



PALLIATIVE CARE WEEK REPORT 2024

You, Me and Palliative Care

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PALLIATIVE CARE WEEK 2024 ...in numbers



1

Launch photo with Minister for Health (NI) Mike Nesbitt

Launch photo with An Taoiseach, Simon Harris

1



1

Perceptions survey (Northern Ireland and Republic of Ireland)

Compassionate Communities in Palliative and End of Life Care Conference

2



7

Personal Experience Videos

55 events took place across the island of Ireland

55



135

Members of Voices4Care & Reference Group consulted

Media items-print, broadcast & online

202



Printed Promotional Materials

11,500

Media reach-print, broadcast & online

19 million



Executive Summary

All Ireland Institute of Hospice and Palliative Care (AllHPC) is a collaborative of hospices, health and social care organisations, charities and universities on the island of Ireland. AllHPC's aim, with our 28 member organisations, is to ensure excellent palliative care is available for everyone at the right time and place across the island of Ireland.

2024 marked the 11th anniversary of Palliative Care Week which AllHPC leads on in collaboration with its member organisations, the wider palliative care sector, health and charity sector. In this report we want to highlight the amazing efforts made across the island to make this campaign a success but also share with you, the learnings and expertise that AllHPC has developed through the eleven years of running this campaign. The Institute believes in the benefit of shared learnings, and we hope this report can be helpful to others who are developing and running campaigns as we've included examples of our press releases, template of promotional material amongst other items that could be useful for other organisations.

A few highlights from this year's campaign:

- Messages of support from An Taoiseach Simon Harris, President D. Higgins and Minister for Health Stephen Donnelly from ROI and Minister for Health Mike Nesbitt from Northern Ireland ensured the campaign reached far and wide whilst endorsing the work of AllHPC and the palliative care sector. An Taoiseach Simon Harris and Minister for Health Mike Nesbitt also engaged in photo opportunities to promote the week.
- At least 55 events took place during the week 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 campaign at a human level.
- A longer 8-page booklet was produced, endorsed by the HSE and Department of Health NI as we wanted to share more information than was possible in our previous 4-page booklet.
- The new National Adult Palliative Care Policy (ROI) was launch within Palliative Care Week 2024.
- 135 pieces of media coverage were achieved, generating a cumulative reach of over 19 million which shows tremendous growth (**over 40% on 2023**).
- Irish language news features took place on Raidió na Gaeltachta (**new for 2024**)

We would like to acknowledge and thank AllHPC's 28 member organisations for their essential support and engagement with Palliative Care Week and the work of the Institute.

In addition, AllHPC's funders which include the HSE, Public Health Agency, Health Research Board and Health and Social Care R&D Division, Public Health Agency who are also integral to the ongoing operation of the Institute and we are very appreciative of their ongoing support. The 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.

Palliative Care Week – A Collaborative Approach

Immense efforts of Palliative Care colleagues reminding us about the different ways that palliative care can touch any of our lives, how it can affect all of us and how it can benefit us if and when we may need it. The many events and activities that were organised by individuals and teams in a variety of settings included training sessions and workshops, promotional/information stands, and conferences catering for palliative care professionals and for the public.



Tallaght University Hospital



Children's Health Ireland



For a second year, Belfast City Hall, Newry Town Hall and Down Leisure Centre were illuminated in magenta pink to mark Palliative Care Week 2024. Dublin Civic Office Buildings were also lit up to mark the campaign.

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 promotes co-design and collaboration throughout the planning and implementation of the campaign with all its stakeholders and aims to support the activities and events taking place. From the very early stages of planning, AIHPC, sought wide stakeholder input through in-person workshops in Dublin and Belfast with the Palliative Care Reference Group, 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).

The Reference Group included 202 individuals from AIHPC member organisations, Voices4Care, AIHPC's volunteer group, the wider palliative care sector and charity sector.

