice Foundation
Sheilagh Reaper-Reynolds	Health Service Executive
Sinead Morrissey	Nursing Homes Ireland
Siobhan McCarthy	Royal College of Surgeons Ireland
Terri Sythes	Foyle Hospice
Tony O'Brien	Marymount University Hospital & Hospice

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

- Identifies messages and content which are representative of thinking across the sector
- Is reflective of patient perspectives
- Integrates harmoniously with messages and activities of other stakeholders in the sector
- Has reference group 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 2018: notification of the date (January); asking for assistance in promoting the opportunity to take part in the palliative care experience video project (February) notification of theme (June); draft promotional materials (July); sharing finalised materials (July); final call to action (August); sharing embargoed press releases (September). Engagement was two-way, with Reference Group members invited to make suggestions/propose ideas throughout the process, and comment on draft materials, for example, the content of the Palliative Care Week leaflet.

APPENDIX B - Promotional Materials

Information Leaflet

Palliative Care Week

Sunday 9 September to Saturday 15 September 2018

Palliative Care Week aims to raise awareness of the difference palliative care can make to patients, carers and families throughout the island of Ireland.

Palliative care:

- Ensures that a person with a serious and progressive condition, regardless of age or condition, can have the best possible quality of life
- Involves the person and those close to them
- Supports planning for the future
- May be appropriate for a number of years, not just the weeks and days at the end of life
- Puts the person at the centre of care whether it is provided at home, in a nursing home, hospital or hospice.

Get in touch

www.thepalliativehub.com

OR

Email: info@aihpc.org
Tel: +353 (0) 1 491 2948

[#pallcareweek](https://twitter.com/pallcareweek)

*Survey of 1500 people across the island of Ireland in June 2018



Palliative Care
Because Every Moment Matters

PALLIATIVE CARE WEEK
9-15
SEPTEMBER

www.thepalliativehub.com

To find out more about palliative care visit:
www.thepalliativehub.com
[#pallcareweek](https://twitter.com/pallcareweek)



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Palliative Care, Because Every Moment

Q. What is palliative care?
A. Palliative care focuses on helping people of all ages to live well with an illness that is life-limiting, seeking to help them achieve the best quality of life as their illness progresses. Palliative care involves the management of pain and other symptoms and social, emotional and spiritual support.

Q. Is palliative care only for people with advanced cancer?
A. Palliative care is just as important if you are living with advanced heart or lung disease, kidney failure and other conditions such as motor neurone disease or dementia.

Q. Is palliative care only for people who are in the last days or weeks of life?
A. Some people who receive palliative care are in the last days and weeks of life but some live with their condition for a long time and have extended periods of being well. People can move in and out of palliative care services as their needs change.

Q. Where is palliative care provided?
A. Palliative care is provided by a range of professionals supporting the person, whether they are at home, in a nursing home, hospital or hospice.

Personal Stories

"I was a little bit wary at first but I said, look, I'm going to give it a go" Billy Reilly, living with MND, Dublin

"They treat Kabe like their own daughter" Ann Marie Greegan, mother of Kabe, Belfast

"I know that Gerard is 100% cared for and he's so safe in this place" Joanna, wife of Gerard O'Hare, Belfast

"Take every day as it comes, one day at a time and enjoy life as much as you possibly can" Gerard O'Hare, living with MND, Belfast

"There to help you and to help the family... and to help share your load" Dónal Bell, living with respiratory illness, Galway


"They are just not giving up on us!" Helen, wife of Dónal Bell, Galway

"I have had nothing but good experience since being involved with them... it will give you a better quality of life" Dónal Crowley, living with cancer, Cork

"I actually have been receiving a degree of palliative care for a long number of years but I never thought of it like that" Lynne Armstrong, living with MS, Belfast

"When it was mentioned about going to hospice, I said no. I just thought it was to die... I was glad then I did come" Eddie Bell, living with cancer, Derry

To watch these people tell their stories visit
www.thepalliativehub.com



Have the conversation

Don't be afraid to ask your GP or any other healthcare professional if palliative care could help you or someone you love.

By focusing on the person's physical, social, emotional and spiritual needs, and involving friends and family, palliative care can help to maintain quality of life.

