



# Palliative Care Week 2021 Report

## *Palliative Care: It's more than you think*

November 2021



## Contents

<b>1. Palliative Care Week 2021 At A Glance</b>	<b>page 3</b>
<b>2. Introduction</b>	<b>page 4</b>
<b>3. Planning for Palliative Care Week 2021</b>	<b>page 4</b>
<b>4. Key Developments</b>	<b>page 5</b>
<b>5. Campaign Planning- A Collaborative Approach</b>	<b>page 10</b>
<b>6. Resources</b>	<b>page 13</b>
<b>7. Costs</b>	<b>page 15</b>
<b>8. Reach and Impact</b>	<b>page 15</b>
<b>9. Commentary</b>	<b>page 20</b>
<b>10. Planning for 2022</b>	<b>page 22</b>
<b>11. Conclusion</b>	<b>page 23</b>
<b>Appendix A - Reference Group</b>	<b>page 24</b>
<b>Appendix B - Questions for Palliative Care Survey</b>	<b>page 27</b>
<b>Appendix C - Press Releases</b>	<b>page 28</b>
<b>Appendix D - Promotional Materials</b>	<b>page 36</b>
<b>Appendix E - Palliative Care Week Events</b>	<b>page 40</b>
<b>Appendix F - Media Coverage</b>	<b>page 42</b>
<b>Appendix G - Themes</b>	<b>page 48</b>

<b>Palliative Care Week 2021- At a glance</b>	
<b>1</b>	President's Message
<b>2</b>	Health Ministers involved
<b>4</b>	Ambassadors supported
<b>6</b>	Prizes won in social media giveaway
<b>10</b>	Social media assets available ( <b>new for 2021</b> )
<b>12</b>	Videos of palliative care experiences: Patients and family members Professionals ( <b>new for 2021</b> )
<b>21</b>	Radio items broadcast
<b>41</b>	Voices4Care members consulted
<b>95</b>	Media interactions in total
<b>443</b>	Posters distributed
<b>1,500</b>	People took part in survey
<b>2,500</b>	Palliative Hub sessions
<b>2,200</b>	Twitter posts
<b>3,000</b>	Leaflets in Coffee Morning packs
<b>8,495</b>	Leaflets distributed
<b>11,000,000</b>	Overall reach of the 2021 campaign (traditional/online/social media)

## **1. Introduction**

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

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

Working closely with colleagues in the hospice and palliative care sector including AIHPC partners and key stakeholders, AIHPC has facilitated and coordinated an annual Palliative Care Week since 2014. The campaign raises public awareness and increases understanding of palliative care, through informed messaging using a wide range of communications platforms.

The eighth Palliative Care Week campaign was developed with a broader scope and vision to expand the reach and inform as many people as possible about the benefits of palliative care. Additional funding received this year from the Health Service Executive and the Department of Health, Northern Ireland, allowed for increased investment in new campaign resources and external supports, without which the 2021 enhanced campaign and outcome would not have been possible.

## **2. Planning for Palliative Care Week 2021**

Planning for Palliative Care Week 2021 began in late 2020. As the Island of Ireland was still in the height of the pandemic into the early months of 2021, planning focused on the probability that most events and activities would once again take place virtually.

In 2020, we shone a spotlight on the services available and continuing to be provided to people with palliative care needs and their families in communities across the island of Ireland during the pandemic, highlighting the importance of the community in supporting people with palliative care needs.

In 2021, we wanted to focus on the benefits of palliative care for a wide range of illnesses, challenging the common perception that it is just for those with cancer. We wanted to raise awareness of its benefits across all ages and at all stages of diagnosis. The 2021 information leaflet was a fresh design with a tree with branches illustrating the different elements of palliative care and why it is 'more than you think.'

### **AIHPC's objectives for Palliative Care Week 2021 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 a campaign informed by personal and professional experiences of palliative care.

- Position AIIHPC as a facilitator for the campaign, aligning messaging and activities with the needs of AIIHPC partners and the palliative care sector, the wider health and social care system, and wider society.
- Build upon the successes of previous campaigns to share messages of the benefits of palliative care with a wider audience, utilising additional resources available for the 2021 campaign.



*Robin Swann MLA, Health Minister, Northern Ireland, pictured at the NI launch of Palliative Care Week 2021 with Karen Charnley, AIIHPC Director.*

### **3. Key Developments**

#### **Theme – Palliative Care: It's more than you think**

The theme for the 2021 campaign was given careful consideration, and the thought process centred around the need to raise awareness of the broad scope of services that are available to people with palliative care needs, and the benefits of palliative care at all stages of illness and not just at end of life.

Having consulted with Voices4Care members and the Palliative Care Week Reference Group (Appendix A), the theme was confirmed as **Palliative Care: It's more than you think.**

## Palliative Care Experience Video Project 2021

For the fifth year, AIIHPC, supported by the Department of Health, Northern Ireland, collaborated to produce twelve videos released during Palliative Care Week.

The video project was significantly expanded this year. As well as the videos of those who kindly shared their personal experiences of receiving palliative care, the project featured a range of professionals working in palliative care, who shared experiences of caring for patients and how their individual roles help patients as a part of the palliative care team. The following professions were featured: Palliative Medicine Consultants, Occupational Therapist, Music Therapist, Speech and Language Therapist, Physiotherapist and Nursing including a Community Nursing Team Leader, Clinical Nurse Specialist, a Nurse working in a nursing home.

AIIHPC is grateful to all participants for sharing their stories which included experiences from children's palliative care through to palliative care for adults. The videos, along with a transcript of each film, are available at the link below. To date, the videos have been viewed 50, 000 (as of 12 November 2021).

[Palliative Care Week Personal Stories](#)

## Survey

To inform Palliative Care Week 2021, AIIHPC commissioned iReach to conduct a survey of public perceptions of palliative care using a range of questions, carefully chosen to measure public opinion. In July 2021, a survey of a sample population of 1000 people in the Republic of Ireland and 500 people in Northern Ireland was conducted. The survey results are available [here](#) See Appendix B for survey questions.

## Launch of Palliative Care Week 2021

## Support from President of Ireland, An Taoiseach and Health Ministers, North and South



Wonderful messages of support for this year's Palliative Care Week campaign were received from both *Ministers for Health, Robin Swann (NI) and Stephen Donnelly (ROI), from An Taoiseach and from President Michael D Higgins*. The messages significantly supported raising the profile of the campaign and its aim of raising awareness of the positive impact that palliative care can have on the lives of people with life limiting conditions.

Each message of support expressed appreciation to the palliative care sector and those working within the sector for their valuable work especially during the Covid-19 pandemic. For example, President Michael D Higgins stated:

*I would also like to take this opportunity to thank those who work in palliative care, and who have impacted so positively on those for whom they care, bringing reassurance and relief into their lives and the lives of their loved ones.*

The messages are available to view below:

[President Michael D. Higgins](#)

[An Taoiseach, Micheál Martin](#)

[Minister for Health \(NI\) Robin Swann](#)

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

Press releases to launch the week were issued on Sunday 12 September and were tailored for both jurisdictions on the island. Stephen Donnelly TD, Health Minister, Republic of Ireland and Robin Swann MLA, Health Minister, Northern Ireland further endorsed the campaign in the press releases. To mark the commencement of Palliative Care Week, Minister Donnelly also visited Our Lady's Hospice and Care Services, Wicklow Hospice on Monday, 13 September. While there, the Minister announced the Public Consultation for the update of the Adult Palliative Care Policy, showing his commitment to the improvement of palliative care services.



*Stephen Donnelly TD, Minister for Health (ROI), pictured at Our Lady's Hospice and Care Services, Wicklow Hospice with Karen Charnley, AIIHPC Director*

## Media focus on Palliative Care



Palliative Care Week 2021 was announced on 9 August via a press release tailored to each county encouraging people to become informed about palliative care, and how it might help them or someone close to them. The announcement generated lots of interest, particularly in the local media with requests for interviews with AIHPC Director, Karen Charnley. This built great momentum for the campaign in the weeks running up to Palliative Care Week.

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

The press releases led to many news items published and broadcast across a range of radio, print, and online media, including personal stories from those receiving palliative care, family and professionals. Items in a number of the major media outlets, North and South including RTE, BBC, Newstalk, Irish Times, etc were hugely impactful.



## Belfast Telegraph

Palliative Care Week: 'It's about mind, body and soul... finding out what will give patients back their spark'

## Palliative care, making memories and keeping life 'normal'

Living with cancer as the patient, the husband and the daughter

## Banbridge Chronicle

Palliative care now delivered at home

## Mayo News

'Every moment matters'

## The Irish Independent

A quick check-up for my hoarse throat led to a diagnosis of aggressive cancer.



### Events

Again this year, all Palliative Care Week events were hosted online, adhering to ongoing Covid-19 restrictions. For 2021, there was a total of 18 virtual events held, a significant increase on last year's 10, with 2,500 attendees, a **25% increase** on 2020 attendance. This was a fantastic response, particularly given the Covid environment and the necessity to carry out so many work activities now online – see complete event listing below.

### Ambassadors

The support of those who are well known to the public is extremely important to the campaign and is valuable to reaching a wider audience. We are very grateful to our partners who supported the campaign by arranging wonderful messages of support from high-profile ambassadors, among whom were broadcaster Mary Kennedy, sportsperson Fiona Coghlan and actors Una Crawford O' Brien and Bryan Murray.

