



# PALLIATIVE CARE WEEK REPORT 2023

**Palliative Care: Living for Today, Planning for Tomorrow**

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## Palliative Care Week 2023 in numbers

<b>2</b>	Messages of support (Minister for Health Stephen Donnelly & Permanent Secretary, Department of Health (NI), Peter May)
<b>1</b>	Launch photo with An Taoiseach
<b>1</b>	Launch photo with Permanent Secretary, Department of Health, Northern Ireland
<b>1</b>	Deputation to address the People and Communities Committee in Northern Ireland
<b>1</b>	In-person launch event at Newry Canal Hotel
<b>1</b>	Special commemorative anniversary video to celebrate 10 years of Palliative Care Week
<b>2</b>	Perceptions survey (Northern Ireland and Republic of Ireland)
<b>6</b>	Audio messages recorded for greater accessibility <b>(New for 2023)</b>
<b>7</b>	Videos of palliative care personal experiences
<b>30</b>	Social media assets available, including myths vs facts graphics <b>(New for 2023)</b>
<b>30</b>	Radio items broadcast
<b>53</b>	Voices4Care members consulted
<b>127</b>	Media interactions in total
<b>3, 000</b>	Leaflets in Coffee Morning packs
<b>11, 500</b>	Printed promotional materials distributed
<b>2.3 million</b>	Twitter reach
<b>12 million</b>	Overall reach of the 2023 campaign



*I-r Karen Charnley, Director, All Ireland Institute of Hospice and Palliative Care (AIHPC); Paula Pinto Araya, Programme Manager (Policy and Engagement), AIHPC; Fintan Fagan, Chairperson, AIHPC; Cathy Flood who attends specialist palliative Outpatients and Day Services at St. Francis Hospice, Dublin; Taoiseach Leo Varadkar; and Yvonne McCahill, Communications Manager, AIHPC.*



*Belfast City Hall is illuminated in magenta pink to mark Palliative Care Week 2023*

## Commentary

2023 marked the 10<sup>th</sup> anniversary of Palliative Care Week and the response from the sector was overwhelming, with more than 69 events taking place across the island of Ireland.

While AIIHPC leads on Palliative Care Week, it's really its member organisations and the palliative care and wider health sector that make this campaign a great success. While we work towards one day no longer needing this public awareness campaign, the iReach survey showed that overall, there has been a slight decrease in knowledge and awareness of palliative care since 2016. Thus, further work is needed, including further collaborations across different sectors and partnering with gateway organisations to reach people in every corner of the island.

A few highlights from this year's campaign:

- Messages of support from, An Taoiseach and Minister for Health from ROI and Peter May, Permanent Secretary, Department of Health NI ensured the campaign reached far and wide whilst endorsing the work of AIIHPC and the palliative care sector.
- 69 events across the island of Ireland
- 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 identify with the information at a human level.
- For 2023, a focus on pre-planning of media interviews was most effective along with the support of a wide range of spokespeople from across the island. The support from the PR company was essential in securing a high volume and variety of media coverage in print, broadcast and online media. This approach led to a fantastic spotlight on the campaign within the media. **127** pieces of media coverage were achieved which is an increase of almost **25%** on 2022.
- The 2023 social media plan and engagement added high value to the campaign. There was a marked increase in following across all AIIHPC social media channels, as detailed in table 4 below.

We would like to acknowledge and thank AIIHPC's 28 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, AIIHPC's funders which include the HSE, Public Health Agency, Health Research Board and Health and Social Care R&D Division, Public Health Agency are also integral to the ongoing operation of the Institute and we are very appreciative of their ongoing support. The 2023 campaign also

attracted support from hospitals and charity organisations outside the palliative care sector which demonstrates a commitment to learn and to share information about palliative care.

## 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, charities 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 28 member organisations, with the National Clinical Programme for Palliative Care in the Republic of Ireland, Palliative Care in Partnership Programme Board 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 with all its stakeholders and aims to support 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 in-person workshops in Dublin and Belfast, online 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 and Department of Health Strategic Planning and Performance Group (Northern Ireland).

### **Engagement with Palliative Care Week Reference Group**

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. This year the Reference Group was made up of 100 individuals (38 from Northern Ireland and 62 from the Republic of Ireland), working in different areas of palliative care across the island of Ireland, as well as a small number of members from the wider charity sector.

This year we were able to host in-person workshops with the Reference Group (one in Dublin and one in Belfast) in March of 2023 in order to brainstorm about events, themes and the survey. After the workshops, we kept consulting and informing the Reference Group via three Zoom meetings and regular emails.

The Reference Group members were key in working with the Institute to develop a list of media spokespeople. As well as providing feedback on the leaflet and key messaging. 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:

- Invited to the Dublin and Belfast workshops to brainstorm about the theme, events and surveys
- Asked for feedback on leaflet messaging
- Asked for quotes to be included on leaflet
- Asked to vote for Palliative Care Week's theme
- Invited to online session to discuss myths and facts about palliative care to inform the campaign resources.

## **Making Palliative Care Week 2023 Accessible**

One of the main outcomes of the two workshops we held with the Reference Group in March, was that the campaign resources we were designing be more accessible, so as not to pose any limitations for those accessing them. During the planning process, research was undertaken using multiple resources such as accessibility guidelines proposed by The National Council for the Blind of Ireland (NCBI), the National Association for Deaf People (NAD) and the National Adult Literacy Agency (NALA). Recommendations suggested by the 'Tilting the Lens' website which is an accessibility and inclusion consultancy were also utilised. Such guidelines and recommendations were used to create an AllHPC accessibility document. This document then informed the process of producing accessible resources for Palliative Care Week.

This year AllHPC made numerous changes to improve accessibility such as the incorporation of alt-text and captioning on social media posts. In making such changes, AllHPC was able to ensure that everyone including individuals with disabilities were able to access, understand and utilise the messages of the campaign.

Audio versions of campaign messaging and further information were developed and made available as part of a range of promotional materials.

- Link for NCMI, NAD & NALA accessibility guidelines: [https://www.sess.ie/sites/default/files/Categories/Sensory\\_Impairments/Accessibility\\_NAD\\_NCBI.pdf](https://www.sess.ie/sites/default/files/Categories/Sensory_Impairments/Accessibility_NAD_NCBI.pdf)
- Link for 'tilting the lens' website: <https://tiltingthelens.com/>


Examples of a Palliative Care Week promotional social media post by AIIHPC including Alt-text:

Today's myth and fact is:

### Image description

A pink and white graphic displaying a myth and fact of palliative care. The graphic includes the theme of palliative care week, 'Palliative care: Living for today, planning for tomorrow'. A circular pink and white palliative care week logo with a pink silhouette of three people is included. The myth reads: When receiving palliative care people are unable to undergo other treatments such as chemotherapy, surgery or dialysis. The fact reads: People receiving palliative care may also receive other types of treatment for their illness including for example chemotherapy.

Dismiss



**Myth:**

When receiving palliative care people are unable to undergo other treatments such as chemotherapy, surgery or dialysis

**Fact:**

People receiving palliative care may also receive other types of treatment for their illness including for example chemotherapy

Let's Talk Tomorrow



All Ireland Institute of Hospice & Palliative Care @AIHPC · Sep 13

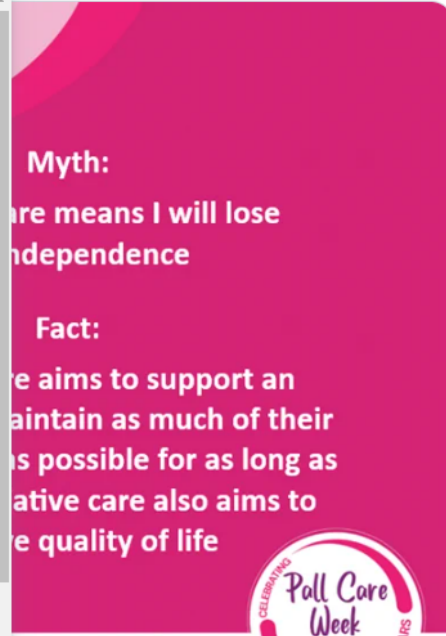


We continue to challenge the common myths of palliative care for #pallcareweek10

Today's myth and fact is:

### Image description

A pink and white graphic displaying a myth and fact of palliative care. The graphic includes the theme of palliative care week, 'Palliative care: Living for today, planning for tomorrow'. A white banner at the bottom of the graphic includes various social media information for aihpc including www.thepalliativehub.com. A circular pink and white palliative care week logo with a pink silhouette of three people is included. The myth reads: Palliative care means i will lose my independence. The fact reads: Palliative care aims to support an individual to maintain as much of their independence as possible for as long as possible. Palliative care also aims to improve quality of life.



Diemise

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linkedin.com/company/aiihpc instagram.com/aiihpc\_irl

#PALLCAREWEEK10



## Planning for Palliative Care Week 2023

Palliative Care Week seeks to encourage people in communities across the island of Ireland to become more informed about palliative care and its benefits. Misunderstanding about palliative care persists, meaning some people who could benefit are less willing to seek it, potentially missing out on an improved quality of life.

Following feedback from our two workshops with the Palliative Care Week Reference Group, and engagements with Voices4Care and other key stakeholders during the year, we wanted to focus in on specific groups in an effort to reach more people with campaign messaging and information this year.

Some of the groups we focused on were: younger people, the LGBTQI+ community with a focus on older people, healthcare and social professionals both in Specialist Palliative Care and others condition-focused organisations, such as the Irish Motor Neurone Disease Association.

### **AIHPC's objectives for Palliative Care Week 2023 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 AIHPC as a leader for the campaign, aligning messaging and activities with the needs of AIHPC member organisations, the palliative care sector, the wider health and social care system, and wider society

## Key Developments

### *Theme - Palliative Care: Living for Today, Planning for tomorrow*

The theme 'Palliative Care: Living for Today, Planning for Tomorrow' was chosen this year following consultation with AIHPC staff, member organisations, and the wider network through the Palliative Care Week Reference Group and Voices4Care.