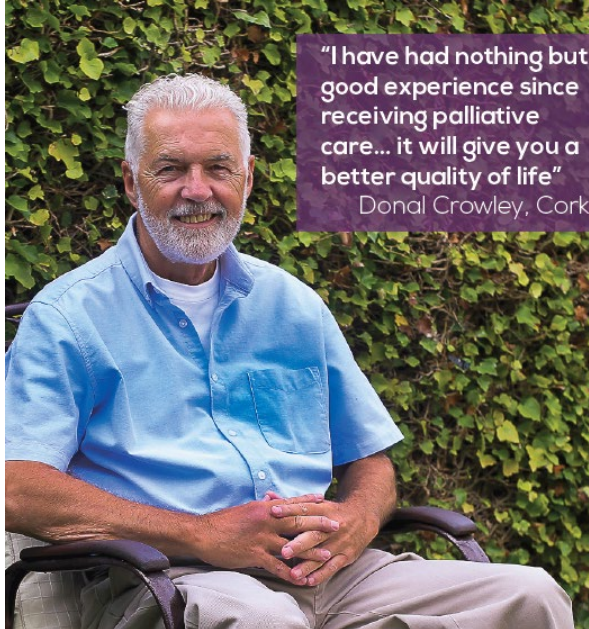
Whatever the age, people are enabled to make the most of the life that's there and the time that's left. Knowing a loved one is comfortable and respected, with their pain managed, can make it easier to talk and to laugh.

Palliative care maximises the quality of life for the person at the centre of care and those important to them and it continues that care into bereavement.

"76% agree it would be helpful to have more discussion about palliative care"


"83% would like a health care professional to discuss palliative care with them if it could help"

Poster



"I have had nothing but good experience since receiving palliative care... it will give you a better quality of life"

Donal Crowley, Cork




PALLIATIVE CARE WEEK
9-15
SEPTEMBER

Palliative Care

Because Every Moment Matters

www.thepalliativehub.com



[#pallcareweek](https://twitter.com/pallcareweek)

Email Signature



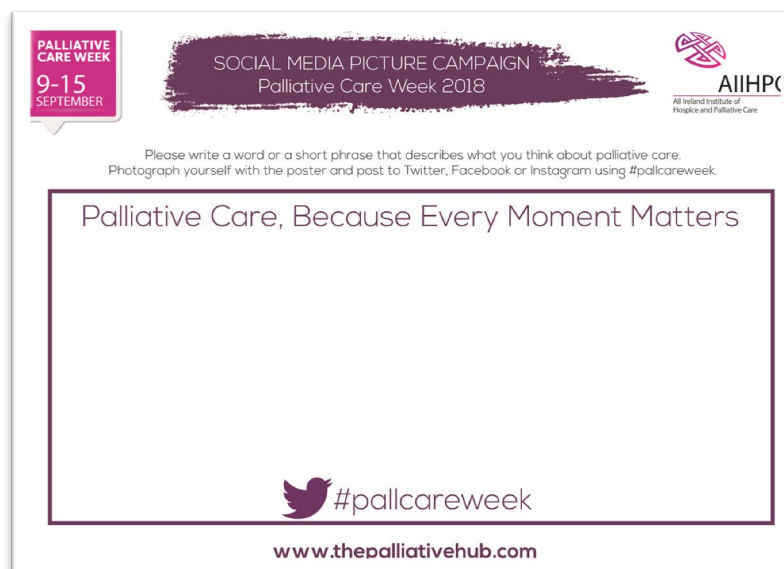
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APPENDIX C – Launch Programmes (Dublin and Belfast)



PROGRAMME

**Launch event for Palliative Care Week 2018 and Palliative Care Video Project 2018 in
The Oak Room, The Mansion House, Dawson Street, Dublin**

Monday 10 September 2018

Time	Activity
	Collage of clips from videos playing
11.00	Tea/Coffee participants to meet/mingle and watch clips
11.15	Photographs
11.30	Call to formal part of event - introduction of The Lord Mayor (Karen Charnley)
11.35	Lord Mayor Nial Ring, The Lord Mayor of Dublin
	Lord Mayor departs
11.45	Dr Regina McQuillan, Chair of All Ireland Institute of Hospice and Palliative Care (AIHPC)
11.55	Video clip (Donal & Helen Bell, Galway)
12.00	Sheilagh Reaper Reynolds, Health Service Executive National Lead for Palliative Care
12.10	Video clip (Men who attended Marymount Hospice, Cork)
12.15	Participants invited to comment on how taking part was for them and any learning for further similar initiatives (K Charnley)
12.25	Acknowledgement presentation (K Charnley)
12.35	Closing remarks - Dr Regina McQuillan, Chair AIHPC
12.45	Lunch