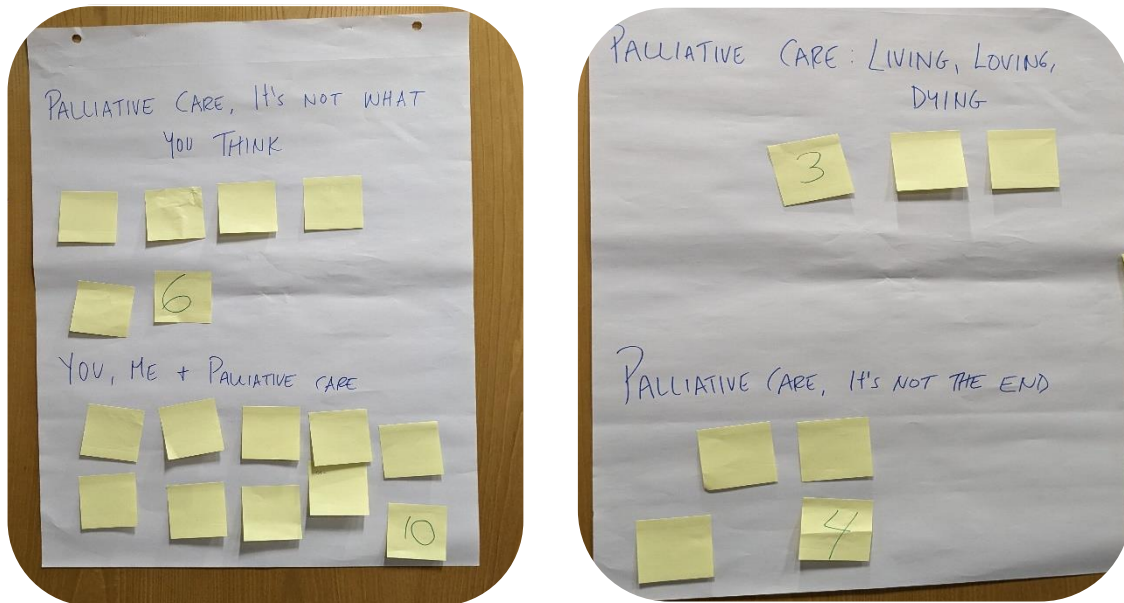
The role of the reference group members is to advise on the campaign, including:

- Identifying messages and content which are representative of thinking across the sector
- Ensuring the campaign is reflective of the perspectives of people with palliative care needs and carers
- Ensuring the campaign integrates harmoniously with messages and activities of other stakeholders in the sector
- Group members are champions of Palliative Care Week within their organisation, where appropriate, and across the health system.

The two in-person workshops in March were a very effective way to begin the planning process as they provided a forum for Reference Group members invited to discuss and propose ideas for the campaign including events, the tag line, promotional material and survey questions.

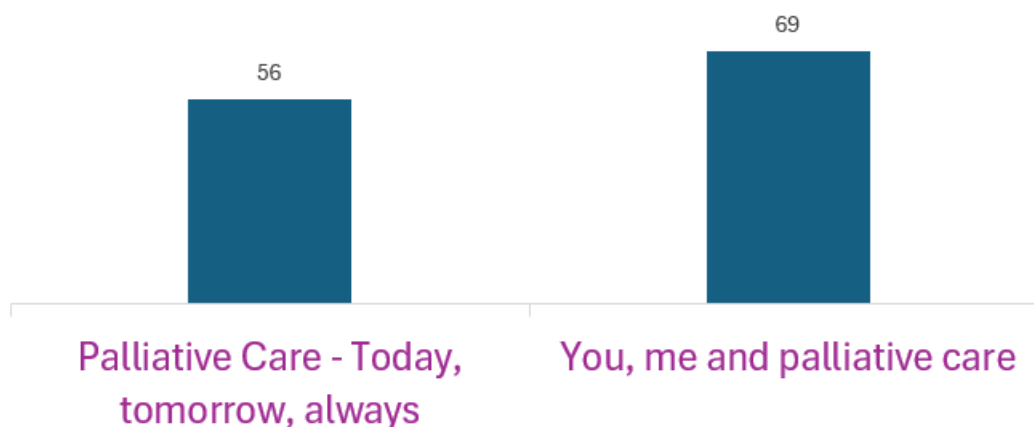


Choosing the tag line, was a collaborative effort that started in the workshops, with several ideas being voted on, including, 'With you on your journey', 'Caring for you throughout your journey', 'Palliative Care: Living, Loving, Dying', 'Palliative Care: It's not the end', 'Palliative Care: Today, tomorrow, always', 'You, Me and Palliative Care' and reusing past themes such as 'Palliative Care: It's not what you think' or 'Palliative Care: Living, as well as possible'.



Ultimately, it came down to two themes, which were emailed to all members of the Reference Group and voted upon.