### 4. Campaign Planning – A Collaborative Approach

A collaborative approach was taken from the initial stages of planning for the 2021 campaign and this approach underpinned its success and highlights the value of working together to achieve a common goal.

In its position as facilitator of Palliative Care Week, AllHPC encourages participation in planning from partners and stakeholders in the palliative care and wider health sector and sets out to support all events and activities planned for Palliative Care Week.

### **Audiences**

Primary audiences included those who could benefit from palliative care, the public, communities across the island of Ireland and health and social care professionals. Secondary audiences included politicians, policy makers, both health departments, the HSE, the Public Health Agency (NI), and opinion leaders. As mentioned above, working together with AllHPC partners and the wider sector was vital to reaching these audiences.

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

The Palliative Care Week Reference Group was a key channel for communication and raising awareness of the campaign, allowing for wider engagement with member networks. The Reference Group provided valuable feedback on the main elements of the campaign such as the theme options (Appendix F) and the Palliative Care Week information leaflet. In addition, the members acted as key contacts for video project participants, which commenced in May. Detailed updates and opportunities for feedback were provided via email and via three online meetings which were held at regular intervals during the development of the campaign.

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

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

Examples of activities planned by teams across the island captured on camera



# TEAM WORK



Kerry Hospice



Foyle Hospice

## **Key messages**

The campaign utilised the following key messages:

- Often people think that palliative care is only available at end of life, but it can benefit people at all stages of illness and people of all ages.
- It can benefit quality of life of people with advanced cancer, heart and lung disease, dementia and other progressive neurological illness.
- It can be provided for years, with some people having long periods of being well, moving in and out of palliative care services depending on their needs.
- It improves the quality of life of family carers as well as the quality of life of the person with palliative care needs.
- It can be received in a hospice/specialist palliative care unit, a hospital, nursing home or at the person's own home.
- It's about more than physical symptoms, caring for the emotional, social and spiritual needs of the person and those important to them.

## **Voices4Care participation**

Voices4Care members provide an invaluable service by bringing a voice and insight into the personal experiences and needs of people with serious illness, their carers and families. The members participate in many projects throughout the year and have a key role in developing messaging for Palliative Care Week.

In 2021, Voices4Care members helped to inform campaign messaging, from the theme chosen, 'It's more than you think' to the messages contained in this year's information leaflet. In March, members were written to asking for their ideas and suggestions for Palliative Care Week. The draft content of the Palliative Care Week leaflet was sent to members for comment in early July, and the content was revised, taking account of members' feedback. On 18 August, AIIHPC's Director wrote to all Voices4Care members and included the Palliative Care Week press release, issued to announce the week; a link to the new collection of Palliative Care Week resources, opportunities to become involved in the campaign and other updates.

**Voices4Care is AIIHPC's voluntary panel of people with palliative care needs, carers and interested citizens who work with the Institute to improve palliative care. The panel currently has 41 members.**

## **Media planning**

AIIHPC commissioned The Communications Clinic for media communications support for Palliative Care Week 2021. Planning began in June 2021. The team provided support with the press releases in August and September and were successful in achieving a broad range of high profile coverage for this year's campaign.

This communications support was vital for securing the level and quality of media coverage obtained for Palliative Care Week and allowed for the required focus on the other elements of the campaign from the campaign project manager, Yvonne McCahill, AIIHPC Communications Manager and Brendan O'Hara, Programme Manager (prior to Brendan leaving Institute in July 2021).

A number of the participants from the palliative care experience video project took part in media interviews for features which appeared in daily and weekly newspapers with a large circulation, and the participants also took part in radio programmes with a wide listening public, across the national and regional airwaves. This ensured an island of Ireland sharing of information.

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 could tailor for local use. These messages could be adapted for social media channels, including Facebook and Twitter, and for media engagement.

A new and highly effective component of this year's media plan was the provision of a list of key spokespeople including health and social care professionals from AIIHPC partners and key stakeholders from across the island to The Communications Clinic, who were able to match media opportunities with spokespeople. This was particularly useful for local radio who often wanted a local voice. Thank you to all who gave their time so generously to support our media activity this year.

We are also grateful to AIIHPC partners who supported media interviews locally, involving people who had experience of their services.

## **5. Resources**

As mentioned earlier, additional funding was secured for Palliative Care Week 2021, from the Health Service Executive National Quality Improvement Division and the Department of Health, Northern Ireland. This funding was key to the campaign's success, and enabled the following new actions for 2021,

### **New for 2021**

- AIIHPC recruited a Communications Project Manager whose role included project managing the campaign and developing a plan to enhance the reach of the campaign. The Communications Project Manager worked closely with the Institute's Director on the campaign.
- GK Media was engaged to support the Project Manager with an extensive social media campaign, including content generated to build all AIIHPC social media channels to increase their value during the week itself – helping to increase engagement of AIIHPC content and that of its partners and other stakeholders.
- A new AIIHPC Instagram account was established.
- The Palliative Care Experience Video Project was expanded for 2021 to include a range of health and social care professionals working in Palliative Care.
- A new design was commissioned for 2021 that would form the branding of all promotional materials (print and digital). A detailed brief was developed and sent to a number of design companies who were invited to pitch for the project. Cathal O' Gara was selected, and he produced a wide range of materials which greatly enhanced the campaign and were invaluable in building momentum in the weeks running up to it. The feedback received has been very positive.

As well as printed copies of materials being available, people were directed to [www.thepalliativehub.com](http://www.thepalliativehub.com) where a range of resources could be viewed/downloaded.

### **Promotional Materials**

The following materials were designed (see Appendix D):

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

### **Video Project**

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

The videos feature:

#### **Professional participants:**

- Emir Murphy, Speech and Language Therapist, Kerry Specialist Palliative Care Unit
- Caroline Gorrigan, Community Clinical Nurse Manager, LauraLynn, Ireland's Children's Hospice
- Anna Lambert, Nurse, Knockeen Nursing Home, Wexford
- Alison Craig, Specialist Occupational Therapist, Macmillan Unit, Northern Health & Social Care Trust, Antrim
- Dr Anna Cleminson, Consultant in Palliative Medicine, North West Hospice, Sligo
- Dr Matt Dore, Consultant in Palliative Medicine, Northern Ireland Hospice
- Karen Kelly, Senior Music Therapist, Milford Care Centre
- Milford Care Centre Team – Esther O' Brien, Clinical Nurse Specialist, Specialist Palliative Care Community Service; Aoife Mullane, Senior Occupational Therapist and Sarah Cunneen, Senior Physiotherapist

#### **Patient participants:**

- Michael Ross, supported by the Western Health & Social Care Trust
- Aisling Keavy, supported by St Francis Hospice, Dublin
- Hayden McLafferty, supported by Children's Health Ireland, Crumlin
- Tony Lawlor, supported by Kerry Specialist Palliative Care Unit

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

The increased number of videos produced this year, and the breadth of the project would not have been possible without funding support from the Department of Health, Northern Ireland, or without the professionalism of our videographer, Garry Kelly and his team who made the experience so positive and enjoyable for everyone involved. We are deeply grateful.

## **Website**

A page dedicated to Palliative Care Week 2021 was set up on The Palliative Hub ([Home – The Palliative Hub](#)) where all information regarding the week was published, including:

- Video stories
- Campaign promotional resources
- Details of events
- Explanations about palliative care
- Messages of support
- Information on past Palliative Care Week campaigns

Please visit [Palliative Care Week 2021 – The Palliative Hub](#) for more information.

## **6. Costs**

The total campaign cost for 2021 was €40,605.57. The sizeable increase of the budget for 2021 was due to additional funding secured from the Health Service Executive and the Department of Health, NI. Our key objective and business case when we sought this funding was to broaden the scope of the campaign and reach a wider audience, which was delivered as set out in this report.

Costs included the population survey, video project, design, printing and distribution of promotional materials, including postage etc, communications/PR services including media monitoring and support for social media. Overall costs for Palliative Care Week were kept to a minimum. These costs do not include the significant time and support provided by the wider AIHPC team which included significant levels of support from AIHPC's Business Support Officer, Bernadette Pirihi. These costs were absorbed within the Institute's core running costs which are funded by AIHPC partners and key funders including the Health Service Executive.

## **7. Reach and Impact**

### **Promotional materials**

It was most welcome to see the significant increase in the volume of promotional materials distributed this year and in the number of requests for our enhanced suite of campaign resources. A total of 8,495 leaflets, 443 posters and 570 social media frames were distributed. They were requested by 38 contacts (up from 28 in 2020) including service users, interested individuals, health and social care professionals and civic society organisations.

Promotional Materials	2017	2018	2019	2020	2021
Leaflet	10,300	13,500	18,200	5,600	8495
Poster	550	538	814	511	443
Social Media Sheet	Not available	928	771	405	570

### **Coffee Morning 2021**

For the fifth year, the date for Palliative Care Week was set to fall the week directly prior to Ireland's Biggest Coffee Morning for Hospice which was held on Thursday 23 September 2021. The Coffee Morning team facilitated the distribution of 3,000 leaflets through Coffee Morning packs.

### **Communications to Key Stakeholders**

From June, emails were sent to AIHPC partners and key stakeholders detailing plans for Palliative Care Week, under the headings: Events, Spokespeople for media, personal experiences for media, Ambassadors, Media coordination, Social Media, and Research. The emails requested support for the campaign and provided opportunities for involvement at local level.