PROGRAMME

**Launch event for Palliative Care Week 2018 and Palliative Care Video Project 2018 in
The Reception Hall, Belfast City Hall, Donegall Square, Belfast**

Monday 10 September 2018

Time	Activity
	Collage of clips from videos playing
11.00	Tea/Coffee participants to meet/mingle
11.15	Photographs
11.30	Call to formal part of event – briefly setting the context (Brendan O’Hara)
11.35	Welcome – Mrs Heather Weir, Vice-Chair of All Ireland Institute of Hospice and Palliative Care (AIHPC)
11.45	Mr Richard Pengelly, Permanent Secretary, Department of Health, Northern Ireland
11.55	Video clip (Gerard & Joanna O’Hare)
12.00	Corrina Grimes, Public Health Agency
12.10	Video clip (Creegan family)
12.15	Participants invited to comment on how taking part was for them and any learning for further similar initiatives (B O’Hara)
12.25	Acknowledgement presentation (B O’Hara)
12.35	Closing remarks - Mrs Heather Weir, Vice-Chair AIHPC
12.45	Lunch

APPENDIX D – Survey questions (the survey details are too large to include in this document but can be obtained by contacting the Institute)

Palliative Care Questionnaire – June 2018

Q1: Which of the following best describes your level of understanding and awareness of Palliative care? *(Single Select)*

- Very good understanding and awareness
- Good understanding and awareness
- Basic understanding and awareness
- Low level of understanding and awareness
- Do not understand what palliative care involves

Q2: Please state how much you agree or disagree with each of the following statements about Palliative care. *(Single Select Grid)*

Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree

- It would be helpful if there was more discussion about Palliative care
- I prefer not to think or talk about Palliative care
- If a person is receiving Palliative care, it means they are in the last days or weeks of their life
- If palliative care could help me I would like a health care professional to discuss this care with me
- If I thought Palliative care could be of help to me, I would discuss this with my GP or community nurse
- If I thought Palliative care could be of help to me, I would discuss this with my hospital consultant

Q3: Please state if, in your opinion, each of the following statements about Palliative care is True or False. Please choose the option that comes closest to your own perception. *(Single Select Grid)*

True, False

Palliative care is suitable for people of any age

Palliative care cares for all aspects of the person – physical, social, emotional and spiritual

Palliative care is beneficial for anyone with a life-limiting illness

Palliative care should be considered as early as possible when diagnosed with a life-limiting illness

Palliative care supports family, friends and carers during an illness and afterwards
Palliative care may be suitable for a number of years

Q4: Please state if, in your opinion, each of the following statements about the provision and receiving of Palliative care is True or False. Please choose the option that comes closest to your own perception. (Single Select Grid)

True, False

A person must be in a hospice to receive Palliative care

Palliative care is only for people with advanced cancer

A person can receive Palliative care in hospital

Palliative care is only provided by health care professionals with specialist training in this area

GPs and community nurses provide some Palliative care

A person can receive Palliative care in a nursing home

A person can receive Palliative care in their own home

APPENDIX E – Press Releases

Press Release (Republic of Ireland)

9th September 2018

Eight in 10 People Want to Discuss Palliative Care if it could Help Them

Research carried out on behalf of the All Ireland Institute of Hospice and Palliative Care (AIHPC) has shown that eight in ten people believe that if palliative care could help them they would like a health care professional to discuss it with them.

Today marks the start of Palliative Care Week (9 to 15 September 2018) and AIHPC surveyed people across the Republic of Ireland about their understanding of palliative care.*

Karen Charnley, AIHPC Director, said:

“Our survey shows that many people would like to begin a conversation about a topic often considered too difficult and too frightening to discuss, the reality of living with a life-limiting illness. Our theme for Palliative Care Week 2018 is ‘Palliative Care, Because Every Moment Matters’. Whether you are a member of the public or a health and social care professional, we encourage everyone to discuss how palliative care could help.”