Throughout the consultation process several themes were proposed which were further refined down to three which were voted on:

1. Palliative Care: Living for today, planning for tomorrow (24 votes)
2. Palliative Care: Your life, your care (14 votes)
3. Palliative Care: It's Everyone's Business (16 votes)

## 2023 Key messages

Palliative Care:

- is not only for cancer - it can benefit people with a broad range of life-limiting conditions
- is for people of all ages - it can benefit people right across the lifespan from infancy to childhood to adulthood
- improves the quality of life of the person with palliative care needs and their families
- is not only for end of life but from diagnosis of a life-limiting condition onwards
- improves a person's ability to participate in daily activities, including hobbies and routine activities.

*Personal Experience Video Project 2023* 2023 marked the 7<sup>th</sup> year of the Personal Experience Video Project which is at the heart of Palliative Care Week campaign each year, informing many conversations throughout the week. The sharing of the personal experiences of palliative care by the video participants, and often their families and carers, helps people to connect with the campaign and to consider how palliative care might help them and improve their quality of life. They contribute to a greater understanding (among both the public and health and social care professionals) of what contributes to good quality care, regardless of where the person is being cared for – home, nursing home, hospice or hospital.

In addition, we also use the videos as educational resources following the week. We encourage people to continue to share the videos, particularly when teaching students or familiarising health care staff with what palliative care is, and the positive impact it can have on those receiving it and those close to them.

Seven new personal experience videos were released during the 2023 campaign and are now available on The Palliative Hub, on the AIIHPC YouTube channel and across all social media channels. A number of short clips from the videos were also shared on YouTube and on social media leading up to Palliative Care Week. We also produced a special commemorative anniversary video to celebrate 10 years of Palliative Care Week - see below.

AIIHPC gratefully acknowledges all participants and their families, and AIIHPC member organisations 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.

Link to the videos below:

[Maebh O' Herlihy and Fidelma Rutledge](#)

[Marian Meehan St Francis](#)

[Jack Davies](#)

[Hillary Neville](#)

[Karen Lavery](#)

[Kayleigh and Nikita O' Connor](#)

[Palliative Care Week 10<sup>th</sup> Anniversary Reflection](#)

## *Survey- Public Perceptions of Palliative Care*

To inform Palliative Care Week 2023, AIHPC commissioned iReach to carry out a survey of 1500 people: 1000 in the Republic of Ireland and 500 in Northern Ireland. This year, we used the same survey questions that were used in 2016 and 2018 in order to try and gauge the impact of the campaign. The questions for the survey are included in **Appendix B**.

Overall, in both jurisdictions there was a slight decrease in knowledge and awareness since 2016 and 2018 which could be due to a range of reasons including that the Covid-19 pandemic forced the campaign online from 2020 – 2022 which could have affected the momentum that the campaign was generating in earlier years.

### **For example, in the Republic of Ireland:**

- The percentage of adults who think that Palliative Care is suitable for people of any age increased from 86% in 2016 to 91% in 2018. However, this decreased to 84% in 2023.
- The percentage of adults who think that Palliative Care supports family, friends and carers during an illness and afterwards increased from 79% in 2016 to 86% in 2018. However, this decreased to 77% in 2023.

### **For example, in Northern Ireland:**

- The percentage of adults who think that palliative care is beneficial for anyone with a life limiting illness increased from 84% in 2016 to 88% in 2018. However, this decreased to 80% in 2023.
- The percentage of adults who think that palliative care cares for all aspects of the person increased from 85% in 2016 to 87% in 2018 (87%). However, this decreased to 75% in 2023.

There is also a significant increase in adults both in Northern Ireland and the Republic of Ireland who prefer not to think about palliative care.

- 25% in 2016 to 40% in 2023 (NI)
- 22% to 2016 to 40% in 2023 (ROI)

On a more positive note, in both jurisdictions there was improvement in terms of understanding that palliative care services are not just the last days or weeks of life.


- For NI, adults who think that if a person is receiving palliative care, it means they are in the last days or weeks of life has decreased from 56% in 2018 to 50% in 2023.
- For the ROI, adults who think that if a person is receiving palliative care, it means they are in the last days or weeks of life has decreased from 58% in 2018 to 50% in 2023.

The biggest increase can be seen in ROI, where the percentage of adults who think that palliative care may be suitable for a number of years has increased from 14% in 2016 to 27% in 2018 to 72% in 2023.

Palliative Care Week  
10–16 September

## Northern Ireland

Survey of 500 people in Northern Ireland  
carried out in July 2023



**OVER HALF** of adults believe that if a person is receiving palliative care, they are in the last days and weeks of their lives

## SEVEN IN TEN

adults think that palliative care should be considered as early as possible when diagnosed with a life-limiting illness

**FACT** Palliative care provides support for people with life-limiting condition to achieve their best quality of life for as long as possible. Palliative care can be introduced when a life limiting condition is diagnosed or can be introduced at any point after diagnosis based on need.

**SEVEN in TEN** adults agree that palliative care focuses all aspects of the person – physical, social, emotional and spiritual care



**FACT** Palliative care is an approach that improves quality of life for people of all ages and takes a holistic approach to addressing the physical, social, emotional and spiritual needs of people with life limiting conditions, and their families, for as long as possible. or can be introduced at any point after diagnosis based on need.



**SIX IN TEN** adults believe that palliative care may be suitable for several years

**FACT** Palliative care aims to support an individual to maintain as much of their independence as possible for as long as possible.



[WWW.THEPALLIATIVEHUB.COM](http://WWW.THEPALLIATIVEHUB.COM) #PALLCAREWEEK10  
[@AIIHPC](https://twitter.com/AIIHPC) [facebook.com/AIIHPC](https://facebook.com/AIIHPC) [youtube.com/AIIHPC](https://youtube.com/AIIHPC)  
[in linkedin.com/company/aiihpc](https://linkedin.com/company/aiihpc) [instagram.com/aiihpc\\_irl](https://instagram.com/aiihpc_irl)

PALLIATIVE CARE WEEK  
10–16 SEPTEMBER

Palliative Care Week  
10-16 September

## Republic of Ireland

Survey of 1,000 people in the Republic of Ireland carried out in July 2023



**HALF OF ADULTS** believe that if a person is receiving palliative care, they are in the last days and weeks of their lives

## SEVEN IN TEN

adults think that palliative care should be considered as early as possible when diagnosed with a life-limiting illness

**FACT** Palliative care provides support for people with life-limiting condition to achieve their best quality of life for as long as possible. Palliative care can be introduced when a life limiting condition is diagnosed or can be introduced at any point after diagnosis based on need.

Nearly **EIGHT in TEN** adults agree that palliative care focuses all aspects of the person – physical, social, emotional and spiritual care



**FACT** Palliative care is an approach that improves quality of life for people of all ages and takes a holistic approach to addressing the physical, social, emotional and spiritual needs of people with life limiting conditions, and their families, for as long as possible. or can be introduced at any point after diagnosis based on need.



**SEVEN IN TEN** adults believe that palliative care may be suitable for several years

**FACT** Palliative care aims to support an individual to maintain as much of their independence as possible for as long as possible.



[www.thepalliativehub.com](http://www.thepalliativehub.com) [@AIIHPC](https://twitter.com/AIIHPC) [facebook.com/AIIHPC](https://facebook.com/AIIHPC) [youtube.com/AIIHPC](https://youtube.com/AIIHPC)  
[linkedin.com/company/aiihpc](https://linkedin.com/company/aiihpc) [instagram.com/aiihpc\\_irl](https://instagram.com/aiihpc_irl) [#PALLCAREWEEK10](https://hashtag.pallcareweek10)

PALLIATIVE CARE WEEK  
10-16 SEPTEMBER

## Launch of Palliative Care Week 2023

### In-person launch event in the Canal Court, Newry

The campaign was officially launched in Newry on Monday 11 September and provided a wonderful opportunity to meet with many colleagues and friends. It was a very special and enjoyable evening, where stories were shared and connections were made, and future hopes for palliative care were discussed.



*I-r Jackie Whyte, Chaplain, Northern Ireland Hospice; Paula Pinto, Programme Manager, AIHPCA; Jackie Whyte, Chaplain, Northern Ireland Hospice, Brian Beattie, Interim Director Older People & Primary Care, Southern Health & Social Care Trust; Karen Charnley, Director, AIHPCA, Isaac Gibson, PhD Student, Queen's University Belfast; Yvonne McCahill, Communications Manager, AIHPCA; Donall Henderson, CEO, Foyle Hospice.*

### Iconic Buildings light up

Belfast City Hall (below left), Dublin City Hall (centre) and Newry Town Hall (right) were illuminated in the 'magenta' campaign colour to support Palliative Care Week and to acknowledge palliative care services across the island of Ireland.



**Support from An Taoiseach, Leo Varadkar, Minister for Health, Stephen Donnelly T.D. and Peter May, Permanent Secretary, Department of Health, Northern Ireland**



*l-r Karen Charnley, Director, All Ireland Institute of Hospice and Palliative Care; Paul Turley, Assistant Director of Commissioning for South Eastern Local Commissioning Group, Department of Health, Strategic Planning and Performance Group; Peter May, Permanent Secretary, Department of Health, Northern Ireland; Phil Entwistle, Community Nurse Specialist, Northern Ireland Hospice*

Wonderful messages of support for this year's Palliative Care Week campaign were received from Stephen Donnelly T.D., Minister for Health (ROI) and from Peter May, Permanent Secretary, Department of Health (NI), who also supported our launch photo at Stormont, with Phil Entwistle, Community Nurse Specialist at Northern Ireland Hospice. These messages of endorsement from the health departments of both jurisdictions are imperative in helping us to share the positive messages about palliative care to a wider audience. They also acknowledge the wonderful work of all who work in the provision of palliative care.

We also had the wonderful support of An Taoiseach, Leo Varadkar who participated in our launch photo with Cathy Flood, who avails of services at St. Francis Hospice.

You can view the video messages of support via the links below:

[Peter May, Permanent Secretary, Department of Health, Northern Ireland](#)

[Stephen Donnelly, T.D., Minister for Health, Republic of Ireland](#)

## *Media focus on Palliative Care*

AllHPC commissioned The Communications Clinic for media communications support for Palliative Care Week 2023. The team provided support with the press releases, placing opinion pieces, securing traditional media opportunities such as radio interviews as well as supporting us throughout the launch in Newry. Their support was vital for securing a broad range of high-profile and quality coverage for this year's campaign.