### **Events**

The fact that Palliative Care Week related events were hosted online again this year due to Covid restrictions meant that a wider audience could virtually attend from across the island of Ireland and from further afield. More than 2500 people registered for the events, a **25% increase** on 2020.

A wide range of organisations delivered high quality events during the week including the Irish Hospice Foundation, Nursing Homes Ireland and LHP Skillnet, Irish College of General Practice, Trinity Centre for Ageing and Intellectual Disability (TCAID), Waterford Institute of Technology, Palliative Care Research Forum Northern Ireland, Queen's University Belfast, Royal College of GPs in Northern Ireland, European Association of Palliative Care, Marie Curie, Nursing Team of Regional Specialist Palliative Care Services Louth, Meath, Cavan, Monaghan, Cancer Fund for Children, Daisy Lodge, Co Down, Ulster University and Northern Health & Social Care Trust and their support with the week is greatly appreciated. AIHPC delivered one webinar for the Palliative Care Research Network and supported the delivery of a further five webinars. For details of all events, see Appendix E

A number of the events were recorded and can be viewed on the AIHPC YouTube channel [here](#)

### **Media – Broadcast, Print and Online**

A total of **95 items** of media coverage were identified referencing Palliative Care Week 2021 across national, regional and online media outlets, including BBC Radio Ulster, RTE Radio 1,

Today FM, Newstalk, The Irish Times, The Belfast Telegraph, The Echo (Cork), and TheJournal.ie.

A major highlight for the campaign's impact in Northern Ireland this year was the radio interview with The John Toal Show on BBC Radio Ulster, and the article in The Belfast Telegraph. They received a fantastic response and featured Bernadette Benati, who shared her story of helping to care for her brother Mike Ross, and her positive experience of palliative care support, and Alison Craig, Occupational Therapist who spoke of her unique experience helping her patient to get a tattoo. Alison showed us that palliative care really is 'more than you think.'

Aisling Keavy gave so generously of her time and shared her story of living with breast cancer and the supports she has received from St Francis Hospice. Aisling's story was featured in The Irish Times, and Aisling was interviewed by Dermot and Dave on Today FM.

Other radio interviews featured Karen Charnley, AllHPC Director; Rory Wilkinson, Advanced Nurse Practitioner, Palliative Care Nurse at St James's Hospital and Robert McCormack whose 7-year-old daughter is currently undergoing long-term palliative care in Crumlin; Ger Treacy, Head of Nursing and Operations, Our Lady's Hospice and Care Services; Dr Emma Lundy, Consultant in Palliative Care, NI Hospice; Mary Nash, CEO, Galway Hospice; Mary O'Brien, CEO, Milford Care Centre and many more.

All those who engaged with media were supported by AllHPC and by The Communication Clinic who provided media communications expertise in the process.

AllHPC is grateful to all interview participants, and all who offered to participate, to its partners, 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 F.

### **Other promotional opportunities**

A broadcast email was issued to all HSE staff (Republic of Ireland) on 8 August including the campaign hashtag and a link to campaign resources. Another broadcast email was sent on 13 September featuring a brief explanation of Palliative Care Week with a link to the palliative care experience videos. The HSE also supported the campaign on their social media channels during Palliative Care Week.

The Department of Health NI published the press release issued on 12 September to their website.

To mark the week, a number of hospitals across the Republic of Ireland arranged special stands with promotional materials and a number also played the video stories on screens.

Palliative Care Week was also promoted in the regular update from the HSC R&D Division (Northern Ireland).

Nursing Homes Ireland promoted and circulated information about Palliative Care Week to all of their private and voluntary nursing homes members

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

### Social Media performance and impact for 2021

The 2021 campaign reflects an overall increase in engagement across our four social media channels - Twitter, Facebook, LinkedIn and Instagram- **see tables 2/3 below**. We commissioned an external company to support our Campaign Project Manager with social media activity for this year’s campaign.

The initial planning work included an audit of the AIHPC existing social media accounts, resulting in the planning of targeted content and updated design to build up the channels in the run up to the campaign. We also commenced an account on Instagram in July which was a valuable resource during the campaign, and the most active channel for our social media prize giveaway.

There was an equal focus across all channels during Palliative Care Week 2021 which led to increased following- **see table 1 below**. We intend to expand on this growth, creating valuable communication platforms for our work and that of our partners and other stakeholders.

In addition, a social media giveaway competition was run to boost engagement on AIHPC social media platforms. Six Amazon vouchers were awarded to the worthy winners.

**Top Tweet** earned 12K impressions

A heartfelt thank you to our President Michael D. Higgins for sending us a wonderful message of support for Palliative Care Week 2021. You can read his full message here [thepalliativehub.com/messages-of-su...](http://thepalliativehub.com/messages-of-su...) [#pallcareweek pic.twitter.com/7EIHcnHI1X](https://pic.twitter.com/7EIHcnHI1X)



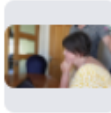
19 replies 62 likes




**Top media Tweet** earned 6,707 impressions

Today marks the start of Palliative Care Week 2021! Get involved, sign up for a free [#pallcareweek](https://pallcareweek.com) event or help raise awareness about the benefits of palliative care by sharing a message on social media. For social media resources & a list of events, go to [thepalliativehub.com/palliative-car...](http://thepalliativehub.com/palliative-car...) [pic.twitter.com/YdadzYcBAU](https://pic.twitter.com/YdadzYcBAU)



1 reply 25 retweets 55 likes

 **Aisling Keavy, her husband Peter and daughter Emma Louise shared their experience of living with cancer,...**  
Published by Chiara Oriani · September 13 ·

Post Impressions 	Post Reach 	Post Engagement 
<b>7,182</b>	<b>6,987</b>	<b>1,411</b>

**Table 1 - Social Media Follower Growth- July- September**

Channel	July	August	September
Twitter	2, 716	2, 749	2, 871
Facebook	685	714	837
LinkedIn	140	178	207
Youtube	318	324	343
Instagram (new channel)	48	61	110

**Table 2- Other social media- Reach/Impressions**

Channel Reach/Impressions	July		August		September	
Facebook	2,080	94	13,777	476	<b>101,295</b>	<b>122,378</b>
LinkedIn		1, 814		3, 914		<b>6, 327</b>

**Table 3 - Twitter performance**

Twitter	Individual Posts	Contributors	Reach	Impressions
<b>2021 Aug 08- Sept 18</b>	2,200	775	2m	4.86m
<b>2020 Sept 11- Sept 21</b>	2,600	697	1.4m	5.17m
<b>2019 Sept 6 – Sept 16</b>	2,677	773	2.2m	6.67m
<b>2018 Sept 7 – Sept 17</b>	3,128	799	1.6m	6.4m
<b>2017 Sept 1 - Sept 10</b>	856	1,090	1.7m	5.7m

**Table 4 - YouTube figures -** Although there is a small decrease in the viewing numbers compared with 2020, it is encouraging to have 2, 800 views of the videos and significant growth in traffic to The Palliative Hub, where the video stories were also available to view.

YouTube	Watch Time (minutes)	Views	Average View Duration
<b>2021 Sept 8- Sept 18</b>	5, 430	2, 846	01:54
<b>2020 Sept 11 – Sept 21</b>	6,384	3,008	01.59
<b>2019 Sept 6 – Sept 16</b>	8,600	3,700	02:18
<b>2018 Sept 7 - Sept 17</b>	7,600	3,200	02:25
<b>2017 Sept 1 - Sept 10</b>	2,200	1,100	02:02

## The Palliative Hub

The figures for 2021 show substantial increase in traffic to the Palliative Hub. We see sessions, user figures and page views double; this is major growth that can be attributed to consistent efforts to drive traffic from other communications channels by for example the use of more specific posts on social media promoting The Palliative Hub content (Adult, Children and young people, and Carers) enabled by additional resources available for the 2021 campaign. Details of activity on the Palliative Hub is presented below. **Table 5**

	Sessions	Users	Page views	Pages per Session	Avg. Session Duration	% New Visitors
<b>2021 Sept 8-18</b>	<b>3, 529</b>	<b>2, 947</b>	<b>7, 133</b>	<b>2.02</b>	<b>01.49</b>	<b>85.07%</b>
<b>2020 Sept 11 – Sept 21</b>	1,657	1,339	3,452	2.08	02.04	85.04%
<b>2019 Sept 6 – Sept 16</b>	1,896	1,555	3,048	1.61	01.36	85.7%
<b>2018 Sept 7 – Sept 17</b>	2,164	1,807	4,187	1.93	01:45	86.9%
<b>2017 Sept 1 - Sept 10</b>	2,571	2,269	4,349	1.69	01:30	84.52%

Details on the source of the traffic to the [www.thepalliativehub.com](http://www.thepalliativehub.com) is presented below for the past five years. **Table 6**

	Direct	Social (redirected from social media)	Referral (link from another website/ newsletter)	Organic Search
<b>2021 Sept 8 - 18</b>	<b>1, 392</b>	<b>711</b>	<b>528</b>	<b>390</b>
<b>2020 Sept 11 – Sept 21</b>	509	473	116	279
<b>2019 Sept 6 – Sept 16</b>	642	291	135	511
<b>2018 Sept 7 – Sept 17</b>	776	782	135	471
<b>2017 Sept 1 - Sept 10</b>	1033	798	512	228

## 8. Commentary

Palliative Care Week 2021 was delivered again mostly virtually due to ongoing Covid restrictions. Key points to note from this year’s campaign:

- A decision was made to host most of the campaign’s activity for 2021 virtually as we were still in the midst of the COVID 19 pandemic, with ongoing restrictions around personal gatherings and infection control. A relatively small number of activities took place locally in hospitals and with the Minister for Health (ROI) visit to Wicklow Hospice, Our Lady’s Hospice & Care Services
- The range of support received this year was unprecedented, owing greatly to messages of support from the President of Ireland, An Taoiseach and Health Ministers, NI and ROI. Those messages paid tribute to health care professionals, particularly those working in palliative care, highlighting the importance of their work.