The survey also shows that eight in ten people believe palliative care should be considered as early as possible when diagnosed with a life-limiting illness.

Palliative care focuses on helping a person, of any age, with any life-limiting illness, to achieve the best quality of life. It involves the management of pain and other symptoms and provides support for social, emotional and spiritual needs.

Dublin Lord Mayor Nial Ring is hosting the launch of the Palliative Care Week campaign at an event in the Mansion House in Dublin tomorrow (Monday 10 September).

Lord Mayor Nial Ring said:

“Palliative Care Week, being launched here in the Mansion House, is an important opportunity to raise awareness of this wonderful service which involves caring for the physical, emotional and spiritual needs in the best way possible for those with life-limiting illnesses. Palliative care teams offer immense emotional support and advice during this difficult time and do all they can to improve a patient’s quality of life and help them and their family to cope, while ensuring that no one loses their privacy and dignity. ‘Palliative Care, Because Every Moment Matters’ is such an appropriate, positive and affirmative theme for the week, being launched here.”

Speaking ahead of the Palliative Care Week launch in Dublin, and a simultaneous launch in Belfast for this all-island campaign, Ms Charnley said:

“Our survey shows that people are willing to talk about palliative care; about what matters to them, and to receive help to give them a better quality of life. Palliative care is for people

of all ages with a life-limiting condition such as motor neurone disease, MS, dementia, advanced kidney disease or advanced lung disease, as well as advanced cancer and heart disease.”

The Palliative Care Week campaign coincides with the launch of personal video stories of people who have benefitted from palliative care. Donal Crowley from Cork, who is living with Stage 4 neuroendocrine cancer, is among those who have spoken about the benefits of palliative care.

Mr Crowley said:

“My prognosis at the beginning was very good but that changed pretty quickly to a negative situation, and that’s where the palliative care people were involved. I have had nothing but good experiences since being involved with palliative care. It will give you a better quality of life, but I think it will also extend your life in a better way.”

Sheilagh Reaper Reynolds, HSE National Lead for Palliative Care, expressed her sincere thanks to each individual who shared their personal story in the videos associated with Palliative Care Week.

Ms Reaper-Reynolds said:

“People who are being supported by palliative care will often say that it has helped not just in easing the burden of their illness but also in easing their fears and anxieties. Families say that they no longer feel alone but instead feel genuinely supported. The HSE is pleased to be associated with Palliative Care Week because it encourages health care professionals, patients and families to begin a conversation about the lasting positive impact palliative care can have.”

Endorsing the Palliative Care Week campaign, Minister for Older People and Mental Health Jim Daly said:

“Palliative care respects the dignity and individuality of patients. It can help people to maintain a good quality of life for many years, before comforting them and their families in the final days and hours. Ireland can be proud of its position as a leading nation in the development of palliative care. We are living longer, healthier lives, but our ageing population is coupled with increasing diagnoses of cancer, dementia and neurodegenerative disease, placing increased demands on our palliative care services. The Department of Health and the HSE are committed to ensuring that the national palliative care system remains fit for purpose, and offers targeted care to patients who avail of these services.”

ENDS

For further information contact Aileen Gaskin 087 7724 717

Notes to Editor’s

*A survey of 1000 people across the Republic of Ireland was carried out in June 2018

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. <http://aiihpc.org/about/>

Donal Crowley

Donal Crowley is 62 and living in Montenotte, Cork. He is married to Patricia and has three children and three grandchildren.

Donal fell ill on the 3rd July 2015 and was diagnosed 4 days later with stage 4 Neuroendocrine Cancer, consisting of numerous tumours in the liver and stomach area. While his prognosis at the beginning was relatively positive, this soon turned to a far more serious situation.

Donal began his treatment with Chemotherapy in September of 2015, which had a negative effect. This was followed in November 2015 by a lifesaving operation to remove a 20cm tumour from his liver. In February 2016, Donal had more surgery to remove 10 tumours from his abdominal area. This was followed by a series of treatments with various drugs to control the cancer and its side effects.

During 2017, Donal had three surgical embolisations on a new tumour in his liver followed in 2018 with five sessions of targeted radiotherapy on this tumour. Donal is due back for a scan and consultation in early October 2018 to see the results of this radiotherapy.