Palliative Care Week 2023 was announced on 6 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 for Today, Planning for Tomorrow.'

The results from the population survey informed key messaging in the launch press releases issued for Palliative Care Week on Sunday 10 September, and they were accompanied by infographics highlighting key statistics from the survey. (See **Appendix C for press releases**)

In total, the campaign achieved 125 individual media items across print, broadcast and online media this year which reflects a **25%** increase on 2022 figures and an overall reach value of almost 10 million. (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.

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 fantastic support.

## *Events*

We noted a total of 69 events taking place across the island of Ireland; 9 were online and 59 were in person; 7 were hosted by AllHPC or partnered with AllHPC. In comparison to 2022 (31 events) there was a 123% increase. Unfortunately, due to the high number of events taking place across the island, we were unable to keep track of all attendance figures, but we were able to track that 896 people attended 10 events (mainly online).

A number of the events were recorded and can be viewed on the AllHPC YouTube channel - [Creating a Welcoming Environment for the LGBTQI+ community in end of life and palliative care](#)

[The Role of the Research Nurse](#)

[Planning for the future: Teaching Teens about Palliative Care](#)

[Trans and gender diverse perspectives on palliative and end of life care](#)

A full listing of the events can be found in **Appendix G**.

A snapshot of a few of the events that took place.



Compassionate Communities NI



Altnagelvin nurses at Foyleside



Western Health and Social Care Trust Team



UL Hospitals – Specialist Palliative Care



Saolta Group



CHI Crumlin



Southern Health and Social Care Trust



Beaumont Hospital



Palliative Care Conference - Living for Today, Planning for Tomorrow-Belfast



## Costs

The total campaign cost for 2023 was €32,2271.

Costs include the population survey (iReach), 7 personal experience video project, design, printing and distribution of promotional materials, including postage, communications/PR services including media monitoring, as well as the launch event in Newry.

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) along with the ongoing support of its member organisations that makes Palliative Care Week possible.

## Reach and Impact

### *Promotional materials*

Again, this year, leaflets, posters and social media frames were printed.

We were inundated with requests for these materials, distributing almost **100%** of stock, with just a small number of posters remaining - see Table 3 below. The materials were requested by a diverse range of interested individuals, including health and social care professionals, civic society organisations and other community groups. These resources were also available to download online (not measured).

There were 30 digital assets designed for use, and it was wonderful to see templates being used widely by our member organisations, and a number of other interested organisations and individuals to promote palliative care both before and during the week of the campaign. See **Appendix D** below for examples of graphics.

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	2019	2020	2021	2022	2023
Leaflet	18,200	5,600	8,495	9,600	10, 000
Poster	814	511	443	950	950 (of 1000)
Social Media frame	771	405	570	750	750

**Coffee Morning 2023:** For the seventh year, Palliative Care Week took place just before Coffee Morning. The campaigns running consecutively is effective in helping to promote and

support each other. We would like to thank the Coffee Morning team who facilitated the distribution of 3,000 campaign leaflets through the Coffee Morning packs.

We are also grateful to the HSE National Communications social media team for their support in sharing messaging and other information on social media channels throughout the week and also HSE Internal Communications for sharing a number of the events to the HSE internal events listing.

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

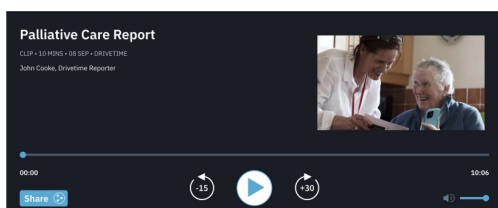
### Media – Broadcast, Print and Online

A total of 125 items of media coverage were generated for the 2023 campaign across national and regional broadcast, print and online media, including the Irish Times, Irish Independent, RTE Radio 1, Galway Bay FM, BBC Radio Ulster, Irish News, Midwest Radio, East Coast Radio and many more servicing communities right across the island of Ireland. We are immensely grateful to all media for shining a spotlight on palliative care.

Some of the media highlights included ....

Radio interviews featured Karen Charnley, AIHPC Director; Fintan Fagan, CEO at St Francis Hospice and AIHPC Chair, Phil Entwistle, Community Nurse Specialist, Northern Ireland Hospice, Mary Flanagan, Interim CEO, Our Lady’s Hospice & Care Services, Mary Nash, CEO, Galway Hospice Foundation, John Joyce, Voices4Care Member, Maebh O’ Herlihy, who avails of the services of IMNDA and Castlebar Hospice and many, many more.

RTE RADIO 1 – DRIVETIME  
8<sup>TH</sup> SEPTEMBER 2023



#### The gift of a good death: ‘Billy died pain-free, in his own home, in his own bed – there was happiness, fun and laughter’

When Anne Connaughton’s husband Billy was in his final days due to cancer, hospice and palliative care brought peace and support to the whole family



#### ‘They have helped improve my life so that I wouldn’t be afraid to die’



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

AllHPC is grateful to all interview participants, and all who offered to participate, to our member organisations, 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 2023*

The overall performance of social media engagement has been very strong. While we did see a drop in Facebook statistics such as overall reach, we were particularly encouraged to see that Twitter posts and impressions had recovered significantly from a drop last year, see table 5 below. We also gained many new followers across our channels, including Instagram and Facebook which has been slower to grow than our other channels.

2023 also saw very positive figures for Palliative Hub activity, in comparison to 2022, as set out in table 8 below.

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

Social Media Channel	September 2023 (before PCW)	October 2023	Increase of individual followers
Twitter	3, 328	3, 417	<b>89</b>
Facebook	1, 000	1, 068	<b>68</b>
LinkedIn	679	813	<b>134</b>
Instagram	250	305	<b>55</b>

Table 5- Twitter performance

Twitter	Individual posts	Reach (no. of unique users)	Impressions (no. of potential views)
<b>2023</b>	1743	2.3 m	5.5m
<b>2022</b>	1200	3.7m	2.8m
<b>2021</b>	2200	3m	4.86m
<b>2020</b>	2600	1.4m	5.17m
<b>2019</b>	2677	1.6m	6.67m

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

Social Media Channel	Individual Posts	Reach	Interactions
Facebook & Instagram	50	21, 000	1336 (page visits)
LinkedIn	140	13, 578	697

Table 7 – YouTube performance during Palliative Care Week 2019-2023

YouTube	Watch Time (minutes)	Views	Average View Duration
2023 Sept 6- Sept 16	5,316	2,459	02.09
2022 Sept 7 – Sept 17	4,704	2,312	02.02
2021 Sept 8- Sept 18	5,430	2,846	01:54
2020 Sept 11 – Sept 21	6,384	3,008	01.59
2019 Sept 6- Sept 16	8,600	3,700	02.18

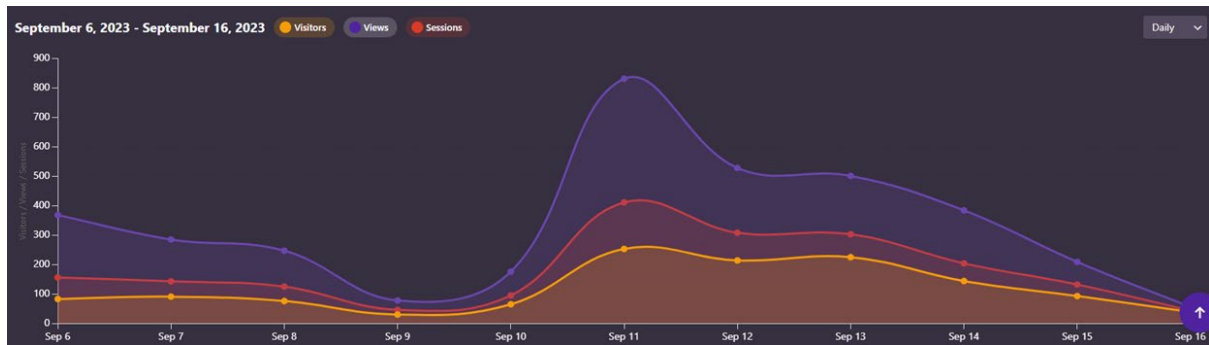
Table 8 – Palliative Hub activity during Palliative Care Week 2019-2023

Year	Sessions	Users	Page views	Pages per Session	Avg. Session Duration	% New Visitors
2023	1,967	1,143	3,663	1.86	3.37	155%
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%

Table 9 – Source of traffic to the Palliative Hub website ([www.palliativehub.com](http://www.palliativehub.com)) 2019-2023

Year	Direct (using direct URL to Hub)	Social (redirected from social media)	Referral (link from another website/ newsletter)	Organic Search (via a search engine)
2023	480	268	151	407
2022	450	89	88	274
2021	1,392	711	528	390
2020	509	473	116	279
2019	642	291	135	511

Graph showing the high level of engagement with campaign resources through The Palliative Hub



## Planning for 2024

As AllHPC begins to plan for 2024, it looks back at the 2023 campaign to understand what worked well, what needs to improve and areas to explore. A survey was sent out to 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.

### What worked well

It can be difficult to keep the wheels turning with a long running campaign and there is the risk of ‘campaign fatigue’. Therefore, kicking off the planning stage with an in-person workshop in Dublin and Belfast was a great way to motivate people and get buy-in from the very start. There was great energy in the room, meaningful conversations were held, relationships were strengthened across the sector and great ideas came of it, such as:

- Creating a Palliative Care Week logo that is used from this campaign onward to drive the awareness and recognition of the week
- Theme
- Making resources accessible
- Re-using previous survey questions to try and gauge the impact over the last few years of the campaign
- Including pictures of people with real stories of palliative care in the promotional material
- Adding narrative to the infographics to ensure the correct message is received



*'Patient stories were powerful. Loved the 10-year lookback video. Definitely a fun element to this year which was great. Well done!'*

Every year one of the biggest struggles is to find participants for the videos. However, we continue to push forward because we know how powerful personal stories can be: therefore, this year we were keen to start engagement earlier than we have before and reach out to specific

organisations to try and ensure there was diversity in the stories told (which was part of the feedback we received last year).

Providing 'ready to go' graphics and suggested content helped to increase engagement on social media due to saving time for those using them. The variety of resources available was well received as they can be used for different types of promotional activities.