- The population survey conducted in July was key to providing an insight into general understanding of palliative care and to informing our messaging within the press release to launch the week, which in turn, led to a very successful media response.
- The opportunity to involve both health and social care professional and personal experiences in the campaign was invaluable, and it was a major boost to all involved that the video recordings were able to be facilitated in person, having been restricted to online filming last year due to Covid. The feedback received from participants about their experience of the filming with Garry Kelly, GK Media was extremely positive.
- Personal experiences continue to enable the public to connect with the campaign and are a vital element when planning a successful media campaign. They help people to identify with the messages about palliative care, therefore increasing campaign reach. Consultation with Voices4Care members and with the Palliative Care Week Reference Group was very helpful in refining our messaging and developing our promotional materials.
- Palliative Care Week was an opportunity to keep palliative care on the government and policy agenda. The campaign was an opportunity to involve both Health Ministers on the island of Ireland, and it was an opportunity for the Ministers to endorse the work of AIIHPC and the palliative care sector. The Minister for Health's in the Republic of Ireland's announcement of the Public Consultation for the update of the Adult Palliative Care Policy on 13 September during his visit to Wicklow Hospice, Our Lady's Hospice & Care Services, was a valuable endorsement and provided heightened awareness of the campaign.
- Communications support from the PR company, The Communication Clinic, was vital to securing media coverage in newspapers with large circulation and on radio. The 2021 campaign generated high value, quality media coverage that spanned the whole island.
- 2021 saw significant growth for events, growing from 10 (2020) to 18 this year with 2,500 attendees, a 25% increase on 2020.
- The 2021 campaign reflects an overall increase in engagement across our four social media channels - Twitter, Facebook, LinkedIn and Instagram. We commissioned an external company to support our Campaign Project Manager with social media activity for this year's campaign.
- The 2021 campaign saw significant growth in traffic to The Palliative Hub, due to a focus on sharing content from the Hub across our communications channels. We have also succeeded in growing follower numbers across AIIHPC social media channels and established a new channel-Instagram.

## 9. Planning for 2022

As AIIHPC begins planning for 2022, key considerations for the Institute and its partners include:

- AIIHPC would like to be in a position to grow the campaign on a year on year basis. While new elements and projects are funding dependent, fresh thoughts and ideas on new ways to communicate messages to a wider audience are most welcome, such as the use of new and innovative communications platforms such as podcasts and potentially the use of arts.
- Consideration of the theme which reflects the campaigns key messages, whilst aligning with ongoing policy development across the island.
- AIIHPC is committed to continuing to work with AIIHPC partners, and other key stakeholders such as government departments, health agencies and the community and voluntary sector and to beginning discussions early to maximise collaborative opportunities, which are essential for increasing the reach of the campaign and ultimately, its continued success.
- Engaging with AIIHPC partners to consider opportunities for regional and local efforts using the hook of the all-island campaign is essential for increasing the reach of Palliative Care Week. For the 2021 campaign, the engagement of local media spokespeople was invaluable in increasing engagement through local media.
- Personal experiences will be a central feature of the 2022 campaign and AIIHPC partners are essential to sourcing these narratives which may feature within videos, podcasts, media and social media.
- Social Media growth is a key to achieving success year on year and efforts to continue to grow AIIHPC channels are ongoing and are a key focus of the AIIHPC Communications Strategy currently under development.
- The additional funding secured from the Health Service Executive and Department of Health Northern Ireland in 2021 enabled the Institute to significantly enhance Palliative Care Week 2021's budget which resulted in an enhanced campaign with increased reach. Efforts are required to consider opportunities to supplement AIIHPC's project budget for Palliative Care Week going forward which will support the continued year on year growth of the campaign. Consideration is also required regarding where any such additional resources can be best utilised to maximise the Institute's ability to deliver an innovative and cutting-edge campaign in 2022.

## **10. Conclusion**

In conclusion, AIIHPC is delighted to facilitate Palliative Care Week each year and will continue to work to improve the campaign outcomes for 2022.

We are grateful to all those who got involved this year to bring the Palliative Care: 'It's more than you think' message to the communities we all serve.

Collaboration is key to success and AIIHPC emphasises the need for its partners, and their networks to support the campaign by hosting events, participating in media opportunities and research activities, and engaging with people with palliative care needs in order to secure personal stories which are so essential to the successful delivery of the campaign.

We, collectively, have achieved great success. Palliative Care Week is primarily a public awareness campaign, a week which gives an opportunity and a platform to share information about the benefits of palliative care.

The Palliative Care Experience Project undertaken this year has received very positive feedback with viewing figures to support its success. Many participants reported a positive experience through the filming process and a number of the videos have been entered into the Charity Awards by the respective AIIHPC partners.

While we look forward to revisiting the video project again for 2022, there is a significant challenge in engaging participants each year, particularly those with palliative care needs who are able to share their experience.

Palliative Care Week is also a key focal point of the year for AIIHPC and its success feeds into other work activities throughout the year. It enables growth across AIIHPC communications channels, therefore increasing engagement value for the work of the Institute and that of its partners.

The campaign success and value this year was only possible due to the vital support of AIIHPC partners and key stakeholders and due to the Institute maximising the value of its core budget, derived from its partners and core funders, and additional funding secured from the Health Service Executive and the Department of Health Northern Ireland.

## APPENDIX A – Palliative Care Week Reference Group

Member	Organisation
Andrew Davies	Our Lady's Hospice and Care Services
Anita Mallon	Palliative Care Research Forum NI
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 & Hospice
Audrey Houlihan	Our Lady's Hospice & Care Services
Bernadette McGarvey	North West Hospice
Bernie Michaelides	Foyle Hospice
Bob Brown	Western Health and Social Care Trust
Brian Beattie	Southern Health and Social Care Trust
Brian Creedon	National Clinical Prog. for Palliative Care (ROI)
Carina O'Neill	Our Lady's Hospice & Care Services
Carmel Doyle	The Jack & Jill Children's Foundation
Caroline Dalton	University College Cork
Caroline McIlwain	Marie Curie Belfast
Charlene Hurley	Galway Hospice Foundation
Charles Normand	Trinity College Dublin
Ciara Cunningham	Southern Area Hospice Services, Newry
Claire Sheeran	The Jack & Jill Children's Foundation
Clodagh Hogan	The Jack & Jill Children's Foundation
Coman Hennelly	Our Lady of Lourdes Hospital
Corrina Grimes	Department of Health (NI)
Craig Harrison	Marie Curie Belfast
Dee Kinane	St Francis Hospice, Dublin
Deirdre Shanagher	Nursing Homes Ireland
Diane Walker	Palliative Care in Partnership (NI)
Donna Reddy	St Francis Hospice
Eamon O'Kane	Marie Curie Belfast
Eileen Courtney	Dublin City University
Eleanor Flew	Our Lady's Hospice & Care Services
Emma King	Western Health and Social Care Trust
Felicity Hasson	Ulster University
Fintan Fagan	St Francis Hospice
Fiona Gilmour	Northern Health and Social Care Trust
Frances Cleary	Waterford Institute of Technology
George Kernohan	Palliative Care Research Forum NI
Georgina Gethin	National University of Ireland 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	Ireland's Biggest Coffee Morning for Hospice
Heather Weir	Northern Ireland Hospice

Jacinta	Cuthbert	Irish Association of Palliative Care
Joan	McEwan	Marie Curie Belfast
Joanne	Reid	Queen's University Belfast
John	Joyce	Voices4Care
Karen	Dawson	Department of Health (NI)
Kerry	McLaverty	LauraLynn Ireland's Children's Hospice
Kim	Elliott	Voices4Care
Kiran	Kaur	South Eastern Health and Social Care Trust
Linda	Connolly	University Hospital Waterford
Lisa	McGirr	St Francis Hospice, Dublin
Liz	Reidy	Kerry Specialist Palliative Care Services
Louise	Hagan	Belfast Health and Social Care Trust
Lucy	McGettigan	Donegal Hospice
Lynne	Coulson	Macmillan Cancer Support
Mairead	Bluett	University Hospital Waterford
Mari	O'Connell	Kerry Specialist Palliative Care Services
Mary	Nash	Galway Hospice Foundation
Mary	O' Brien	Milford Care Centre
Maura	Fitzsimons	Galway Mayo Institute of Technology
Megan	Mason	Public Health Agency
Michael	Connolly	University College Dublin
Mila	Whelan	Health Service Executive
Nicki	Patterson	South Eastern Health and Social Care Trust
Pamela	Yeh	Health and Social Care Board
Paul	Henry	Palliative Care Research Forum NI
Paul	Turley	Health and Social Care Board
Paula	McGovern	Marymount University Hospital & Hospice
Pauline	Meskell	University of Limerick
Ray	Elder	South Eastern Health and Social Care Trust
Rebecca	Lloyd	The Irish Hospice Foundation
Rodney	Morton	Public Health Agency
Roy	Hamill	Northern Health and Social Care Trust
Sally	Downing	Health Service Executive
Sarah	O'Callaghan	LauraLynn Ireland's Children's Hospice
Sarah	Meagher	LauraLynn Ireland's Children's Hospice
Sarah	McCloskey	Marymount University Hospital & Hospice
Sharon	Foley	The Irish Hospice Foundation
Sheila	Duffy	Foyle Hospice
Sheilagh	Reaper-Reynolds	Health Service Executive
Shirley	Oguz	Northern Ireland Hospice
Tina	Priestly	The Jack & Jill Children's 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 2021. Engagement was two-way, with reference group members invited to make suggestions/propose ideas throughout the process, including consultation on the theme and tag line, involving participants in the palliative care experience video project, and consultation on draft promotional materials. Briefings for Reference Group members (by Zoom) in April, July and September were well attended and helped to keep members informed and engaged.