2024 Palliative Care Week Theme Votes



We also hosted online meetings (by Zoom in June and August) to ensure all members are kept up to date regarding the developing plans for the week and they have opportunities to inform the campaign developments. We also send out consultations via email, including

voting on the theme and asking for feedback on the key messages for the promotional material (outlined below).

2024 Key messages

Did you know? Palliative care...

- is not only for people with cancer - it can benefit people with any life-limiting illness
- is for all ages - it can benefit people right across the lifespan
- is for people living at home and within nursing homes, people who are in hospital, as well as for people who might need to be in a hospice
- is not only about dying, but can help people from the time of a diagnosis with a life-limiting condition onwards
- improves the quality of life of the person with palliative care needs and can help their families
- improves a person's ability to participate in their daily activities, and to keep doing things that are important to them

E.g. of messaging included in the 2024 booklet

The in-person workshops are great ways to get people engaged with the campaign and get different perspectives. One of the main ideas that we took on board was adding the HSE and Department of Health Northern Ireland logos to the Palliative Care Week booklets. The endorsement of both organisations was significant in helping us to increase public awareness and to share the key messages.

Physical copies of our Palliative Care Week booklet are still available. If you would like to receive some, please contact Yvonne McCahill, email: ymccahill@aiahpc.org. You can also download the booklet [here](#).



Personal Experience Video Project 2024

2024 marked the 8th year of the Personal Experience Video Project and its importance within the overall campaign is as clear as ever, bringing about further opportunities as our audience engages with the real stories of the wonderful people who participate, sharing their own lived experiences of palliative care services. A great example of this is the interview with Brendan Byrne, who attends palliative care at Galway Hospice. John spoke with John Cooke from RTE Drivetime, the interview was aired just ahead of the campaign. Listen back- [Palliative Care and A Piano Man - Drivetime \(rte.ie\)](https://www.rte.ie/programmes/drivetime/2024/01/24/palliative-care-and-a-piano-man/).

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.

AllHPC gratefully acknowledges all participants and their families, their involvement has an immeasurable positive impact on the campaign, in sharing positive messages about the benefits of palliative care.

We would like to acknowledge Garry Kelly and his team at GK Media who helped in making the process run seamlessly again this year. We would also like to acknowledge colleagues in our member organisations and charities who worked diligently to identify and support the people who take part in the videos and assisted with making arrangements for filming. We are very grateful.

Link to the videos below:

[Tansey family, Northwest Hospice](#)

[Rosie's Trust](#)

[Brendan O' Byrne, Galway Hospice Foundation](#)

[Don McLennan, Foyle Hospice](#)

[St. Francis Hospice Volunteers](#)

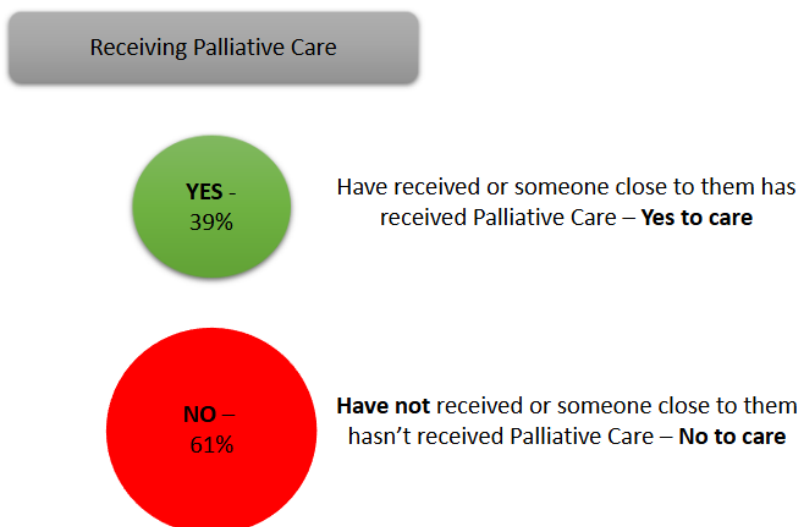
[LauraLynn Ireland's Children's Hospice](#)

[Milford Care Centre Bereavement Services](#)