Having online and in-person events was highlighted as a positive, as well as the diversity of events. The launch in Newry was particularly well received – with 43 attendees, representing 21 different organisations North and South of the island, including individuals from the personal experience videos, made it a unique night.

*'The launch event was beautiful. The range of speakers/singer and topics were perfect for the occasion.'*

### What needs to improve and new areas to explore

A survey was circulated two weeks after Palliative Care Week ended and we received great feedback which we will consider for upcoming campaigns, such as:

- Creating promotional material in different languages
- More collaborations with organisations outside the palliative care sector to have a broader reach
- The patient voice should come out clearer and stronger throughout the campaign
- Great to have so many events but difficult to attend due to competing priorities and working hours

This year we did our best to ensure content was accessible, however there is still more to be done in this area and we will seek to further improve and make sure it's done correctly.

Digital assets - While the variety of digital assets such as graphics and templates proved very popular again this year, there were some technical issues around downloading reported to us. We will work to ensure ease of access and downloading process next year to avoid delays for those using them.

### Final thoughts

AllHPC 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, AllHPC will develop a baseline for the 2024 campaign to ensure what needs to be improved is specifically targeted, new areas are explored and we keep doing what works well. Fresh thoughts and ideas are always welcomed however new elements and projects are funding dependant and AllHPC is a small team, thus our planning has to take these constraints in mind.

As AllHPC plans the 11th anniversary of Palliative Care Week in 2024, it will continue to explore opportunities through collaboration, innovative work and by engaging with different organisations outside the sector. After delivering this campaign on ten separate occasions,

AllHPC 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
Aisling	Flynn	Our Lady's Hospice & Care Services
Anita	Mallon	Queen's University Belfast/ Palliative Care Research Forum NI
Alison	Craig	Northern Health and Social Care Trust
Andrew	Davies	Our Lady's Hospice & Care Services/ PCRN
Anna	Cleminson	North West Hospice
Anne	O'Hagan	Northern Health and Social Care Trust
Anne-Marie	Hayes	Milford Care Centre
Audrey	Allen	Marymount University Hospital and Hospice
Audrey	Houlihan	Our Lady's Hospice & Care Services
Bernadette	McGarvey	North West Hospice
Bernie	McGreevy	Belfast Health and Social Care Trust
Bernie	Michaelides	Foyle Hospice
Bob	Brown	Western Health and Social Care Trust
Breda	Moloney	University of Limerick
Brendan	O' Hara	Department of Health SPPG
Brian	Beattie	Southern Health and Social Care Trust
Brian	Creedon	National Clinical Prog. for Palliative Care (ROI) Waterford Specialist Palliative Care Service
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
Craig	Harrison	Marie Curie Belfast
Dee	Kinane	St Francis Hospice, Dublin
Deirdre	Shanagher	Nursing Homes Ireland
Diane	Spence	Northern Trust and Social Care Trust
Diane	Walker	Palliative Care in Partnership (NI)

Donna	Keenan	Western Health and Social Care Trust
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
Felicity	Hasson	Ulster University
Fintan	Fagan	St Francis Hospice
Fiona	Gilmour	Northern Health and Social Care Trust
Frances	Cleary	South East Technological University
Gemma	Walton	Marie Curie
George	Kernohan	Palliative Care Research Forum NI
Georgina	Gethin	University of Galway
Geraldine	Tracey	Our Lady's Hospice & Care Services
Gerard	Leddy	Southern Health and Social Care Trust
Gillian	Traub	Belfast Health and Social Care Trust
Hazel	O'Shea	Together for Hospice
Heather	Weir	Northern Ireland Hospice
Jacinta	Cuthbert	Irish Association of Palliative Care
Jean	Maguire	Belfast Health and Social Care Trust
Joan	McEwan	Marie Curie Belfast
Joanne	Reid	Queen's University Belfast and PCRN
Joanne	Sweeney	Marie Curie
John	Duggan	Milford Hospice Communications
John	Joyce	Voices4Care
Karen	Dawson	Department of Health (NI)
Kate	Steele	Irish Hospice Foundation
Kelly	Norwood	Ulster University
Kerry	McLaverty	LauraLynn Ireland's Children's Hospice
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
Lynne	Coulson	Macmillan Cancer Support
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	Nevin	Dublin City University
Mary	O' Brien	Milford Care Centre
Maura	Fitzsimons	Atlantic Technological University
Maurice	Dillon	HSE
Megan	Mason	Public Health Agency

Michael	Connolly	University College Dublin
Michelle	Keenan	Belfast Health and Social Care Trust
Mila	Whelan	HSE
Nicki	Patterson	South Eastern Health and Social Care Trust
Nora	O'Connor	HSE
Patricia	McVeigh	Department of Health (NI)
Paul	Henry	Palliative Care Research Forum NI
Paul	Rowe	Department of Health (ROI)
Paul	Turley	Strategic Planning and Performance Group, Department of Health NI
Paula	Heneghan	Marie Curie
Paula	McGovern	Marymount University Hospital and Hospice
Pauline	Meskell	University of Limerick
Rachel	Morrogh	Irish Cancer Society
Ray	Elder	South Eastern Health and Social Care Trust
Rebecca	Lloyd	Irish Hospice Foundation
Rodney	Morton	Public Health Agency
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
Sinead	McCormack	Irish Hospice Foundation
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 2023. The in-person workshops were a very effective way to begin the planning process, with reference group members invited to make suggestions/propose ideas about areas to focus on and take forward for this year's campaign. They were also consulted on the theme and tag line and consultation on draft promotional materials. Briefings for Reference Group members (by Zoom) in April, July and August were well attended and helped to keep members informed and engaged.

Following Palliative Care Week, a survey was sent to all Reference Group Members requesting feedback on the campaign. Responses have been collated and will be used as a reference point for planning for the 2024 campaign.

# Appendix B- Questions for Palliative Care Survey, July 2023

## Agreement or Disagreement Statements

- If a person is receiving palliative care, it means they are in the last days or weeks of their life
- I prefer not to think or talk about palliative care
- Palliative care may be suitable for a number of years
- Palliative care supports family, friends and carers during an illness and afterwards
- Palliative care should be considered as early as possible when diagnosed with a life limiting illness
- Palliative care is beneficial for anyone with a life limiting illness
- Palliative care, cares for all aspects of the person, physical, social, emotional and spiritual
- Palliative care is suitable for people of any age

# Appendix C – Press Releases

Press Release (tailored to locality/county)

6 August 2023

**People in [localised to each county] are encouraged to have conversations about palliative care**

As part of Palliative Care Week 2023, All Ireland Institute of Hospice and Palliative Care (AIHPC) is calling on people in [county] to become better informed and to have conversations with friends and family about the benefits of palliative care. The campaign reaches its milestone tenth year this Autumn, and will take place from 10 to 16 September.

Palliative Care Week 2023 aims to educate people across the island of Ireland about the positive impact that palliative care can have on quality of life and to encourage them to learn more about the services available, should they need them in the future.

This year's theme is 'Palliative Care: Living for today, Planning for tomorrow.'

It reflects the commitment of AIHPC and its member organisations to improving the quality of life of people with life-limiting illnesses and their families.

**Karen Charnley, AIHPC Director**, said:

"This year's theme of 'Living for today, Planning for tomorrow' was chosen because we wanted to emphasise how palliative care enables people to have a good quality of life in the here and now, while also providing them with assurance and comfort around their future.

"It's important to remember that palliative care is available to people at all stages of illness, as well as people of all ages. There's a common misconception that palliative care is only associated with end of life care, but really it's about improving a person's day to day life from the time of diagnosis. It's about supporting them to do some of the things that they enjoy; be it hobbies or simply spending time with loved ones."

"Most of us will have known someone throughout our lives who has availed of palliative care. These shared experiences are the reason why this year for Palliative Care Week we want to connect with as many people as possible in [county] and help them to be better informed about all aspects of palliative care."

Fintan Fagan, Chief Executive Officer, St Francis Hospice, Dublin and Chair of AIHPC added,

"Palliative Care Week presents us with a vital opportunity to share information about palliative care, and the range of supports that are available. It is so important for people to talk about palliative care, whether it is something they or a family member may benefit from presently or something that may be needed in the future, and to ask for information about their local services should they need to."

- To find out more about Palliative Care Week, visit: [Palliative Care Week 2023 - The Palliative Hub](#)

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

- Download the leaflet, poster and other resources from [Campaign Resources - The Palliative Hub](#) and share with your family, friends, colleagues, your local groups, or your online community.
- 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 2023 using *#pallcareweek10*.

AllHPC 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 2023.

Any groups or individuals wishing to obtain leaflets and/or posters can contact AllHPC by calling +353 1 4912948 or by emailing [info@aaihpc.org](mailto:info@aaihpc.org).

**-ENDS-**

#### **Notes to Editors:**

##### **About AllHPC (included in all press releases)**

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

AllHPC 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:

Belfast Health and Social Care Trust  
 Dublin City University  
 Dublin University Trinity College  
 Foyle Hospice  
 Galway Hospice Foundation  
 Irish Hospice Foundation  
 Irish Cancer Society  
 LauraLynn Children's Hospice  
 Macmillan Cancer Support  
 Marie Curie  
 Marymount University Hospital & Hospice  
 Milford Care Centre  
 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  
South East Technological University  
St. Francis Hospice  
University of Galway  
Ulster University  
University College Dublin  
Western Health and Social Care Trust

AllHPC receives funding from a range of sources including member organisations, the HSE, Public Health Agency, Health Research Board, and Health and Social Care R&D Division, Public Health Agency.

**10 September 2023(ROI)**

## **Palliative Care Week**

### **Four in ten adults in the Republic of Ireland prefer not to think or talk about palliative care, according to new research**

### **Half believe that if a person is receiving palliative care, they are in the last days and weeks of their lives**

Four in ten adults in the Republic of Ireland prefer not to think or talk about palliative 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, which takes place on 10 – 16 September 2023.