Following Palliative Care Week, a request for feedback was sent to all Reference Group Members. All feedback has been taken into account and will be used as a reference point for planning for the 2022 campaign.

## **APPENDIX B**

### **Questions for Palliative Care Survey, July 2021**

**Please state how much you agree or disagree with each of the following statements**

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

- If I was living with a serious illness which could cause my death, I would prefer not to talk about it with anyone
- If I was living with a serious illness which could cause my death, I would like someone important to me to have an opportunity to talk to my doctor or other health care professional about the best treatment for me
- If I was living with a serious illness, I would like my doctor, nurse or other health care professional to talk to me about palliative care if it could help me
- If my doctor or other health care professional talked to me about palliative care, I would feel they may be giving up on me
- I would have to be in a hospice to receive palliative care
- I can only receive palliative care if I have cancer
- Palliative care is very beneficial and supports those living with any serious illness, and their families

**Please state how much you agree or disagree with each of the following statements**

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

- If I was living with a serious illness, I don't mind where I am cared for as long as I have a good quality of life and my physical and emotional pain is managed and I am comfortable
- If I was living with a serious illness, I would prefer to have palliative care at home
- If I was living with a serious illness, I would prefer to have palliative care in a hospice
- If I was living with a serious illness, I would prefer to have palliative care in a hospital
- If my doctor or other health care professional talked to me about palliative care, I would think I have only days to live

## APPENDIX C – Press Releases

### Press Release (tailored to locality/county) 8 August 2021

#### People in [localised to each county] are encouraged to know more about palliative care

All Ireland Institute of Hospice and Palliative Care (AIHPC) is calling on people in [county] to become more informed about palliative care and its benefits as part of Palliative Care Week. Now in its eighth year, Palliative Care Week takes place from 12 to 18 September.

Palliative Care Week 2021 aims to raise awareness across the island of Ireland about the difference palliative care can make to people's quality of life.

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

It also recognises the role of health and social care professionals in providing palliative care support to people across the island of Ireland.

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

*"Palliative care is more than some people realise. Often people think that palliative care is only available at the end of life, but palliative care can benefit people at all stages of illness and people of all ages. Support can be provided at home, in hospitals, nursing homes and hospices and be for days, weeks or years. People can move in and out of palliative care services depending on their needs.*

*"It also involves a team of professionals who, alongside the person's family and friends, provides them with physical, psychological, social and spiritual supports tailored to their situation.*

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

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

To find out more about Palliative Care Week

- Visit [www.thepalliativehub.com/public-awareness](http://www.thepalliativehub.com/public-awareness)

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

- Download the leaflet, poster and other resources from [www.thepalliativehub.com/public-awareness](http://www.thepalliativehub.com/public-awareness) and share it with your family, friends, colleagues, fellow members of 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 2021 using #pallcareweek.

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 2021.

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

### **Northern Ireland - Press Release - 12 September 2021**

***4 out of 5 people if living with a serious illness would like their doctor to talk to them about palliative care***  
***Almost 70% say they don't mind where they receive palliative care as long as they have a good quality of life***

More than 4 in 5 if living with a serious illness would like their doctor or healthcare professional to talk to them about palliative care if it could help them. The finding is from a new survey of the public's perceptions of palliative care commissioned by the All Ireland Institute of Hospice and Palliative Care (AllHPC) to highlight Palliative Care Week (12 – 18 September 2021). The theme for the eighth annual Palliative Care Week is, '**Palliative Care: It's More Than You Think**'.

The survey of 500 people in Northern Ireland carried out in July 2021, also highlighted some of the misconceptions that exist about palliative care.

- more than 1 in 3 people would think they only have days to live if their doctor or healthcare professional talked to them about palliative care, whereas palliative care may be appropriate for several years, not just for weeks and days at a person's end of life.
- more than 1 in 4 would feel their doctor is giving up on them if they talked to them about palliative care.
- 66% say they don't mind where they receive palliative care as long as they have a good quality of life and their physical and emotional pain is managed, and they are comfortable. Palliative care can be received in many different settings, such as in a hospice/specialist palliative care unit, a hospital, a nursing home, or the person's own home.

Speaking ahead of Palliative Care Week 2021, **Minister for Health, Robin Swann** said:

*"Palliative care is a key part of health and social care in Northern Ireland, involving a wide range of professionals providing the highest standard of care. The service delivery challenges faced by our health and social care professionals, throughout the pandemic, has brought the vital role of palliative care in maintaining the quality of life for people with life-limiting conditions into sharp focus."*

*“Though it can be difficult to face serious illness, there is support available that can help to reduce feelings of isolation, allow people to share experiences with others and provide access to information, advice and practical help. It is also important for all of us to think about and have conversations about future care – and to do this before the need may arise. This Palliative Care Week, I would encourage you to have these Advance Care Planning conversations and to find out more about palliative care.”*

**AllHPC Director, Karen Charnley, said:**

*“Palliative Care Week aims to help people to understand that there is more to this important care than they might realise. This week we would like individuals and families to think about palliative care and how it could help them in the future. 78% of our survey respondents say that palliative care is very beneficial and supports those living with any serious illness, and their families.*

*“It’s also clear from our findings that people, if living with a serious illness would like to talk to their doctor about palliative care and that the general awareness about palliative care is growing. For example, this year 60% of our survey respondents understand that palliative care is not only for cancer but for people with all types of life-limiting conditions, and of all ages and stages of their illness.”*

**Paul Cavanagh**, Health and Social Care Board Interim Director of Commissioning and co-chair of the programme board for the regional Northern Ireland Palliative Care in Partnership programme, welcomed the public’s willingness to talk about palliative care.

Mr Cavanagh said:

*“The Palliative Care in Partnership programme aims to ensure that people are identified as early as possible for support, where their quality of life could be improved by palliative care. It is encouraging that people are willing to talk to their health and social care professional about palliative care. These are very important opportunities for people to talk about what matters to them and for appropriate support to be provided to sustain and improve their quality of life, for weeks, months and years.”*

**Professor Joanne Reid** is Professor of Cancer and Palliative Care in the School of Nursing and Midwifery in Queen’s University Belfast. From AllHPC’s survey, 67% of survey respondents say if they were living with a serious illness, they would prefer to have palliative care at home. Research led by Professor Reid and funded by Marie Curie shows the need for palliative care is set to increase over the next 20-years across Northern Ireland, particularly within community settings:

*“Current analysis shows a growing and ageing population will contribute to a significant increase in the number of deaths of older people in Northern Ireland by 2040. Northern Ireland data also shows that between 2004 and 2018 dying in hospital was the most common care setting at the end of life. However, by 2018, deaths in hospitals, hospices, and ‘all other places’ decreased whereas deaths at home and in care homes increased.*

*“The current analysis suggests that if Northern Ireland's place of death trends continue, the need for end of life care will increase over the next 20-years, particularly within community settings. Continued investment will also be needed to ensure community settings can meet these fundamental care and specialist support needs.”*

Palliative Care Week reflects AllHPC's commitment to raising awareness of the positive impact that palliative care has on the lives of people with serious health conditions and those closest to them – it allows them to live their lives as fully as they can by supporting their physical, social, emotional and spiritual health needs. The week also recognises the role of all our healthcare professionals who come together, even throughout a global pandemic, to provide palliative care services and support in communities all across the island of Ireland.

Visit <https://thepalliativehub.com/palliative-care-week-2021/> to find out more.

**-ENDS-**

For further information or to request an interview contact:

Sarah Dunne, +353 85 853 5647 or [sarahd@cclinic.ie](mailto:sarahd@cclinic.ie)

Robyn Keleghan, +353 85 800 1275 or [robyn@cclinic.ie](mailto:robyn@cclinic.ie)

**Photo caption:**

Minister for Health Northern Ireland, Robin Swann and Director of All Ireland Institute of Hospice and Palliative Care, Karen Charnley, pictured at the launch of Palliative Care Week 2021. Palliative Care Week takes place from 12-18 September 2021

**Notes to Editors:**

- \*iReach survey of 500 people in Northern Ireland conducted in July 2021 - see link to infographic of key results below. [Infographic on perceptions of palliative care](#)
- Karen Charnley, AllHPC Director, is available for interviews
- A video message from Minister for Health Robin Swann in support of Palliative Care Week can be viewed [here](#)
- Press Eye will issue images to photo desks today for reproduction free-of-charge
- Palliative care is delivered by a wide range health and social professionals including doctors, nurses, social workers, occupational therapists, speech and language therapists, psychologists, dieticians, chaplains and more.
- The references for Professor Joanne's Reid's presentation is: McKeaveney, C., McConnell, T., Harrison, C., Stone, V., & Reid, J. (2020). Population-based projections of place of death for Northern Ireland by 2040. Palliative Medicine and Hospice Care. [Link](#)
- To request an interview with **Professor Joanne Reid** use the contact details above.