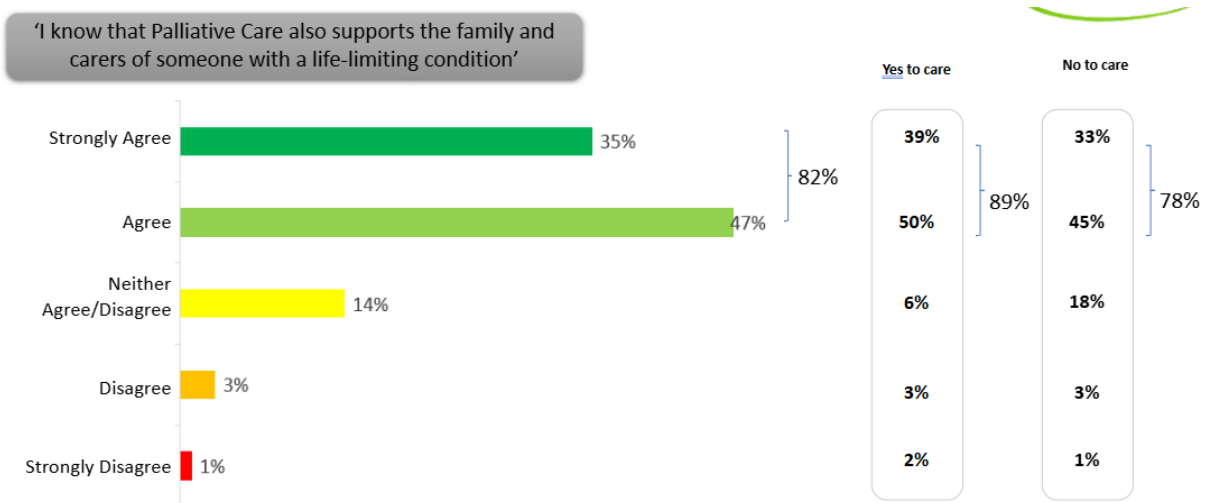
Survey - Public Perceptions of Palliative Care

In recent years we have commissioned iReach to conduct a survey to inform the campaign and get a better understanding of people's perceptions of palliative care. A survey of 1500 people was carried out in July: 1000 in the Republic of Ireland and 500 in Northern Ireland.

This year we included questions which aimed to see how perceptions differed depending on whether the person had personal experience of palliative care. First, we asked participants whether they had personally received palliative care or someone close to them: 39% said yes and 61% said no.

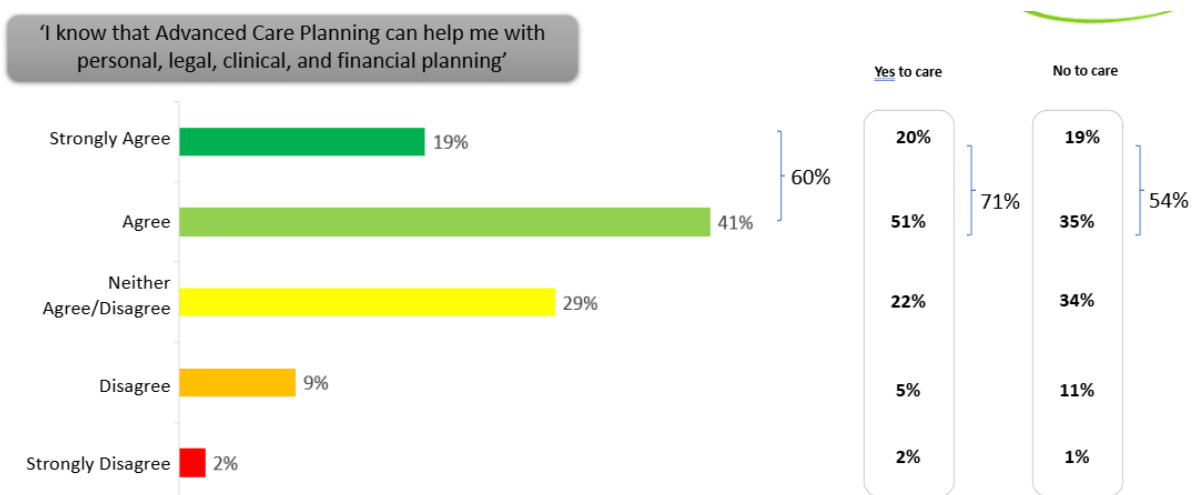


With this categorisation in mind, we asked people how much they agreed/disagreed with different statements, including: I know that Palliative Care also supports the family and carers of someone with life-limiting condition. 89% of people who have experienced palliative care agreed versus 78% of people who had not experienced palliative care.