The survey of 1,000 people in the Republic of Ireland carried out in July 2023, also highlighted some of the positive perceptions that exist about palliative care:

- Seven in ten adults believe that palliative care may be suitable for several years
- Nearly eight in ten adults agree that palliative care supports family, friends and carers during and after an illness
- Seven in ten adults think that palliative care should be considered as early as possible when diagnosed with a life limiting illness
- Eight in ten adults think palliative care is beneficial for anyone with a life limiting illness
- Nearly eight in ten adults agree that palliative care cares for all aspects of the person – physical, social, emotional and spiritual
- Eight in ten adults think palliative care is suitable for people of any age.

This year is the 10<sup>th</sup> annual Palliative Care Week. To mark this milestone, AllHPC has explored how people's perceptions of palliative care have changed throughout the years by including questions from the 2016 and 2018 campaigns in the 2023 survey. The 2023 results show that:

- Adults are less open now to talking about palliative care than they were in 2016. Today one in two adults prefer not to talk about palliative care, compared to one in four in 2015. This highlights the importance of continuing to encourage people to be open to discussing palliative and end of life care with their loved ones.

- Today, half of the adults surveyed still believe that if a person is receiving palliative care they are in the last days or weeks of life. This is a slight improvement in people's knowledge back in 2018, when over half (56%) believed this.

The theme of this year's Palliative Care Week is 'Palliative Care: Living for today, planning for tomorrow.' This was chosen following collaboration with AIHPC's members and the wider palliative care sector. It reflects the commitment of AIHPC and its member organisations to improving the quality of life of people with life-limiting illnesses and their families. The comparative data above shows the relevance of this theme and the importance of the campaign.

AIHPC Director, Karen Charnley, said:

"It's encouraging to see that our research has demonstrated a better understanding of the benefits of palliative care. During Palliative Care Week, we are encouraging individuals and communities to have important conversations about plans for the future with their loved ones and friends, including how they would like to be cared for if and when the need arises.

As well as this, we can see from the data that misconceptions still exist around palliative care, meaning some people who could benefit are less willing to seek it, potentially missing out on improved quality of life. This Palliative Care Week, we want to encourage people to learn more about palliative care and its benefits by visiting [thepalliativehub.com](http://thepalliativehub.com) for more information."

Minister for Health, Stephen Donnelly said:

"The importance of palliative care services for people with a range of life-limiting conditions is now increasingly recognised. It is not only for end of life but from the time of diagnosis of a life-limiting condition onwards. Palliative Care is an approach which aims to improve the quality of life of patients and their families who are facing the problems associated with life-limiting illness. This care can be provided at any stage following diagnosis. Palliative care is for people of all ages to help them live as well as possible.

"We are proud of our palliative care services in Ireland, and I would like to acknowledge the valuable role that Palliative Care Week plays in raising our awareness and understanding of palliative care and thank the All-Ireland Institute of Hospice and Palliative Care (AIHPC) and other key stakeholders in the sector for organising and promoting this important week.

"The range of services have grown significantly over the last 20 years. This has been due to strong collaboration with the voluntary sector and the HSE. Access to universal palliative care is a Programme for Government commitment and a key Sláintecare principle. We aim to ensure equitable access to palliative care services in every region of the country; and to accommodate the increased demand for services as our population grows and ages into the future."

Visit [www.thepalliativehub.com](http://www.thepalliativehub.com) to find out more. Follow the campaign on Twitter @AIHPC #pallcareweek10

**-ENDS-**

10 September 2023 (NI)

## Palliative Care Week

### **Four in ten adults in Northern Ireland prefer not to think or talk about palliative care, according to new research**

#### **Over half believe that if a person is receiving palliative care, they are in the last days and weeks of their lives**

Four in ten adults in Northern Ireland prefer not to think or talk about palliative 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, which takes place on 10 – 16 September 2023.

The survey of 500 people in Northern Ireland carried out in July 2023, also highlighted some of the positive perceptions that exist about palliative care:

- Six in ten adults believe that palliative care may be suitable for several years
- Nearly eight in ten adults agree that palliative care supports family, friends and carers during and after an illness
- Seven in ten adults think that palliative care should be considered as early as possible when diagnosed with a life-limiting illness
- Eight in ten adults think palliative care is beneficial for anyone with a life-limiting illness
- Seven in ten adults agree that palliative care focuses all aspects of the person – physical, social, emotional and spiritual care
- Nearly eight in ten adults think palliative care is suitable for people of any age.

This year is the 10<sup>th</sup> annual Palliative Care Week. To mark this milestone, AIHPC has explored how people's perceptions of palliative care have changed throughout the years by including questions from the 2016 and 2018 campaigns in the 2023 survey. The 2023 results show that:

- Adults are less open now to talking about palliative care than they were in 2016. Today one in two adults prefer not to talk about palliative care, compared to one in four in 2015. This highlights the importance of continuing to encourage people to be open to discussing palliative and end of life care with their loved ones.
- Today, half of the adults surveyed still believe that if a person is receiving palliative care they are in the last days or weeks of life. This is a slight improvement in people's knowledge back in 2018, when over half (56%) believed this.

The theme of this year's Palliative Care Week is 'Palliative Care: Living for today, planning for tomorrow.' This was chosen following collaboration with AIHPC's members and the wider palliative care sector. It reflects the commitment of AIHPC and its member organisations to improving the quality of life of people with life-limiting illnesses and their families. The comparative data above shows the relevance of this theme and the importance of the campaign.

Speaking ahead of Palliative Care Week 2023, **Peter May, Permanent Secretary at the Department of Health** said:

“I am very pleased to support this 10<sup>th</sup> annual Palliative Care Week. This year’s campaign highlights the benefits of palliative care and the difference it can make to the quality of life of people of any age living with a life-limiting illness.

“The emphasis on living well that is at the core of this year’s theme reflects the important message that palliative care focuses on all aspects of the person, should be considered as early as possible on diagnosis of a life-limiting illness and may be suitable for several years.”

AIHPC Director, Karen Charnley, said:

“It’s encouraging to see that our research has demonstrated a better understanding of the benefits of palliative care. During Palliative Care Week, we are encouraging individuals and communities to have important conversations about plans for the future with their loved ones and friends, including how they would like to be cared for if and when the need arises.

As well as this, we can see from the data that misconceptions still exist around palliative care, meaning some people who could benefit are less willing to seek it, potentially missing out on improved quality of life. This Palliative Care Week, we want to encourage people to learn more about palliative care and its benefits by visiting [thepalliativehub.com](http://thepalliativehub.com) for more information.”

Visit [www.thepalliativehub.com](http://www.thepalliativehub.com) to find out more. Follow the campaign on Twitter @AIHPC #pallcareweek10

**-ENDS-**

## Appendix D – Promotional Materials

### Information Leaflet

**Help and information at The Palliative Hub**

The Palliative Hub was developed by All Ireland Institute of Hospice and Palliative Care to provide a gateway to information and resources about palliative care across the island of Ireland.

**1. The Palliative Hub - Adult**  
This section is for those who need information about palliative care for adults, including family members and carers, and provides guidance and information including links to a wide range of resources and support organisations.  
▶ [www.adultspalliativehub.com](http://www.adultspalliativehub.com)

**2. The Palliative Hub - Children and Young People**  
This section helps parents, guardians, carers and family members to find out more about children and young people's palliative care. It contains information from diagnosis to end of life care and bereavement.  
▶ [www.childreispalliativehub.com](http://www.childreispalliativehub.com)

**3. The Palliative Hub - Carers**  
There is a wealth of information in this section to help family carers to look after their own health and wellbeing, with practical advice on self-care, such as diet, sleep, exercise and information on where to access supports when they are needed.  
▶ [www.carers.thepalliativehub.com](http://www.carers.thepalliativehub.com)

**4. The Palliative Hub - Learning Platform**  
An online learning environment offering palliative care online learning programmes.  
▶ [learningplatform.thepalliativehub.com](http://learningplatform.thepalliativehub.com)

**Palliative Care Week 10-16 September**

**Palliative Care: Living for Today, Planning for Tomorrow**

"Firstly, you are not about to die, you may be being offered care and support which can in fact greatly help to keep you strong longer and mentally able to deal with your disease better. Secondly, the more palliative care can be talked about the better."

**Maithie O'Herlihy**, who receives palliative care in her home on Achill Island, from the All Ireland Hospice Association and Castlebar Hospice

"I achieved a good few goals that I thought I wasn't able to do. There were things that I was afraid to do like go on the bus or go in to my sister. You really get strength from them and everything that they do is very good."

**Marian Meehan**, who attends palliative care day services at St. Francis Hospice

Address Phone Email

All Ireland Institute of Hospice and Palliative Care, 26th Floor, Education and Research Centre, Our Lady's Hospital and Care Services, HealthCare Centre, Dublin D08 V8W2 +353(0)1 491 2348 info@aihpc.org

WWW.THEPALLIATIVEHUB.COM #PALLCAREWEEK10  
@AIHPC facebook.com/AIHPC youtube.com/AIHPC  
linkedin.com/company/aihpc instagram.com/aihpc\_iri

## Poster

**Palliative Care Week 10-16 September**

Scan the QR code to find out more about Palliative Care Week

**Palliative Care: Living for Today, Planning for Tomorrow**

"Firstly, you are not about to die, you may be being offered care and support which can in fact greatly help to keep you strong longer and mentally able to deal with your disease better. Secondly, the more palliative care can be talked about the better."

**Maithie O'Herlihy**, who receives palliative care in her home on Achill Island, from the All Ireland Hospice Association and Castlebar Hospice

"I achieved a good few goals that I thought I wasn't able to do. There were things that I was afraid to do like go on the bus or go in to my sister. You really get strength from them, and everything that they do is very good."