Throughout this period, Donal has been hospitalised on numerous occasions for various problems and side effects. His cancer is still active and he is still on medication but the battle goes on.

Marymount Hospice got involved with Donal in the very early stage of his diagnosis at a time when he was a physical and emotional wreck.

Prior to Donal's illness, he was always a very strong, positive and optimistic person whose glass was always half full, but the onset of his cancer kidnapped him emotionally in a way he would not have predicted. Most people and their families don't have the "tools" to cope with a sudden catastrophe such as a cancer diagnosis but thankfully there is expertise and help out there and Marymount Hospice and staff helped Donal at a critical stage of his illness and are still helping him today.

AllHPC's 26 partners are:

Belfast Health and Social Care Trust
Dublin City University
Dublin University Trinity College
Foyle Hospice, Derry/Londonderry
Galway Hospice Foundation
Irish Hospice Foundation
LauraLynn Children's Hospice
Macmillan Cancer Support
Marie Curie
Marymount University Hospital & Hospice, Cork
Milford Care Centre, Limerick
National University of Ireland Galway
Northern Health and Social Care Trust
Northern Ireland Hospice
Our Lady's Hospice & Care Services
Public Health Agency (Northern Ireland)
Queen's University, Belfast
Royal College of Surgeons in Ireland
South Eastern Health and Social Care Trust
Southern Health and Social Care Trust
St Francis Hospice, Dublin

Ulster University
University College Cork
University College Dublin
University of Limerick
Western Health and Social Care Trust

Press Release (Northern Ireland)

9th September 2018

Seven in 10 People want to Discuss Palliative Care if it could Help Them

Research carried out on behalf of the All Ireland Institute of Hospice and Palliative Care (AIHPC) has shown that seven in ten people believe that if palliative care could help them they would like a health care professional to discuss it with them.

Today marks the start of Palliative Care Week (9 to 15 September 2018) and AIHPC surveyed people across Northern Ireland about their understanding of palliative care.*

Karen Charnley, AIHPC Director, said:

“Our survey shows that many people would like to begin a conversation about a topic often considered too difficult and too frightening to discuss, the reality of living with a life-limiting illness. Our theme for Palliative Care Week 2018 is ‘Palliative Care, Because Every Moment Matters’. Whether you are a member of the public or a health and social care professional, we encourage everyone to discuss how palliative care could help.”

The survey also shows that eight in ten people believe palliative care should be considered as early as possible when diagnosed with a life-limiting illness.

Palliative care focuses on helping a person, of any age, with any life-limiting illness, to achieve the best quality of life. It involves the management of pain and other symptoms and provides support for social, emotional and spiritual needs.

Richard Pengelly, Permanent Secretary of the Department of Health, is due to formally launch the Palliative Care Week campaign at an event in Belfast City Hall tomorrow (Monday 10 September).

Mr Pengelly said:

“Increasing awareness and understanding of palliative care and addressing the misconceptions that many people hold about it is extremely important. Doing so means we can help ensure that people living with a life-limiting condition receive the care and support they need to live well and have the best quality of life. As a society we also need to be more open in talking about dying, death and bereavement.”

Speaking ahead of the Palliative Care Week launch in Belfast, and a simultaneous launch in Dublin for this all-island campaign, Ms Charnley said:

“Our survey shows that people are willing to talk about palliative care; about what matters to them, and to receive help to give them a better quality of life. Palliative care is for people of all ages with a life-limiting condition such as motor neurone disease, MS, dementia, advanced kidney disease or advanced lung disease, as well as advanced cancer and heart disease.”

The Palliative Care Week campaign coincides with the launch of personal video stories of people who have benefitted from palliative care.

Lynne Armstrong, from Belfast, is among those who have spoken about the benefits of palliative care. Lynne, who is living with Multiple Sclerosis, said:

“A palliative approach is really looking at the whole person and not just looking at everything in isolation. When I thought about it, I realised that I actually have been receiving a degree of palliative care for a long number of years but I never thought of it like that. I have the MS consultant, the MS nurse, who were dealing with me medically as well as my own GP. Physically I’ve got the neuro physio at the MS Society and emotionally we have excellent counsellors at the MS Society.”