**Additional Information on Palliative Care Requirements:**

- Evidence suggests that between 75% and 80% of people who die have conditions that would benefit from some palliative care services, with the potential to support their quality of life for weeks, months and years.
- The need for palliative care is increasing across the island of Ireland. The number of people dying in Northern Ireland over 25-years from 2016 to 2041 is projected to

increase by 32 per cent (from 15,300 to 20,300) - NISRA Statistical Bulletin (October 2017).

- The number of deaths in the Republic of Ireland (which is a good indicator of likely palliative care needs) is projected to rise to 54,000 by 2050, representing a rise of 74% since 2016.

## Republic of Ireland - Press Release - 12 September 2021

***4 out of 5 people if living with a serious illness would like their doctor to talk to them about palliative care  
More than 60% say they don't mind where they receive palliative care as long as they have a good quality of life***

4 in 5 people if living with a serious illness would like their doctor or healthcare professional to talk to them about palliative care if it could help them. The finding is from a new survey of the public's perceptions of palliative care commissioned by the All Ireland Institute of Hospice and Palliative Care (AIHPC) to highlight Palliative Care Week (12 – 18 September 2021). The theme for the eighth annual Palliative Care Week is, '**Palliative Care: It's More Than You Think**'.

The survey of 1,000 people in the Republic of Ireland carried out in July 2021, also highlighted some of the misconceptions that exist about palliative care.

- 1 in 4 people would think they only have days to live if their doctor or healthcare professional talked to them about palliative care, whereas palliative care may be appropriate for several years, not just for weeks and days at a person's end of life.
- 1 in 4 would feel their doctor is giving up on them if they talked to them about palliative care.
- Over 60% say they don't mind where they receive palliative care as long as they have a good quality of life and their physical and emotional pain is managed, and they are comfortable. Palliative care can be received in many different settings, such as in a hospice/specialist palliative care unit, a hospital, a nursing home, or the person's own home.

Speaking ahead of Palliative Care Week 2021, **Minister for Health, Stephen Donnelly**, said:

*Palliative care is a key part of the health service in Ireland, involving a wide range of professionals providing the highest standard of care. Throughout the pandemic, the valuable work provided by our healthcare professionals has been brought into sharp focus.*

*"Palliative care plays a vital role in maintaining the quality of life for people with life-limiting conditions, and it's important that everyone understands what palliative care is and the benefits of accessing this care when needed. Palliative Care Week helps to create this awareness and I encourage everyone to find out more."*

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

*“Palliative Care Week aims to help people to understand that there is more to this important care than they might realise. This week we would like individuals and families to think about palliative care and how it could help them in the future. 78% of our survey respondents say that palliative care is very beneficial and supports those living with any serious illness, and their families.*

*“It’s also clear from our findings that people, if living with a serious illness would like to talk to their doctor about palliative care and that the general awareness about palliative care is growing. For example, this year 62% of our survey respondents understand that palliative care is not only for cancer but for people with all types of life-limiting conditions, and of all ages and stages of their illness.”*

**Aisling Keavey** from Dublin is receiving palliative care at St Francis Hospice, Dublin. In 2019, Aisling went into the hospital with back pain and was diagnosed with Stage 4 breast cancer; it had also progressed to her spine, resulting in bone cancer as well. At the St. Francis Hospice, Aisling completed the PEER (Palliative Enablement Exercise and Rehabilitation) programme, which brought her into contact with other patients going through similar experiences. Speaking to mark the launch of Palliative Care Week 2021, Aisling said:

*“We get great tremendous help from the hospital and St. Francis Hospice. Initially, they came out to the house to explain how they could support me and after lots of phone calls, I went along to get therapy. Then when COVID hit they still kept in contact by phone and Zoom and they introduced me to others via the PEER group course. This has been a great help and support. Palliative Care supports have made our lives much easier.”*

**Sheilagh Reaper-Reynolds, HSE National Lead for Palliative Care, said:**

*“Being told that you or a loved one has a life-limiting illness is devastating as it brings with it feelings of fear, hopelessness and loss. Most people are aware that palliative care improves physical discomfort and pain; however, another important aim of palliative care is to encourage us to talk about our feelings and anxieties. This helps ease the mental and emotional distress associated with the diagnosis which in turn allows us more time to focus on the people and activities that really matter to us.”*

Palliative Care Week reflects AIHPC’s commitment to raising awareness of the positive impact that palliative care has on the lives of people with serious health conditions and those closest to them – it allows them to live their lives as fully as they can by supporting their physical, social, emotional and spiritual health needs. The week also recognises the role of all our healthcare professionals who come together, even throughout a global pandemic, to provide palliative care services and support in communities all across the island of Ireland.

Visit <https://thepalliativehub.com/palliative-care-week-2021/> to find out more.

**-ENDS-**

For further information or to request an interview contact:

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Robyn Keleghan, +353 85 800 1275 or [robyn@cclinic.ie](mailto:robyn@cclinic.ie)

**Photo caption:**

AllHPC Director Karen Charnley and patient spokesperson Aisling Keavey launching Palliative Care Week 2021. Aisling receives palliative care support from St. Francis Hospice. She spoke about the tremendous benefits that the services provide to her and her loved ones.

**Notes to Editors:**

- \*iReach survey of 1,000 people in the Republic of Ireland conducted in July 2021, see link to infographic of key results below [Infographic on perceptions of palliative care](#)
- Several individuals in receipt of palliative care are willing to share their experience with the media, including Aisling McConnell. Please see a video of Aisling [here](#)
- A video message from Minister for Health Stephen Donnelly in support of Palliative Care Week can be viewed [here](#)
- Palliative care is delivered by a wide range health and social professionals including doctors, nurses, social workers, occupational therapists, speech and language therapists, psychologists, dieticians, chaplains and more.
- Karen Charnley, AllHPC Director, is available for interviews

**Additional Information on Palliative Care Requirements:**

- Evidence suggests that between 75% and 80% of people who die have conditions that would benefit from some palliative care services, with the potential to support their quality of life for weeks, months and years.
- The need for palliative care is increasing across the island of Ireland. The number of people dying in Northern Ireland over 25-years from 2016 to 2041 is projected to increase by 32 per cent (from 15,300 to 20,300) - NISRA Statistical Bulletin (October 2017).
- The number of deaths in the Republic of Ireland (which is a good indicator of likely palliative care needs) is projected to rise to 54,000 by 2050, representing a rise of 74% since 2016.

All press releases included the following information about AllHPC:

**About All Ireland Institute of Hospice and Palliative Care:**

All Ireland Institute of Hospice and Palliative Care (AllHPC) is a collaborative of hospices, health and social care organisations and universities 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:

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

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

## APPENDIX D – Promotional Materials

### Information Leaflet

**AIHPC**  
All Ireland Institute of Hospice and Palliative Care

**“**  
“For me, palliative care is about supporting a person with a palliative condition to live their life as fully as they can – this includes support from the professionals where appropriate but also their friends, family and the community.”  
Aileen, Specialist Occupational Therapist, Dublin

**“**  
“The theme of Palliative Care Week, ‘It’s more than you think’, couldn’t be more apt with respect to our experience. The palliative care team go the extra mile to listen and to offer solutions when we can’t see the wood for the trees. Right, the social worker, does just that.”  
Bernie, Family Carer, Tyrone

**“**  
“If we ring up, they are there that day no matter where they are. In my view, there is lots of work, the palliative care team worked to bring that back, now it is my carer stronger. Without palliative care I’d be back where I was, whispering there is nothing to be afraid of – it’s a valuable service.”  
Tony, Carer

If you have a question about palliative care or you would like to know more about how it could help you or a loved one, talk to your health and social care professionals who include:

- Doctors
- Nurses
- Health Care Assistants
- Social Workers
- Occupational Therapists
- Physiotherapists
- Speech and Language Therapists
- Dietitians/Clinical Nutritionists
- Pharmacists
- Psychologists
- Chaplains/Pastoral Care

**Address**  
All Ireland Institute of Hospice and Palliative Care,  
2nd Floor, Education and Research Centre,  
Our Lady’s Hospice and Care Services,  
Harold’s Cross, Dublin D6WY72

**Phone**  
+353(0)1 488 2848

**Email**  
info@aihpc.org

**#pallcareweek**

**PALLIATIVE CARE WEEK**  
12-18 SEPTEMBER

**WWW.THEPALLIATIVEHUB.COM**

**@AIHPC** **facebook.com/AIHPC** **youtube.com/AIHPC**  
**in.linkedin.com/company/aihpc** **instagram.com/aihpc\_irl**

### Pages 1 & 4- front and back pages

**Palliative Care: It's more than you think**

Palliative Care Week aims to raise awareness of the benefits of palliative care and the difference it can make to the quality of life of a person with a life-limiting condition and to their family and carers, across the island of Ireland.

Palliative Care involves a team of professionals, alongside family carers and volunteers. They all work together to provide the physical, psychological, social and spiritual supports for the person and their family, tailored to meet their individual needs.

Often people think that palliative care is only available at end of life, but palliative care benefits people at all stages of illness and people of all ages.

1. It's for people with advanced cancer, heart and lung disease, dementia and other progressive neurological illness.

2. It helps people to talk about what is important to them and to make decisions about their care.

3. It can be provided for years, with some people having long periods of being well, moving in and out of palliative care services depending on their needs.