**Marian Meehan**, who attends palliative care day services at St. Francis Hospice

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## Email signature

**Palliative Care: Living for Today, Planning for Tomorrow**

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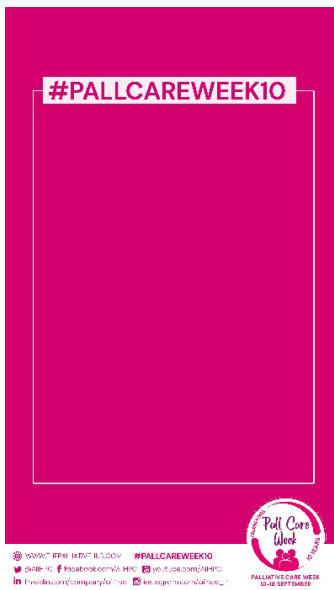
## Twitter Cover



**Event post templates**



**Instagram story template**



**Myth/Fact Graphic**



**Appendix E – Media Coverage**

1. 06 August 2023 - Calls for Donegal to become better informed on Palliative Care - highlandradio.com - <https://highlandradio.com/2023/08/06/calls-for-donegal-to-become-better-informed-on-palliative-care/>
2. 06 August 2023 - People across Ireland are urged to start a conversation on end of life care - redfm.ie - <https://redfm.ie/post/people-across-ireland-are-urged-to-start-a-conversation-on-end-of-life-care/>
3. 06 August 2023 - People in Galway encouraged to have conversations about palliative care following the launch of Palliative Care Week - connachttribune.ie - <https://connachttribune.ie/people-in-galway-encouraged-to-have-conversations-about-palliative-care-following-the-launch-of-palliative-care-week/>
4. 06 August 2023 - People in Galway encouraged to have conversations about palliative care following the launch of Palliative Care Week - galwaybayfm.ie - <https://galwaybayfm.ie/galway-bay-fm-news-desk/people-in-galway-encouraged-to-have-conversations-about-palliative-care-following-the-launch-of-palliative-care-week/>
5. 06 August 2023 - Kerry people encouraged to start conversation about palliative care - radiokerry.ie - <https://www.radiokerry.ie/news/kerry-people-encouraged-to-start-conversation-about-palliative-care-342000>
6. 06 August 2023 - People in Mayo encouraged to have conversations about palliative care - midwestradio.ie - <https://www.midwestradio.ie/index.php/news/69266-people-in-mayo-encouraged-to-have-conversations-about-palliative-care>
7. 07 August 2023 - People in Carlow are encouraged to have conversations about palliative care - carlow-nationalist.ie - <https://carlow-nationalist.ie/2023/08/07/people-in-carlow-are-encouraged-to-have-conversations-about-palliative-care/>
8. 07 August 2023 - People in Tipperary are encouraged to have conversations about palliative care - tipperarylive.ie - <https://www.tipperarylive.ie/news/local-news/1265868/people-in-tipperary-are-encouraged-to-have-conversations-about-palliative-care.html>
9. 07 August 2023 - Derry public encouraged to talk about palliative care - Derry News Monday
10. 08 August 2023 - People in Kilkenny are being urged to have conversations about a well-known form of care - kilkennypeople.ie - <https://www.kilkennypeople.ie/news/local-news/1267323/people-in-kilkenny-are-being-urged-to-have-conversations-about-a-well-known-form-of-care.html>
11. 08 August 2023 - Kildare people urged to have conversations about palliative care - leinsterleader.ie - <https://www.leinsterleader.ie/news/home/1267017/kildare-people-urged-to-have-conversations-about-palliative-care.html>
12. 08 August 2023 - Kildare people urged to have conversations about palliative care - kildarenow.com - <https://www.kildarenow.com/news/home/1267016/kildare-people-urged-to-have-conversations-about-palliative-care.html>
13. 08 August 2023 - Palliative Care Week - Newry Democrat
14. 08 August 2023 - Care campaign - The Echo
15. 08 August 2023 - up to speed... - Daily Mail (ROI) - <https://www.nla-eclips.com/NLAAPI.dll/GetObject?ObjectID=189684637>
16. 09 August 2023 - PEOPLE ARE ENCOURAGED TO HAVE CONVERSATIONS ABOUT PALLIATIVE CARE - Weekly Observer
17. 10 August 2023 - Time to talk about palliative care - Donegal News & Derry People
18. 10 August 2023 - PEOPLE ARE ENCOURAGED TO HAVE CONVERSATIONS ABOUT PALLIATIVE CARE - Mallow Star
19. 10 August 2023 - PEOPLE ARE ENCOURAGED TO HAVE CONVERSATIONS ABOUT PALLIATIVE CARE - Vale Star
20. 10 August 2023 - Talk about Palliative Care - Strabane Chronicle

21. 10 August 2023 - People in Monaghan encouraged to have conversations about palliative care - Northern Standard
22. 10 August 2023 - People in Westmeath encouraged to have conversations about palliative care needs - Athlone Advertiser - <https://www.advertiser.ie/athlone/article/137065/people-in-westmeath-encouraged-to-have-conversations-about-palliative-care-needs>
23. 10 August 2023 - LOCALMATTERS - Dublin Gazette (North Edition)
24. 10 August 2023 - Talk about Palliative Care - Ulster Herald
25. 10 August 2023 - People in Westmeath encouraged to have conversations about palliative care needs - advertiser.ie/athlone
26. 15 August 2023 - People in Louth urged to have conversations about palliative care - dundalkdemocrat.ie - <https://www.dundalkdemocrat.ie/news/home/1272326/people-in-louth-urged-to-have-conversations-about-palliative-care.html>
27. 16 August 2023 - Having a conversation about palliative care - The Tuam Herald
28. 17 August 2023 - Dubliners urged to talk about palliative care - dublingazette.com - <https://dublingazette.com/dublinlocalmatters/palliative-care-hospice-55322/>
29. 17 August 2023 - People urged to have conversations about palliative care - The Anglo-Celt
30. 19 August 2023 - Palliative care - Limerick Post
31. 19 August 2023 - All you need to know about palliative care and when you should talk to your loved ones about - buzz.ie - <https://www.buzz.ie/news/irish-news/palliative-care-hospice-think-ahead-30738665>
32. 28 August 2023 - Limerick encouraged to talk during Palliative Care Week - limerickpost.ie - <https://www.limerickpost.ie/2023/08/28/limerick-encouraged-to-talk-during-palliative-care-week/>
33. 29 August 2023 - Have conversations about palliative care - Connaught Telegraph
34. 01 September 2023 - QUEER - The Goo
35. 04 September 2023 - WLR FM @ 04-Sep-2023 08:00 - (Palliative) - WLR FM - <https://beta.ruepointmedia.ie/image/41494354/1/Palliative,Palliative%20Care%20Week,Hospice>
36. 05 September 2023 - Palliative Care Week - Newry Democrat
37. 06 September 2023 - Hospice palliative care drop-in day in Banbridge - The County Down Outlook
38. 07 September 2023 - Become better informed about the benefits of palliative care - Banbridge Chronicle
39. 08 September 2023 - Quality of life care takes a village - West Cork People
40. 08 September 2023 - Palliative Care Week public events in Ballyclare and Coleraine - northernirelandworld.com - <https://www.northernirelandworld.com/health/palliative-care-week-public-events-in-ballyclare-and-coleraine-4286023>
41. 08 September 2023 - RTE Radio 1 @ 08-Sep-2023 17:40 - (Institute) - RTE Radio 1 - <https://beta.ruepointmedia.ie/image/41635743/1/Institute,Institute%20of%20Hospice%20and%20Palliative%20care,Palliative%20care>
42. 10 September 2023 - Caregivers 'obliged' to care under most stress, palliative care study finds - irishtimes.com - <https://www.irishtimes.com/health/2023/09/11/caregivers-obliged-to-care-under-most-stress-palliative-care-study-finds/>
43. 10 September 2023 - Cost-of-living crisis impacting families needing palliative care for loved ones, MLAs to - irishnews.com - [https://www.irishnews.com/news/northernirelandnews/2023/09/10/news/cost-of-living\\_crisis\\_impacting\\_families\\_needing\\_palliative\\_care\\_for\\_loved\\_ones\\_mlas\\_to\\_be\\_told-3599791/](https://www.irishnews.com/news/northernirelandnews/2023/09/10/news/cost-of-living_crisis_impacting_families_needing_palliative_care_for_loved_ones_mlas_to_be_told-3599791/)
44. 10 September 2023 - C103 @ 10-Sep-2023 13:00 - (All) - C103 - <https://beta.ruepointmedia.ie/image/41672713/1/All,All%20Ireland%20Institute%20of%20Hospice%20and%20Palliative%20care,Palliative%20care%20week>

45. 10 September 2023 - Cork 96 FM @ 10-Sep-2023 13:00 - (Hospice) - Cork 96 FM - <https://beta.ruepointmedia.ie/image/41672682/1/Hospice,Palliative%20care,Palliative%20care%20week>
46. 11 September 2023 - Stormont event hears harsh reality of poverty for people living with terminal illness - belfastlive.co.uk - <https://www.belfastlive.co.uk/news/health/gallery/stormont-event-hears-harsh-reality-27692946>
47. 11 September 2023 - New era for Kilkenny Home Care Team as HSE to fund Clinical Nurse Team - kilkennypeople.ie - <https://www.kilkennypeople.ie/news/kilkenny-city/1294473/new-era-for-kilkenny-home-care-team-as-hse-to-fund-clinical-nurse-team.html>
48. 11 September 2023 - Donegal Hospice to host Open Afternoon for Palliative Care Week - hse.ie - <https://www.hse.ie/eng/services/news/media/pressrel/donegal-hospice-to-host-open-afternoon-for-palliative-care-week.html>
49. 11 September 2023 - Platform: Recognising palliative care as a public health issue is important as more and more people will need it in months and years - irishnews.com - [https://www.irishnews.com/news/northernirelandnews/2023/09/11/news/recognising\\_palliative\\_care\\_as\\_a\\_public\\_health\\_issue\\_is\\_important\\_as\\_more\\_and\\_more\\_people\\_will\\_need\\_it\\_in\\_months\\_and\\_years\\_a-3601582/](https://www.irishnews.com/news/northernirelandnews/2023/09/11/news/recognising_palliative_care_as_a_public_health_issue_is_important_as_more_and_more_people_will_need_it_in_months_and_years_a-3601582/)
50. 11 September 2023 - HSE assumes responsibility for funding of clinical nurse team at Carlow Kilkenny Homecare - kclr96fm.com - <https://kclr96fm.com/hse-assumes-responsibility-for-funding-of-clinical-nurse-team-at-carlow-kilkenny-homecare-team/>
51. 11 September 2023 - Four in ten adults in the Republic of Ireland prefer not to think or talk about palliative - imt.ie - <https://www.imt.ie/news/four-in-ten-adults-in-the-republic-of-ireland-prefer-not-to-think-or-talk-about-palliative-care-according-to-new-research-11-09-2023/>
52. 11 September 2023 - 40% Of People Uncomfortable Discussing Palliative Care - redfm.ie - <https://redfm.ie/post/40-of-people-uncomfortable-discussing-palliative-care/>
53. 11 September 2023 - Dying cancer patients and distressed families suffered in pandemic - study - The Herald
54. 11 September 2023 - Let's talk about... Palliative Care - The Echo
55. 11 September 2023 - Dying cancer patients and distressed families suffered in pandemic - study - Irish Independent - <https://www.independent.ie/irish-news/dying-cancer-patients-and-their-distressed-families-suffered-during-pandemic-study-finds/a1519480195.html>
56. 11 September 2023 - The hospice enabled Billy to die in his own home and in his own bed - Irish Independent
57. 11 September 2023 - The gift of a good death: 'Billy died pain-free, in his own home, in his own bed – there - msn.com/en-ie/entertainment - <https://www.msn.com/en-ie/health/other/the-gift-of-a-good-death-billy-died-pain-free-in-his-own-home-in-his-own-bed-there-was-happiness-fun-and-laughter/ar-AA1gwCgc>
58. 11 September 2023 - The gift of a good death: 'Billy died pain-free, in his own home, in his own bed – there - independent.ie - <https://www.independent.ie/life/health-wellbeing/health-features/the-gift-of-a-good-death-billy-died-pain-free-in-his-own-home-in-his-own-bed-there-was-happiness-fun-and-laughter/a1140255892.html>
59. 11 September 2023 - Dying cancer patients and their distressed families suffered during pandemic, study finds - independent.ie
60. 11 September 2023 - KCLR FM @ 11-Sep-2023 10:00 - (Palliative) Part 2 - KCLR FM - <https://beta.ruepointmedia.ie/image/41719846/1/palliative,palliative%20care%20week>
61. 11 September 2023 - Tipp FM @ 11-Sep-2023 10:00 - (palliative) - Tipp FM - <https://beta.ruepointmedia.ie/image/41691548/1/All%20Ireland%20Institute%20of%20Hospice%20and%20Palliative,palliative,palliative%20care>