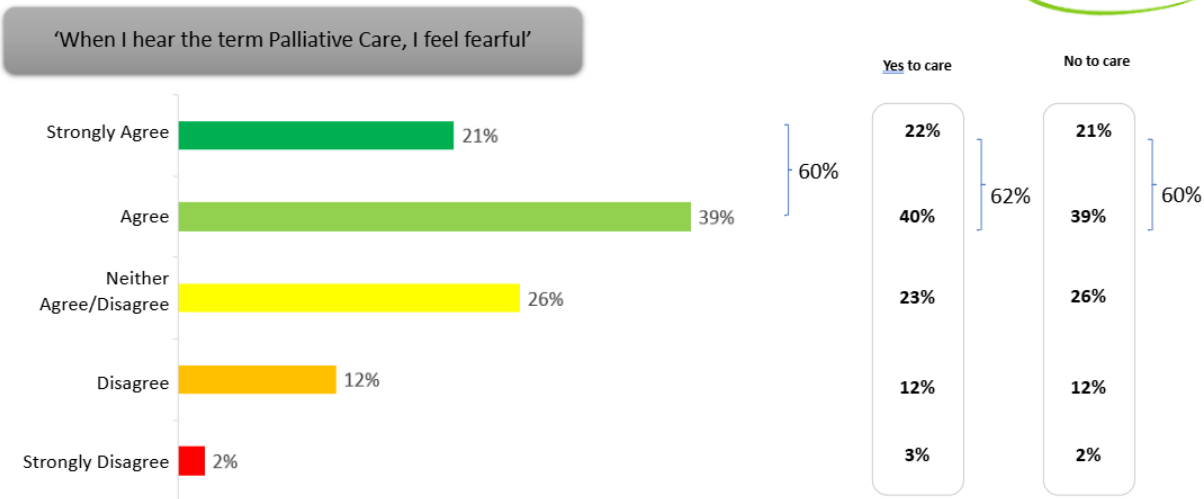


Furthermore, we asked how much they agreed/disagreed with the following statement:

I know that Advanced Care Planning can help me with personal, legal, clinical and financial planning. In this case, 71% of people who had experienced care agreed with this statement while only 54% of people who had not experienced palliative care agreed with this statement.



While on average, 10% of people who have experienced palliative care appear to have a better understanding of what palliative care entails and its holistic approach it was still interesting to see that in both circumstances, 61% of people feel fearful, when they hear the term palliative care.



[Download the full report to see](#) all the questions asked as well as the different information per jurisdiction.

Political Endorsement

Support from An Taoiseach, Simon Harris; Ministers for Health, Stephen Donnelly (ROI); Mike Nesbitt (NI) and President of Ireland, Michael D. Higgins



Top left- Launching Palliative Care Week- Yvonne McCahill, Communications Manager, AIIHPC; Taoiseach Simon Harris; Fintan Fagan, Chair, AIIHPC; Karen Charnley, CEO, AIIHPC



Bottom left- Taoiseach Simon Harris, Heidi and the Feighery Family who receive palliative care supports from LauraLynn, Ireland's Children's Hospice

Great support for this year's Palliative Care Week campaign was received from Stephen Donnelly T.D., Minister for Health (ROI) and from Mike Nesbitt, Minister for Health (NI), who also supported our launch photo at Stormont, with Eoin O'Neill who is a patient at NI Children's Hospice and his mother Ann Marie O'Neill.

An Taoiseach, Simon Harris supported the campaign launch in Dublin at Government Buildings and met with the Feighery family who avail of the services of LauraLynn, Ireland's Children's Hospice, who care for their daughter Heidi.

President Higgins sent a letter of support conveying his best wishes to all those involved in Palliative Care Week and acknowledging the wonderful work of the palliative care teams. the Many families and individuals across Ireland have witnessed, at first hand, the

These messages of endorsement 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.

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

[Mike Nesbitt, Minister for Health, Northern Ireland](#)

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

[Michael D. Higgins, President of Ireland](#)

Media focus on Palliative Care



Palliative Care is everyone's business, says Cork consultant

Palliative Care Week runs from September 8 to 14. Dr Karie Dennehy, Palliative Medicine Consultant, Marymount University Hospital and Hospice and Cork University Hospital, tells us more



The Garden of Reflection at Marymount University Hospital and Hospice, Cork. Picture Dan Linehan

[://www.echolive.ie/corkviews/arid-41468380.html](http://www.echolive.ie/corkviews/arid-41468380.html)

AIHPC commissioned The Communications Clinic for media communications support for Palliative Care Week 2024.