4. It's about more than physical symptoms, caring for the emotional, social and spiritual needs of the person and those important to them.

5. It improves the quality of life of family carers, as well as the quality of life of the person with palliative care needs.

6. It can be received in a hospice-specialist palliative care unit, a hospital, nursing home and at home.

**Find out more: [www.thepalliativehub.com](http://www.thepalliativehub.com)**

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.

**The Palliative Hub – Adult**  
This website is for people with life-limiting conditions, their families and anyone with an interest in palliative care. It is a central resource for people to find useful information, guidance and links to service providers.  
Visit [www.adultpalliativehub.com](http://www.adultpalliativehub.com)

**The Palliative Hub – Children and Young People**  
This website is for parents, guardians, and carers, and for assisting the wider public to understand children's palliative care. It seeks to filter the wide range of information available on the internet about children's palliative care.  
Visit [www.childrenspalliativehub.com](http://www.childrenspalliativehub.com)

**The Palliative Hub – Carers**  
There is a wealth of information on this website to help 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.  
Visit [www.carers.thepalliativehub.com](http://www.carers.thepalliativehub.com)

**THE PALLIATIVE HUB**  
An All Ireland Gateway to Palliative Care Information

### Pages 2 & 3- inside pages

Poster



Email signature



Twitter Cover



## Facebook Cover



## Social Media Picture Frames



Infographics (based on key points from survey – ROI and NI)

ROI

NI

**PALLIATIVE CARE WEEK**  
12-18 SEPTEMBER

AIHPC  
All Ireland Institute of Hospice and Palliative Care

### Perceptions of Palliative Care

**4 IN 5**  
People with a serious illness would like their doctor or healthcare professional to talk to them about palliative care.  
Talk to your GP or health and social care professional about Palliative Care.

**1 IN 4**  
Would feel their doctor is giving up on them if their doctor or healthcare professional talked to them about palliative care.

**MORE THAN ONE IN FOUR**  
Would think they only have days to live if their doctor or healthcare professional talked to them about palliative care.

**MORE THAN 60%**  
Do not mind place of care as long as they have a good quality of life and their physical and emotional pain is managed.

**FACT:** Palliative care can be received in a hospice/specialist palliative care unit, a hospital, nursing home or at the person's own home.

#pallcareweek www.thepalliativehub.com  
\*Survey of 1,000 people in the Republic of Ireland in July 2021

**PALLIATIVE CARE WEEK**  
12-18 SEPTEMBER

AIHPC  
All Ireland Institute of Hospice and Palliative Care

### Perceptions of Palliative Care

**4 IN 5**  
People with a serious illness would like their doctor or healthcare professional to talk to them about palliative care.  
Talk to your GP or health and social care professional about Palliative Care.

**MORE THAN 1 IN 4**  
Would feel their doctor is giving up on them if their doctor or healthcare professional talked to them about palliative care.

**MORE THAN ONE IN THREE**  
Would think they only have days to live if their doctor or healthcare professional talked to them about palliative care.

**ALMOST 70%**  
Do not mind place of care as long as they have a good quality of life and their physical and emotional pain is managed.

**FACT:** Palliative care can be received in a hospice/specialist palliative care unit, a hospital, nursing home or at the person's own home.

#pallcareweek www.thepalliativehub.com  
\*Survey of 500 people in Northern Ireland in July 2021

Instagram post graphics

#pallcareweek

# Palliative Care

It's more than you think

**PALLIATIVE CARE WEEK**  
12-18 SEPTEMBER

WWW.THEPALLIATIVEHUB.COM

**Palliative Care**  
It's more than you think

#pallcareweek

Palliative Care is ...

AIHPC  
All Ireland Institute of Hospice and Palliative Care

**PALLIATIVE CARE WEEK**  
12-18 SEPTEMBER

## **APPENDIX E – Palliative Care Week Events 2021**

**Irish College of General Practice Wednesday Night Webinar**, including presentation by Dr Paul Gregan, 8 September 2021

**‘Supporting people with an intellectual disability at end-of-life: Making the care conversation meaningful’** organised by Trinity Centre for Ageing and Intellectual Disability (TCAID) with support from AIHPC, 13 September

**“Palliative Care: It’s more than you think”**, organised by The Department of Nursing and Healthcare, Waterford Institute of Technology, 14 September

**Showcasing Palliative Care Research in Northern Ireland**, organised by Palliative Care Research Forum Northern Ireland with support from AIHPC, 14 September

**Palliative Care Week: It’s more than you think’ Practice Nurse Webinar**, organised by Irish Hospice Foundation, 14 September

**Music Therapy and Bereavement Seminar’**, organised by Queen’s University Belfast with support from AIHPC, 14 September

**Palliative Care Update**, organised by Royal College of GPs in Northern Ireland, 14 September

**Supporting Staff Health & Wellbeing ‘Building resilience and developing coping mechanisms for staff working in End of Life**, organised by Nursing Homes Ireland and LHP Skillnet with the support of the Irish Hospice Foundation, 15 September

**‘Integrating early palliative care for patients with cancer: The evidence and the challenges”** organised by The European Association of Palliative Care and AIHPC, 15 September

**Hospital Clinical Nurse Specialist’s in Specialist Palliative Care – ‘They’re more than you think”** organised by Nursing Team of Regional Specialist Palliative Care Services Louth, Meath, Cavan, Monaghan and supported by AIHPC, 16 September, Virtual - Zoom Webinar

**Lunch and learn: End of life care for people experiencing homeless**, organised by Marie Curie, 16 September 2021

**Palliative Care: What is it, actually, Dufferin Lecture**, organised by Queen’s University Belfast, 16 September

**The Heart of Living and Dying for staff members within Northern Health & Social Care Trust**, 16 September

**Arts and Minds: Wellbeing in Kidney Disease’** Palliative Care Research Network (PCRN) Webinar, organised by AIHPC, 17 September

**Workshop – ‘Nuts and bolts of how healthcare teams can support families when a mum or dad of dependent children is at end of life with cancer’**, organised by Cancer Fund for Children, Daisy Lodge, Co Down in conjunction with Institute of Nursing and Health Research, Ulster University, 17 September

**Palliative Care in Nursing Homes’**, organised by Nursing Home Ireland, Friday 17 September

**'Public engagement and consultation with advance care planning' workshop for members of the public**, organised by Ulster University, supported by the Public Health Agency, Patient and Client Council, AIIHPC and Palliative Care Research Forum Northern Ireland, 17 September

**The Heart of Living and Dying for Occupational Therapists within Northern Health & Social Care Trust**, 22 September

## APPENDIX F - Media Coverage 2021

1. 6 August 2021, Waterford News and Star, National Call for Waterfordians to become more informed about palliative care, (ROI)
2. 6 August 2021, Waterford News and Star, Online <https://waterford-news.ie/2021/08/06/national-call-for-waterfordians-to-become-more-informed-about-palliative-care/>
3. 6 August 2021, Waterford News and Star, Online (Wetwitt.com) [Waterford News and Star — National call for Waterfordians to become more informed about palliative care - wetwitt](#)
4. 6 August 2021, Connaught Telegraph, AIIHPC call on people in Mayo to become more informed about palliative care, (ROI), Online [AIIHPC call on people in Mayo to become more informed about palliative care | Connaught Telegraph \(con-telegraph.ie\)](#)
5. 10 August 2021, Longford Leader, AIIHPC call on people in Longford to become more informed about palliative care, (ROI), Online [AIIHPC call on people in Longford to become more informed about palliative care - Longford Leader](#)
6. 10 August 2021, The Michael Reade Show LMFM, Interview with Karen Charnley, Director AIIHPC, (ROI), Radio
7. 11th August 2021, Tipperary Live, Tipperary people encouraged to become more informed about palliative care, (ROI), Radio [Tipperary people encouraged to become more informed about palliative care - Tipperary Live](#)
8. 11 August 2021, Déise Today WLRFM with Damien Tiernan, (ROI), Radio, <https://www.wlrfm.com/listenback?date=11-08-2021>
9. 11 August 2021, Weekly Observer (Co Limerick), (ROI)
10. 12 August 2021, Athlone advertiser, Become more informed during Palliative Care Awareness Week in September, (ROI), Online, <https://www.advertiser.ie/athlone/article/123633/become-more-informed-during-palliative-care-awareness-week-in-september>
11. 12 August 2021, Nine Til Noon Show – Highland Radio, Interview with Karen Charnley, Director AIIHPC, (ROI), Radio, <https://www.facebook.com/215389215285590/videos/439209237189109>
12. 12 August 2021, Mallow Star, AIIHPC call on people to become more informed about palliative care, (ROI)
13. 12 August 2021, Vale Star, AIIHPC call on people to become more informed about palliative care, (ROI)
14. 12 August 2021, Weekly Observer, AIIHPC call on people to become more informed about palliative care, (ROI)
15. 12 August 2021, Northern Standard, Call on Monaghan people to become more informed about palliative care, (ROI)
16. 13 August 2021, Longford Leader, Palliative Care, (ROI)
17. 13 August 2021, Tommy Marren Show, Midwest Radio, Karen Charnley, Director AIIHPC Interview with Tommy Marren, (ROI), Radio
18. 19 August 2021, The Impartial Reporter, Public Invited to Learn about Palliative Care, (NI)