62. 11 September 2023 - South East Radio FM @ 11-Sep-2023 10:37 - (Palliative) - South East Radio FM - <https://beta.ruepointmedia.ie/image/41692301/1/Palliative,Palliative%20care,palliative%20care>
63. 11 September 2023 - KCLR FM @ 11-Sep-2023 10:58 - (Institute) - KCLR FM - <https://beta.ruepointmedia.ie/image/41692779/1/Institute,Institute%20of%20Hospice%20and%20Palliative%20care>
64. 11 September 2023 - Red FM @ 11-Sep-2023 11:00 - (All) - Red FM - <https://beta.ruepointmedia.ie/image/41693093/1/All,All%20Ireland%20Institute%20of%20Hospice%20and%20Palliative%20care>
65. 11 September 2023 - South East Radio FM @ 11-Sep-2023 11:01 - (Institute) - South East Radio FM - <https://beta.ruepointmedia.ie/image/41693188/1/Institute,Institute%20of%20Hospice%20and%20Palliative%20Care>
66. 11 September 2023 - Highland Radio @ 11-Sep-2023 11:31 - (Palliative) Part 1 - Highland Radio - <https://beta.ruepointmedia.ie/image/41693971/1/Palliative,Palliative%20Care%20Week,All%20Ireland%20Institute%20of%20Hospice%20and%20Palliative%20care>
67. 12 September 2023 - Palliative Care Week being marked across Donegal - Letterkenny Live
68. 12 September 2023 - Palliative Care Week - find out the many ways the service enhances lives - inishlive.ie - <https://www.donegallive.ie/news/local-news/1295084/palliative-care-week-find-out-the-many-ways-the-service-enhances-lives.html>
69. 12 September 2023 - Palliative Care Week - find out the many ways the service enhances lives - letterkennylive.ie - <https://www.letterkennylive.ie/news/local-news/1295179/palliative-care-week-find-out-the-many-ways-the-service-enhances-lives.html>
70. 12 September 2023 - Western Trust working towards providing 'Just-In-Case' medication boxes for palliative care - derryjournal.com - <https://www.derryjournal.com/health/western-trust-working-towards-providing-just-in-case-medication-boxes-for-palliative-care-4296716>
71. 12 September 2023 - Donegal Hospice to host Open Afternoon for Palliative Care Week - donegalnews.com - <https://donegalnews.com/donegal-hospice-to-host-open-afternoon-for-palliative-care-week/>
72. 12 September 2023 - Palliative Care Week - find out the many ways the service enhances lives - donegallive.ie - <https://www.inishlive.ie/news/local-news/1295178/palliative-care-week-find-out-the-many-ways-the-service-enhances-lives.html>
73. 12 September 2023 - Donegal Hospice Open Day - Inishowen Independent
74. 12 September 2023 - Time to think and talk about palliative care - Newry Democrat
75. 12 September 2023 - 'You can see that progress, change and openness in Ireland, and I really like seeing that - irishtimes.com - <https://www.irishtimes.com/life-style/people/2023/09/12/you-can-see-that-progress-change-and-openness-in-ireland-and-i-really-like-seeing-that-parallel-with-chile/>
76. 12 September 2023 - Care concerns - The Echo
77. 12 September 2023 - 'They have helped improve my life so that I wouldn't be afraid to die' - The Irish Times
78. 12 September 2023 - Vital to recognise palliative care as public health issue - Irish News
79. 12 September 2023 - One in two prefer not to talk about palliative care - Daily Mail (ROI) - <https://www.nla-eclips.com/NLA-API.dll/GetObject?ObjectID=190518189>
80. 12 September 2023 - Clare FM @ 12-Sep-2023 09:39 - (Palliative) - Clare FM - <https://beta.ruepointmedia.ie/image/41719867/1/Palliative,Palliative%20Care%20Week>
81. 12 September 2023 - East Coast Radio @ 12-Sep-2023 10:16 - (All) - East Coast Radio - <https://beta.ruepointmedia.ie/image/41721261/1/All,All%20Ireland%20Institute%20of%20Hospice%20and%20Palliative%20Care>

82. 12 September 2023 - Live 95FM @ 12-Sep-2023 11:30 - (Palliative) Part 1 - Limerick's 95 FM - <https://beta.ruepointmedia.ie/image/41723381/1/Palliative,Palliative%20care%20week>
83. 12 September 2023 - Radio Kerry @ 12-Sep-2023 13:30 - (Palliative) - Radio Kerry - <https://beta.ruepointmedia.ie/image/41726557/1/Palliative,Palliative%20Care%20Week>
84. 13 September 2023 - HSE to take over management of Carlow Kilkenny Homecare Team - carlow-nationalist.ie - <https://carlow-nationalist.ie/2023/09/13/hse-to-take-over-management-of-carlow-kilkenny-homecare-team/>
85. 13 September 2023 - Death is taboo for many, but we need to talk about it – having plan in place can help loved ones - thesun.ie - <https://www.thesun.ie/health/11332142/death-taboo-warning-prepare-wills-plan-ahead/>
86. 13 September 2023 - Foyle Hospice celebrates 'incredible work' of its team this Palliative Care Week - derryjournal.com - <https://www.derryjournal.com/news/people/foyle-hospice-celebrates-incredible-work-of-its-team-this-palliative-care-week-4334543>
87. 13 September 2023 - 'I would be dead now if it hadn't been for the hospice' - irishtimes.com - <https://www.irishtimes.com/health/your-family/2023/09/13/i-would-be-dead-now-if-it-hadnt-been-for-the-hospice/>
88. 13 September 2023 - The hospice enabled Billy to die in his own home and in his own bed - The Herald
89. 13 September 2023 - 'Home is wherever we are, as long as the three of us are okay' - The Irish Times
90. 13 September 2023 - Galway Bay FM @ 13-Sep-2023 11:45 - (All) - Galway Bay FM - <https://beta.ruepointmedia.ie/image/41755878/1/All,All%20Ireland%20Institute%20of%20Hospice%20and%20Palliative%20Care>
91. 13 September 2023 - Radio Kerry @ 13-Sep-2023 14:45 - (Palliative) - Radio Kerry - <https://beta.ruepointmedia.ie/image/41760125/1/Palliative,Palliative%20care%20week>
92. 14 September 2023 - Palliative Care Week - Londonderry & Roe Valley Sentinel
93. 14 September 2023 - News - Londonderry & Roe Valley Sentinel
94. 14 September 2023 - Palliative care teams announce details of a new initiative to help support people - Impartial Reporter
95. 14 September 2023 - SETU researchers support Palliative Care Week - setu.ie - <https://www.setu.ie/news/setu-researchers-support-palliative-care-week>
96. 14 September 2023 - Palliative Care Week survey highlights perceptions - Farm Week
97. 14 September 2023 - Aoife's planning for tomorrow - Kerrys Eye
98. 14 September 2023 - We need the will to talk about death - The Sun (ROI) - <https://www.nla-eclips.com/NLA-API.dll/GetObject?ObjectID=190566741>
99. 14 September 2023 - Palliative Care Week event in Coleraine - Coleraine Chronicle
100. 14 September 2023 - Palliative Care Week event in Coleraine - Ballycastle Chronicle
101. 14 September 2023 - Palliative Care Week event in Coleraine - Limavady Northern Constitution
102. 14 September 2023 - Portstewart skinny di ppers all heart! - Ballymoney Chronicle
103. 14 September 2023 - Free events to mark Palliative Care Week - Ballymena Guardian
104. 14 September 2023 - KCLR FM @ 14-Sep-2023 10:05 - (Week) - KCLR FM – <https://beta.ruepointmedia.ie/image/41784326/1/Week,All%20Ireland%20Institute%20of%20Hospice%20and%20Palliative%20Care>
105. 14 September 2023 - Ocean FM @ 14-Sep-2023 10:32 - (Care) - Ocean FM - <https://beta.ruepointmedia.ie/image/41785014/1/Care,Care%20Week>
106. 14 September 2023 - Radio Kerry @ 14-Sep-2023 14:49 - (Palliative) - Radio Kerry - <https://beta.ruepointmedia.ie/image/41793658/1/Palliative,Palliative%20Care%20Week,palliative%20care>
107. 15 September 2023 - SETU supporting Palliative Care Week with study into energy hardship |