Palliative Care Week 2024 was announced on 11 August via a press release tailored to each county calling on people in communities across the island of Ireland to have conversations about palliative care and announcing the theme 'You, Me and Palliative Care.' Download a copy of the [press release](#).

DRIVETIME – RTE RADIO ONE 5TH SEPTEMBER 2024

Palliative Care and A Piano Man

CLIP • 7 MINS • 05 SEP • DRIVETIME

You, Me and Palliative Care, That's the theme for this year's Palliative Care Week taking place from September 8th to 14th to raise awareness of the benefits of hospice and palliative care. Drivetime's John Cooke spent the afternoon in the company of a very talented gentleman called Brendan O'Byrne to find out more



The results from the population survey informed key messaging in the launch press releases issued for Palliative Care Week on Sunday 8 September. The press releases were accompanied

by the launch photos with Taoiseach, Simon Harris (ROI) and Mike Nesbitt, Minister for Health (NI). Download a copy of the [ROI Press Release](#) and [NI Press Release](#).

In total, the campaign achieved 127 individual media items across print, broadcast and online media this year had and an overall reach of almost 10 million. (See **Appendix B** for full media list).

BELFAST TELEGRAPH 8TH SEPTEMBER 2024



In the months leading up to the campaign, we worked with The Communications Clinic to develop a list of media spokespeople and to identify people who have personal experience of palliative care and support them in sharing their stories with media. Thank you to all media spokespeople across the island and to those who worked to secure media opportunities for

local initiatives, and The Communications Clinic for their commitment to achieving a very strong media presence throughout.

Events

We recorded 56 events taking place across the island of Ireland. AllHPC member organisations, hospices, hospitals and other organisations held online, and in-person events aimed at the public but also for health and social care professionals. For a full list of the events please visit the [link](#). We are also aware that further events took place during the week.

A snapshot of events



This year, AllHPC in partnership with Foyle Hospice and Irish Hospice Foundation, hosted a public facing event in Newry: *Compassionate Communities in Palliative and End of Life Care*. An opening speech was delivered by An Tánaiste, Micheál Martin, who spoke of the ‘centrality’ of palliative care in his address to the conference, “Today’s conference is an opportunity to shine a light on, and raise awareness about, the challenges people and their families face when dealing with serious illness and the end-of-life journey. It is an

opportunity to highlight the centrality of palliative care to a caring and compassionate society and the profound difference it can make to people’s lives.”



l-r Sharon Williams, Project Manager, Compassionate Communities NI; Ann Marie Casey, Director of Nursing, Foyle Hospice; Donall Henderson, CEO, Foyle Hospice; An Tánaiste, Micheál Martin; Paula O’Reilly, CEO, Irish Hospice Foundation; Karen Charnley, CEO, All Ireland Institute of Hospice and Palliative Care.

Over 100 delegates attended from across the island of Ireland attended the event which provided an opportunity to explore positive, practical, and forward-thinking community-based solutions at a time when there is a growing demand for palliative care due to an aging population and more people living longer with multiple chronic illnesses.

[Watch highlights of the day](#) and see the conference presentations videos and slides on our [Palliative Hub website](#).



The week also welcomed the launch of the National Adult Palliative Care Policy in the Republic of Ireland which was launched in St Francis Hospice on Tuesday 10 September.



I-r Dr Bridget Johnston, Research Assistant Professor, Trinity College Dublin; Paula O' Reilly, CEO, Irish Hospice Foundation; Corinne Hasson, Director of Services, Irish Cancer Society; Stephen Donnelly T.D., Minister for Health; Karen Charnley, CEO, AllHPC and Maurice Dillon, National Lead for Palliative Care, Access & Integration, HSE.

Reach and Impact

Promotional materials

This year, we printed 1000 booklets and 750 posters which were posted to all individuals who requested them. These resources were also available to download online.

In addition to printed materials, we had a wide variety of digital assets, designed for different social media platforms that could be easily downloaded from our website for anyone to use. See **Appendix A** below for examples of graphics.

A Palliative Care Week media pack with the key messages, suggested content and accompanying graphics for social media channels was shared with key communications contacts and Reference Group members, to encourage ease of engagement with the campaign. These messages could be adapted for social media channels, including Facebook and Twitter, and for media engagement.