Corrina Grimes, Allied Health Professions Consultant and Regional Palliative Care Clinical Lead at the Public Health Agency, said:

“It is important that people living with serious and progressive conditions are supported, to help them achieve the best quality of life, whether through addressing pain, fatigue, and loss of function or distress, when facing life-limiting illness. It is encouraging to know that people want to discuss palliative care with their health and social care professionals to look at how best to achieve this. As well as the ongoing delivery of palliative care, the regional palliative care programme – Palliative Care in Partnership – is supporting health and social care professionals to be skilled in listening to and supporting people with serious and progressive conditions, so people can discuss what really matters to them.”

ENDS

For further information please contact Aileen Gaskin 00353 87 7724 717

Notes to Editor’s

*A survey of 500 people across Northern Ireland was carried out in June 2018

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. <http://aiihpc.org/about/>

Lynne Armstrong

Lynne Armstrong has lived with MS for 50 years, since she was a teenager. In those days, patients were not informed that they had MS so Lynne was merely given evening primrose oil and high doses of steroids, those being the only treatments available at the time. Things were very different in the 1970s. Lynne had two very young children aged one and three, was living in England with her husband and family with no support network. The neurologist advised Lynne to go home, not to worry, to find a nurse to administer the many vials of steroids which had been stashed into her handbag (no health and safety way back then), to avoid exercise and to get plenty of rest!

Whilst Lynne’s MS story has been a difficult one for her, it has been equally difficult for her husband who has to do everything for her and who is now called her Main Carer. Her children are married with their own families but they feel guilty that neither of them lives here. One is in Canada and the other in Australia. MS affects all members of a family.

Five years ago, Lynne totally lost her way and did not want to go out to meet or be with friends. Her mental health was at an all-time low. She was persuaded to go to the MS Centre for yoga and

complementary therapy. Little did she know that that was to be the beginning of the next stage of her MS story. Before she knew it, she became involved with the End the Wait Campaign, became secretary of the local Belfast Group, and was voted on to the Northern Ireland MS Society National Council.

Lynne's dream is that the day will come when everyone who lives with MS will have the right to access an MS Specialist, whether it be an MS Consultant, an MS Nurse, or a member of their multidisciplinary team as and when needed and not be part of what seems to be a lottery system. Lynne fears this will not be in her lifetime.

AllHPC's 26 partners are:

Belfast Health and Social Care Trust
Dublin City University
Dublin University Trinity College
Foyle Hospice, Derry/Londonderry
Galway Hospice Foundation
Irish Hospice Foundation
LauraLynn Children's Hospice
Macmillan Cancer Support
Marie Curie
Marymount University Hospital & Hospice, Cork
Milford Care Centre, Limerick
National University of Ireland Galway
Northern Health and Social Care Trust
Northern Ireland Hospice
Our Lady's Hospice & Care Services
Public Health Agency (Northern Ireland)
Queen's University, Belfast
Royal College of Surgeons in Ireland
South Eastern Health and Social Care Trust
Southern Health and Social Care Trust
St Francis Hospice, Dublin
Ulster University
University College Cork
University College Dublin
University of Limerick
Western Health and Social Care Trust

Funding announced for research that will help people to live well with advanced cancer

Thursday 13 September: The Irish Cancer Society and All Ireland Institute of Hospice and Palliative Care have awarded funding for two research projects aiming to improve the lives of people with advanced cancer.

The €63,000 investment recognises both the increased numbers of people living with advanced cancer and the growing need to identify better ways to improve their support and care.

This research is being led by Dr Emer Guinan, from Trinity College Dublin, and Dr Cathal Cadogan, from the Royal College of Surgeons in Ireland.

Dr Guinan will examine the link between daily exercise and risk of fractures in people who have cancer that has spread to the bone causing tumours. This research will examine the relationship between widely used clinical measures of fracture risk and daily exercise participation. It is hoped that results will identify people at lowest and highest risk of fracture from exercise and therefore aims to improve safety for people with bone tumours by providing better personalised insight for health care professionals prescribing exercise.

Dr Cadogan will develop guidance on prescribing the most suitable medicines for people living with cancer who have palliative care needs. Proper control of cancer symptoms, such as pain, is vital if their quality of life is to be improved. However, because patients will usually be receiving a number of medicines for treating other (non-cancerous) illnesses doctors may benefit from guidelines to help them optimise the use of all of the medicines required improving their quality of life.