- Waterford News &am - waterford-news.ie - <https://waterford-news.ie/2023/09/15/setu-supporting-palliative-care-week-with-study-into-energy-hardship/>
108. 15 September 2023 - Four in ten prefer not to think or talk about palliative care - Mayo Advertiser
  109. 15 September 2023 - Four in 10 adults prefer not to think about palliative care - Kilkenny Observer
  110. 15 September 2023 - LauraLynn expands community services with new Galway location - imt.ie - <https://www.imt.ie/news/lauralynn-expands-community-services-with-new-galway-location-15-09-2023/>
  111. 15 September 2023 - Local writer releases first in a series of end-of-life journals - Clare Champion
  112. 15 September 2023 - CANCER SUPPORT CENTRE - Dungarvan Leader
  113. 10 September 2023 - Palliative Care Week 10 - 16 September 2023 - 96fm.ie
  114. 17 September 2023 - Radio Kerry @ 17-Sep-2023 19:02 - (palliative) - Radio Kerry - <https://beta.ruepointmedia.ie/image/41871649/1/palliative%20care%20Week,palliative>
  115. 17 September 2023 - Radio Kerry @ 17-Sep-2023 19:30 - (Palliative) - Radio Kerry - <https://beta.ruepointmedia.ie/image/41871912/1/Palliative,Palliative%20care%20week>
  116. 19 September 2023 - Staff from Donegal Hospice celebrating - Letterkenny Live
  117. 19 September 2023 - SETU researchers support Palliative Care Week - Munster Express
  118. 19 September 2023 - Marie Curie tells MLA's of poverty and hardship facing terminally ill people - Newry Democrat
  119. 20 September 2023 - Palliative Care Week 2023 - clare.fm - <https://www.clare.fm/podcasts/palliative-care-week-2023/>
  120. 20 September 2023 - Town hall lit up for Palliative Care Week - The County Down Outlook
  121. 21 September 2023 - Four in 10 adults prefer not to think or talk about palliative care, according to new res - Athlone Advertiser
  122. 21 September 2023 - Opening of LauraLynn hospice will provide for children and families in the Midlands region - Athlone Advertiser
  123. 21 September 2023 - Living for today, planning for tomorrow - Kerrys Eye
  124. 21 September 2023 - Four in 10 adults prefer not to think or talk about palliative care, according to new res - advertiser.ie/Athlone - <https://www.advertiser.ie/mullingar/article/137835/four-in-10-adults-prefer-not-to-think-or-talk-about-palliative-care-according-to-new-research>
  125. 21 September 2023 - Opening of LauraLynn hospice will provide for children and families in the Midlands region - advertiser.ie/Athlone - <https://www.advertiser.ie/athlone/article/137840/opening-of-lauralynn-hospice-will-provide-for-children-and-families-in-the-midlands-region>
  126. 1 October 2023 - Palliative Care Study Findings Released - Hospital Professional News
  127. 1 October 2023 - Celebrating World Hospice and Palliative Care Day - Hospital Professional News - [https://ehospice.com/international\\_posts/celebrating-world-hospice-and-palliative-care-day/](https://ehospice.com/international_posts/celebrating-world-hospice-and-palliative-care-day/)

## Appendix F – Themes

Palliative Care Week 2023 was the tenth 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)
- Palliative Care: Living for Today, Planning for Tomorrow (2023)



## Appendix G – Events

	<b>Event Name</b>	<b>Location</b>	<b>In Person or Online</b>	<b>Hosting Organisations</b>
1	Palliative Care Week Launch	Newry	In-person	AIHPC
2	Marie Curie 'Dying on a Budget'- poverty on people affected by terminal illness	Belfast	In-person	Marie Curie
3	Creating a Welcoming Environment in LGBTQI+ End of Life and Palliative Care	Online	Online	LGBT Ireland, St James's Hospital, AIHPC
4	Palliative Care Conference - Living for Today, Planning for Tomorrow	Belfast	In-person	Palliative Care Research Forum NI - Public Health Agency
5	Planning for the future: Teaching Teens about Palliative Care	Online	Online	St Francis Hospice, Marie Curie, AIHPC
6	Trans and gender diverse perspectives of palliative and end of life care	Online	Online	Hospice UK, AIHPC
7	IHF Palliative Care Week 2023 Webinar	Online	Online	Irish Hospice Foundation
8	The role of the research nurse in palliative care	Online	Online	Marie Curie and AIHPC
9	Into the light, illuminating the hidden challenges in palliative and end of life care (CARU Webinar)	Online	Online	AIHPC
10	Specialist Palliative Care Nurse CoP Launch	Online	Online	AIHPC

11	The Final Inequality: Global Perspectives on Access To Palliative and End of Life Care For All	Belfast	In-person	Queen's University Belfast
12	NI Hospice Bereavement Café	Belfast	In-person	NI Hospice
13	Information stand Bridge Centre Shopping Centre	Tullamore	In-person	N/A
14	Information stand Laois Shopping Centre	Laois	In-person	N/A
15	Information stands Foyleside shopping centre	Derry	In-person	Altnagelvin Hospital
16	Information Stand	Wexford	In-person	Wexford General Hospital
17	Information Stand	Cork	In-person	Mercy University Hospital
18	Information Stand	Galway	In-person	University Hospital Galway
19	Information Stand	Galway	In-person	Merlin Park University Hospital
20	Information Stand	Waterford	In-person	University Hospital Waterford
21	Drop in Coffee Morning	Banbridge	In-person	Southern Area Hospice
22	Drop in Coffee Morning	Armagh	In-person	Southern Area Hospice
23	Order in the House	Ballyclare	In-person	Northern Health and Social Care Trust
24	Palliative Care Awareness: eLearning	Online	Online	Compassionate Communities NI
25	Compassionate Community website and multi-media launch	Online	Online	Compassionate Communities NI
26	Advance Care Planning	Northern Ireland	In-person	Compassionate Communities NI
27	Spirituality in Care Homes	Northern Ireland	In-person	Compassionate Communities NI
28	Information Session	Donegal	In-person	Donegal Town Community Hospital - Donegal Hospice
29	Information session	Donegal	In-person	Buncrana Primary Care Centre – Donegal Hospice
30	Information Session	Donegal	In-person	Glenties primary care centre - Donegal Hospice

31	Open Afternoon	Donegal	In-person	Donegal Hospice
32	Information Stand	Dublin	In-person	Beaumont Hospital
33	Lunchtime Syringe Pump Workshop	Donegal	In-person	Donegal Hospice
34	Information Session - ACP	Ballyclare	In-person	CRUN, Northern Health and Social Care Trust, CC NI
35	Information Stand	Tullamore	In-person	Midland Regional Hospital Tullamore
36	Information Stand	Portlaoise	In-person	Midland Regional Hospital Portlaoise
37	Palliative Care Week Lecture	Portlaoise	In-person	Midland Regional Hospital Portlaoise
38	Information stand - South West Acute Hospital	Enniskillen	In-person	Western Health and Social Care Trust
39	Information stand - Daisy Hill Hospital	Newry	In-person	Southern Health and Social Care Trust
40	Information stand - St. Columcille's Hospital	Cherrywood Dublin	In-person	St. Columcille's Hospital
41	Information stand - Dublin Midlands Hospital group	Tullamore	In-person	Dublin Midlands Hospital Group
42	Information Stand - Temple Street, Childrens Hospital	Dublin	In-person	Childrens Health Ireland
43	Palliative Care Multidisciplinary Study Day	Dublin	In-person	Beaumont Hospital
44	Information stand - Craigavon Area Hospital	Portadown	In-person	Southern Health and Social Care Trust
45	Nursing team meeting surrounding PCW	Dublin	In-person	Jack & Jill Children's foundation
46	Information stand	Limerick	In-person	St John's Hospital
47	Information stand - South Eastern Trust	South Eastern Trust	In-person	South Eastern Health and Social Care Trust
48	Information Session	Coleraine	In-person	Northern Trust, Crun & Compassionate Communities NI
49	Nuts & bolts of how healthcare teams can support families when a mum or dad of dependent children is at end of life' workshop	Belfast	In-person	FCCC, Ulster University, South Eastern Health and Social Care Trust, Marie Curie, Cancer fund for children, Kings College London
50	Information stand & education session	Kildare	In-person	Naas General Hospital

51	Advance Care Planning' talk	Kildare	In-person	Naas General Hospital
52	Information stand	Tullamore	In-person	Dublin Midlands Hospital Group
53	Living Well event	Norwich	In-person	Norfolk & Norwich University Hospital
55	Dignity in death-an in depth look' seminar	Galway	In-person	Saolta University Healthcare Group
56	Information stand	Donegal	In-person	Letterkenny University Hospital
57	Information stand	Dublin	In-person	Mater Misericordiae University Hospital
58	Information stand - Sligo University Hospital	Sligo	In-person	North West Hospice
59	Information stand - Lurgan Hospital	Lurgan	In-person	Southern Health and Social Care Trust
60	Information stand - Mater Hospital Trauma	Dublin	In-person	Mater Hospital Trauma
61	Information stand – Crumlin	Dublin	In-person	Children’s Hospice Ireland Crumlin
62	Information stand St Colmcilles Hospital	Loughlinstown	In-person	Hospice Friendly Hospitals
63	Art by your side - St Lukes General Hospital	Kilkenny	In-person	St Lukes General Hospital
64	Information stand - Bantry General Hospital	Bantry	In-person	South/South West Hospital Group
65	Creativity Workshop - South East Palliative Care Centre	Waterford	In-person	Waterford Healing Arts
66	Information stand - Connolly Hospital	Blanchardstown	In-person	Nursing Practice & quality department at Connolly Hospital
67	Information stand	Crumlin	In-person	Childrens Health Ireland - Crumlin
68	Information stand - Mullingar Regional Hospital	Mullingar	In-person	IE Hospital Group & Irish Hospice Foundation
69	Level A Study Day for Caring for the child with a life limiting condition - Marymount Hospital & Hospice	Cork	In-person	Marymount University Hospital and Hospice



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