Table 1 – Distribution of printed promotional materials

Promotional Materials	2020	2021	2022	2023	2024
Leaflet	5,600	8,495	9,600	10,000	8094
Poster	511	443	950	950	600

Coffee Morning 2024: For the eighth year, Palliative Care Week preceded Coffee Morning, which took place a week late. The two campaigns work to support each other, Palliative Care Week building momentum and Coffee Morning continuing the important conversations and prolonging the positive messages and public awareness of palliative care.

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 HSE Internal Communications for sharing a number of the events to the HSE internal events listing.

Media – Broadcast, Print and Online

A total of 130 items of media coverage were generated for the 2024 campaign across national and regional broadcast, print and online media, including the Irish Independent, RTE Radio 1, RTE Raidio na Gaeltachta, RTE 1 TV News programmes Galway Bay FM, Irish News, Belfast Telegraph, Midwest Radio and many more servicing communities right across the island of Ireland. We are immensely grateful to all media outlets who supported our campaign each year.

The media interest and coverage were of a high quality and comprehensive, with coverage from most of the key news outlets across the island, some mentioned above. We wish to commend so many of the organisations whose wonderful initiatives and services led to this successful outcome - Foyle Hospice, Southern Area Hospice, Northern Ireland Hospice, Donegal Hospice, Compassionate Communities NI, Galway Hospice Foundation, Our Lady's Hospice & Care Services and many, many more.

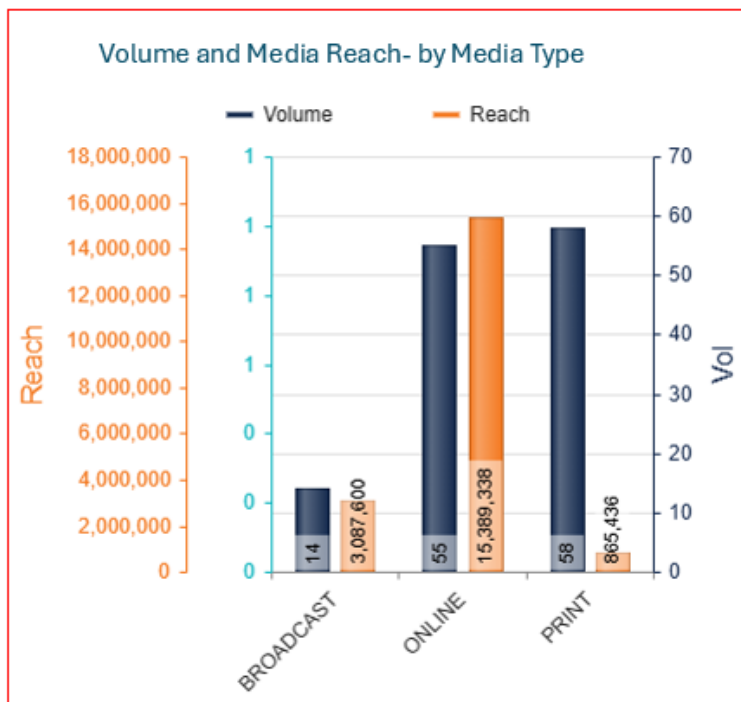
The momentous occasion of the launch of the new National Adult Palliative Care Policy in the Republic of Ireland on Tuesday, 10 September also provided a key news item within the week.

The chart below shows the wealth of coverage the campaign generated and reflects impressive growth on 2023.

Definitions

Volume- The chart shows the volume of media articles across broadcast, print and online media.

Reach- These figures represent the number of people reached by the media coverage generated throughout the campaign.



Social Media performance and impact for 2024

Our social media channels provide an essential platform for sharing of messaging and promotion of events throughout the campaign including pre campaign promotion. It is also highly valuable for engaging with the activities of our member organisations, key stakeholders, charity organisations and individuals. Overall, we had high engagement again for 2024 and were encouraged to see a significant increase in followers to our channels with a 20% increase to LinkedIn and 10% on Facebook over the course of the campaign.

Table 1- Top performing X and Facebook posts- these posts generated the most engagement- see figures on the right of the table. It also shows over 95% positive or neutral sentiment.