Speaking about the awards, Dr Robert O'Connor, Head of Research with the Irish Cancer Society said, "Despite advances in care and treatment, every hour of the day another family loses a loved one to cancer in Ireland. There is much we have to do to learn how best to ensure that, even in advanced stages, every patient gets the greatest opportunity for the best quality of life possible. We hope these projects will identify new ways to further improve care at such a vulnerable time."

Karen Charnley, Director of All Ireland Institute of Hospice and Palliative Care, said: "The All Ireland Institute of Hospice and Palliative Care aims to advance education, research and practice to improve the palliative care experience of people with life-limiting conditions and their families. We are delighted to collaborate with the Irish Cancer Society to invest in research that will directly improve quality of life for people with advanced cancer and palliative care needs."

This announcement is happening during Palliative Care Week 2018 (9-15 September 2018) which is an initiative of the Institute to raise public awareness of palliative care and how it can support people with a life-limiting illness to live well and achieve the best quality of life as their illness progresses.

For more information about Palliative Care Week visit www.thepalliativehub.com.

ENDS

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APPENDIX F - Media Coverage

- RTE Guide, 3 September 2018, A daughter's love (Norma Sheahan interview)
- Cork's 96FM, Opinion Line with PJ Coogan, 4 September 2018 - Donal Crowley interview
- Woman's Way, 4 September 2018, Spotlight on Palliative Care, Dr Regina McQuillan interview, AllHPC Chair
- Derry Now, 4 September 2018, People in Derry urged to discuss palliative care and consider the difference it can make (Western Health and Social Care Trust)
- Derry Journal, 7 September 2018, Raising awareness of support provided by palliative care (Western Health and Social Care Trust)
- Mid-West Radio, The Tommy Marren Show, 7 September 2018, Karen Charnley and John Joyce interview
- Journal.ie, 9 September 2018, With palliative care, my dad was able to choose how he died – in his family's arms' – Lilian Bell interview
- Radio Kerry, 10 September 2018, Palliative Care Week mention
- Irish Independent, Health & Living, 10 September 2018, Palliative care week
- Irish Daily Mirror, 10 September 2018, Palliative care an important topic for 80% (from press release)
- Evening ECHO, 10 September 2018, Learning tools to live with diagnosis, Donal Crowley interview
- The Examiner(Crossmaglen), 10 September 2018, Palliative Care Week: Make every moment matter (Southern Health and Social Care Trust)
- TV3, Ireland AM, 10 September 2018, Norma Sheahan interview
- Virgin Media One, news at 12:30, 10 September 2018, Karen Charnley interview
- Virgin Media One, News at 5:30pm, 10 September 2018, Donal Crowley interview
- Virgin Media One, News at 8pm, 10 September 2018, Donal Crowley interview
- Radio Kerry, 11 September 2018, Palliative care week, University Hospital Kerry, Kerry Hospice
- Belfast Telegraph, 12 September 2018, Survey shows people open to talking about palliative care (from press release)
- RTE Radio 1, Today with Sean O'Rourke, 12 September 2018, Palliative Care Week, Evelyn O'Rourke visited Milford Care Centre
- Galway Bay FM, The Keith Finnegan Show, 12 September 2018, Donal Bell's family interview
- Limavady Northern Constitution, 12 September 2018, Palliative care – Every moment matters (Western Health and Social Care Trust)
- Tyrone Constitution, 13 September 2018, Western Trust puts focus on Palliative Care Week (Western Health and Social Care Trust)
- Tyrone Courier & Dungannon News, 12 September 2018, 'Every Moment Matters' for Palliative Care Week (Southern Health and Social Care Trust)
- Weekly Observer, 12 September 2018, Eight in 10 people want to discuss palliative care if it could help them (from press release)
- Strabane Chronicle, 13 September 2018, It's a privilege to be part of a patient's journey says palliative care nurse (Western Health and Social Care Trust)