Influencer	Network	Posts	Sentiment	Reach	Reach per mention	Engagement ↓	Engagement per mention
Irish Independent http://www.facebook.com/		1		873.3K	873.3K	936	936
All Ireland Institute of Hospice & Palliative Care @AIHPC		37		129.7K	3.5K	390	10.5
AIHPC http://www.facebook.com/		21		23.5K	1.1K	276	13.1
Dr Colm Henry, CCO HSE Ireland @CcoHse		1		21.5K	21.5K	136	136
CNME Galway @CNMEGalway		8		13.8K	1.7K	130	16.3
CNMEMayoRos @CNMEMayoRos		8		15.2K	1.9K	88	11
Karen charnley @charnley_k		7		8.3K	1.2K	72	10.3
John Cooke @johncookeradio		2		6.9K	3.5K	46	23
St. Francis Hospice @SFHDublin		6		13K	2.2K	44	7.3
NCCP @hseNCCP		1		4.7K	4.7K	40	

Table 2 – YouTube performance during Palliative Care Week 2020-2024

2024 saw a very encouraging increase of 563 views on the AIHPC YouTube channel.

YouTube	Watch Time (minutes)	Views	Average View Duration
2024 Sept 8- Sept 18	5,082	3,062	1:39
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

Table 3 – Palliative Hub activity during Palliative Care Week 2020-2024

While strong engagement with The Palliative Hub is shown, engagement decreased in comparison to 2023. We aim to boost the engagement through the site updates currently underway and further promotion planned in 2025.

Year	Sessions	Users	Page views	Pages per Session	Avg. Session Duration	% New Visitors
2024	1, 459	1, 107	2, 547	1.75	4.03	34.7%
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%

Table 4 – Source of traffic to the Palliative Hub website (www.palliativehub.com) 2020-2024

This table shows the various ways that people accessed The Palliative Hub, e.g. 542 using a direct URL, a good increase on last year.

Year	Direct (using direct URL to Hub)	Social (redirected from social media)	Referral (link from another website/ newsletter)	Organic Search
2024	542	199	142	333
2023	480	268	151	407
2022	450	89	88	274
2021	1,392	711	528	390
2020	509	473	116	279

Costs

The total campaign cost for 2024 was approximately €35,233.

Costs include the population survey (iReach), seven personal experience video production, design, printing and distribution of 1000 booklets and 750 posters, including postage, communications/PR services including media monitoring, and services to produce a Vox pop in the Republic of Ireland. 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.

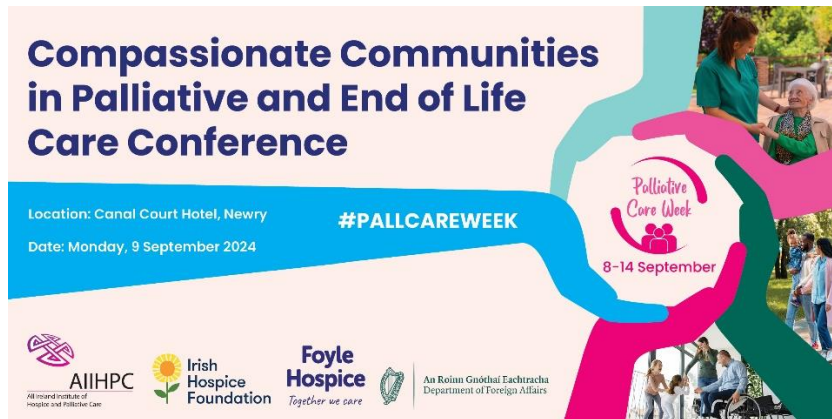
Final thoughts

Looking back at Palliative Care Week 2024 and thinking about the eleven campaigns that AllHPC has led on, we are proud of the impact and growth achieved, year after year. We understand the benefits of having the same key elements every year, such as the personal experience videos, posters and leaflets. However, we also understand the need to continue to innovate. This year, we tried Vox pops in Dublin on Grafton Street, but we found that it was not easy to get people to talk about palliative care. Thus, we cancelled our plans to have a Vox pop in Belfast. Each year, we try different initiatives and assess their effectiveness.

As we look forward to 2025, we seek to get a better understanding of what other countries are doing such as Belgium, Netherlands, Scotland and Canada. We will look at what new research is saying in terms of effective campaigning and use of language, and we will of course, reach out to stakeholders to once again, co-design and collaborate, to ensure people are informed of the benefits of palliative care and the difference it can make to a person’s quality of life.

Appendix A – Promotional Materials

Campaign branding is a core element of Palliative Care Week, and this year’s design provided a strong visual presence that was developed with AIIHPC members and stakeholders in mind which proved very successful and was widely used.



Full range of brand assets can be viewed [here](#).

Appendix B – Media Coverage

[Palliative Care Week 2024 media list](#)