- Ulster Herald, 13 September 2018, Start a conversation about palliative care (Western Health and Social Care Trust)
- Sinnfein.ie, 13 September 2018, Gildernew pays tribute to palliative carers (statement)
- Tipperary Star, 13 September 2018 (Jack and Jill Children’s Foundation)
- CRY104FM, 13 September 2018 – Interview with Karen Charnley
- Highland Radio, The 9 Til Noon Show, 13 September 2018, Palliative Care Week, Donegal Hospice
- U105, The Frank Mitchell Show, 13 September 2018, Joanna Hughes (partner of patient Gerard O’Hare & Marie Curie nurse)
- Independent.ie, 13 September 2018, Maximising the time you’ve left – Irish actress Norma Sheahan on her mother’s devastating diagnosis and the importance of planning
- KFM, Kildare Focus, 13 September 2018, Dr Regina McQuillan, AIHPC Chair
- Mallow Star, 13 September 2018, Eight in 10 people want to discuss palliative care if it could help them (press release)
- Vale Star, 13 September 2018, Eight in 10 people want to discuss palliative care if it could help them (press release)
- Kildarenow.com, 14 September 2018, Funding for research projects aiming to improve lives for people with advanced cancer (press release AIHPC/Irish Cancer Society)
- Irish Daily Mirror, 14 September 2018, €60k for cancer research fund (press release AIHPC/Irish Cancer Society)
- Phoenix FM, 14 September 2018, Interview with Karen Charnley
- RTE News at One, 14 September 2018, Pat Quinlan, Chief Executive, Milford Care Centre; Dr Fergal Twomey, Consultant, Palliative Care, Milford Care Centre; Thomas Costello, Patient, Milford Care Centre
- RTE Six One News, 14 September 2018, Pat Quinlan, Chief Executive, Milford Care Centre; Dr Fergal Twomey, Consultant, Palliative Care, Milford Care Centre; Thomas Costello, Patient, Milford Care Centre
- RTE 1, Ray D’Arcy Show, 15 September 2018, Marty Morrissey & Aine Lawlor mentions Palliative Care Week (previously briefed by Our Lady’s Hospice)
- Belfast Live, 15 September 2018, Dad of NI girl born with rare birth defect tells parents: “Don’t be afraid of hospice care”, interview with Johnny Creegan, father of Katie
- Longford leader, 17 September 2018, Leinster and Ireland Rugby Play Sean O’Brien goes up the Hill for Jack & Jill (Jack and Jill Children’s Foundation)
- Irish Times, Health & Family, 18 September 2018, Dispelling myths about palliative care
- Donegal Peoples Press, 18 September 2018, Donegal to host Jack & Jill hill walking event (Jack and Jill Children’s Foundation)
- Dromore Leader, 18 September 2018, Because every moment matters (Southern Health and Social Care Trust)
- Donegal Democrat, 18 September 2018, Donegal to host Jack & Jill hill walking event (Jack and Jill Children’s Foundation)
- Banbridge Leader, 18 September 2018, Because every moment matters (Southern Health and Social Care Trust)
- Fermanagh Herald, 19 September 2018, Families urged to talk about care (Western Health and Social Care Trust)

- Midland Tribune, 20 September 2018, Up the Hill for Jack & Jill fundraiser (Jack and Jill Children's Foundation)
- Meath Topic, 20 September 2018, Rugby Star Seán O'Brien goes Up the Hill for Jack & Jill (Jack and Jill Children's Foundation)
- Tullamore Tribune, 20 September 2018, Up the Hill for Jack & Jill fundraiser (Jack and Jill Children's Foundation)
- Westmeath Examiner, 20 September 2018, Hospice and Men's Shed launch raffle for rocking horse (North Westmeath Hospice Fundraising Committee)
- Tipperary Star, 20 September 2018, Slievenamon walk in aid of Up the Hill for Jack & Jill fundraising campaign (Jack and Jill Children's Foundation)
- New Ross Standard, 25 September 2018, Tullow Tank gets behind Jack & Jill Carrigbyrne hike (Jack and Jill Children's Foundation)
- The Nationalist, 25 September 2018, Climb a hill for Jack and Jill (Jack and Jill Children's Foundation)
- New Ross Standard, 29 September 2018, Tullow Tank gets behind Jack & Jill Carrigbyrne hike (Jack and Jill Children's Foundation)

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AIHPC

All Ireland Institute of
Hospice and Palliative Care