19. 20 August 2021, Irish Examiner, Working Life - Karen Charnley, Director AIIHPC, (ROI),
20. 23 August 2021, Irish Examiner, Working Life - Karen Charnley, Director AIIHPC, (ROI), Online [Working Life: People can benefit from palliative care for long periods \(irishtimes.com\)](https://www.irishtimes.com/news/health/working-life-people-can-benefit-from-palliative-care-for-long-periods-1.4585858)
21. 23 August 2021, The Irish Independent, A quick check up for my hoarse throat led to a diagnosis of aggressive cancer, (ROI)
22. 23 August 2021, [www.independent.ie](https://www.independent.ie), A quick check up for my hoarse throat led to a diagnosis of aggressive cancer (ROI) online [A quick check-up for my hoarse throat led to a life-saving diagnosis of aggressive cancer - Independent.ie](https://www.independent.ie/news/ireland/health/a-quick-check-up-for-my-hoarse-throat-led-to-a-life-saving-diagnosis-of-aggressive-cancer-40111111.html)
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24. 29 August 2021, News Group, AIIHPC call on people in Dublin to become more informed about palliative care, (ROI), Online <https://www.newsgroup.ie/aaihpc-call-on-people-in-dublin-to-become-more-informed-about-palliative-care/>
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26. 1 September 2021, The Down Outlook News, End of Life charity launches its service in Rathfriland, Hilltown and Mayobridge (NI), online [End of life charity launches its service in Rathfriland, Hilltown and Mayobridge - Alpha Newspaper Group \(outlooknews.co.uk\)](https://www.outlooknews.co.uk/news/end-of-life-charity-launches-its-service-in-rathfriland-hilltown-and-mayobridge-1.4585858)
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29. 7 September 2021, The Irish Times, ‘With cancer, you have a kind of camaraderie. It is very sociable’ (ROI), online, [‘With cancer, you have a kind of camaraderie. It is very sociable’ \(irishtimes.com\)](https://www.irishtimes.com/news/health/with-cancer-you-have-a-kind-of-camaraderie-it-is-very-sociable-1.4585858)
30. 8 September 2021, Banbridge Chronicle, Palliative Care now delivered at home, (NI), Online [http://www.thebanbridgechronicle.com/pages/?title=Palliative care now delivered at home](http://www.thebanbridgechronicle.com/pages/?title=Palliative+care+now+delivered+at+home)
31. 9 September 2021, Newry Democrat, Life & Time extend services to Hilltown/Rathfriland,(NI),Online, [Life & Time extend services to Hilltown/ Rathfriland - Photo 1 of 1 - Alpha Newspaper Group \(newrydemocrat.com\)](https://www.newrydemocrat.com/news/life-time-extend-services-to-hilltown-rathfriland-1.4585858)
32. 10 September 2021, The Irish Examiner, Working Life – Mary O’Brien, CEO Milford Care Centre, (ROI)
33. 13 September 2021, The Irish Examiner, Working Life – Mary O’Brien, CEO Milford Care Centre, (ROI), Online [Working Life: My job involves lots of meetings, 90% of which are currently virtual \(irishtimes.com\)](https://www.irishtimes.com/news/health/working-life-my-job-involves-lots-of-meetings-90-of-which-are-currently-virtual-1.4585858)
34. 11 September 2021, The John Toal Show, BBC Radio Ulster, Bernadette Benati and Dr Emma Lundy interview with John Toal, (NI), Radio, <https://www.bbc.co.uk/sounds/play/p09vq5mn>
35. 12 September 2021, Connaught Telegraph, Study finds four in five people want to speak to healthcare professional about palliative care, (ROI), Online,

- <https://www.con-telegraph.ie/2021/09/12/study-finds-four-in-five-people-want-to-speak-to-healthcare-professional-about-palliative-care/>
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  37. 13 September 2021, The Pat Kenny Show – Newstalk FM, Robert McCormack and Rory Wilkinson, St James’s Hospital, interview with Anton Savage, (ROI), Radio, [Today marks the beginning of ‘Palliative Care Week’ | Newstalk](#)
  38. 13 September 2021, Kildare Focus – Kildare FM, Professor Mary McCarron and Alison Cashell, interview with Ciara Plunkett, (ROI), Radio, [Kildare Focus 13.09.21 - Kildare Focus - Kfm \(kfmradio.com\)](#)
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  40. 13 September 2021, Irish Independent, Palliative care fears revealed in new survey, (ROI)
  41. 13 September 2021, Irish Independent, Lessons from the dying: people live intensively in the last few weeks of their lives – everything is important, (ROI)
  42. Lessons from the dying: people live intensively in the last few weeks of their lives – everything is important, (ROI) online, [Lessons from the dying: People live intensely in the last few weeks of their lives — very little matters except love, and the memories you make - Independent.ie](#)
  43. 13 September 2021, Derry Journal, Palliative Care Awareness Week: Compassionate Communities NW calls on Derry people to become more informed of palliative care benefits, (NI), Online, <https://www.derryjournal.com/health/palliative-care-awarenessweek-compassionate-communities-nw-calls-on-derry-people-to-become-more-informed-of-palliative-care-benefits-3380627>
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  45. 13 September 2021, The Irish Examiner, Mary O’Brien, CEO Milford Care Centre, (ROI), Online, <https://www.irishexaminer.com/lifestyle/healthandwellbeing/arid-40418426.html>
  46. 13 September 2021, Irish Daily Mirror, Call for chats on palliative care hopes, (ROI)
  47. 14 September 2021, Keith Finnegan, Galway Bay FM, Keith Finnegan interview with Mary Nash, CEO, Galway Hospice, (ROI), Online, Radio
  48. 14 September 2021, Irish Times, 10 years putting living into children’s dying, (ROI), Online, <https://www.irishtimes.com/life-and-style/health-family/parenting/10-years-of-putting-living-into-children-s-dying-1.4667441>
  49. 14 September 2021, Let’s Talk – Shannonside FM, Daniel Considine interview Karen Charnley, Director AIHPC, (ROI), Radio
  50. 14 September 2021, Talkabout – Radio Kerry, Deirdre Walsh interview with Mary Sheehy and Ellie Laverty, (ROI), Radio

51. 14 September 2021, The Michael Reade Show – LM FM, Michael Reade interview with Alison Cashell, Temple Street Children’s Hospital, (ROI), Radio [Palliative Care : It's more than you think - Alison Cashell | LMFM Michael Reade Show Podcasts on Acast](#)
52. 14 September 2021, Mid Morning Miscellany, CRC 102.9, Interview with Karen Charnley, Director AIIHPC, (ROI), Radio
53. 14 September 2021, Limerick Today – Limerick 95 FM, Joe Nash interview with Flann Broderick and Karen Charnley, (ROI), Online
54. 14 September 2021, Law Society Gazette- (ROI), online [Public input requested on palliative care policy \(lawsociety.ie\)](#)
55. 14 September 2021, Belfast Telegraph, Palliative Care Week; It’s about Mind, body and soul..... finding out what will give patients back their spark, (NI), Online [Palliative Care Week: ‘It’s about mind, body and soul... finding out what will give patients back their spark’ - BelfastTelegraph.co.uk](#)
56. 14 September 2021, The Echo (Cork), Palliative Care, (ROI)
57. 14 September 2021, Derry Journal, Hospice celebrating Palliative Care Week, (NI), Online [Hospice celebrating Palliative Care Week - ‘It’s more than you think’ says Chief Executive Donall Henderson | Derry Journal](#)
58. 14 September 2021, Ballymoney & Moyle Times, Bluebird care staff to get bespoke training from NRC, (NI), Online, [Bluebird Care staff to get bespoke training from NRC | Ballymoney Times](#)
59. 14 September 2021, Belfast Newsletter, Bluebird care staff to get bespoke training from NRC, (NI), Online [Bluebird Care staff to get bespoke training from NRC | Belfast News Letter](#)
60. 14 September 2021, Derry Now, Palliative Care; Its more than you think, (NI), Online <https://www.derrynow.com/news/derry-news/664559/palliative-care-its-more-than-you-think.html>
61. 14 September 2021, Mayo News, Every Moment Matters, (ROI), Online
62. 14 September 2021, Derry Journal, Palliative Care is not just the end of life care – it is about living well to the end, (NI), Online [Palliative Care Awareness Week 2021: ‘Palliative care is not just end of life care- it is about living well to the end’ | Derry Journal](#)
63. 14 September 2021, Derry Journal, Hospice Celebrating Palliative Care Week, (NI), online, [Hospice celebrating Palliative Care Week - ‘It’s more than you think’ says Chief Executive Donall Henderson | Derry Journal](#)
64. 14 September 2021, Mid-West health care agencies combine to launch five year Palliative Care Strategy, (ROI), online [Mid-West health care agencies combine to launch five year 'Palliative Care Strategy' - Limerick Leader](#)
65. 15 September 2021, Breakfast Show – Clare FM, Alan Morrissey interview with Flann Broderick and Karen Charnley, Director AIIHPC, (ROI) Radio
66. 15 September 2021, Northwest Today Show – Ocean FM, Niall Delaney interview with Dr Anna Cleminson, Northwest Hospice, (ROI), Online, [The benefits of palliative care - NW Hospice consultant aims to raise awareness - Ocean FM](#)

67. 15 September 2021, The Morning Show – East Coast FM, Shane Byrne interview with Geraldine Treacy, Our Lady’s Hospice and Care Services, (ROI), Online
68. 15 September 2021, Wicklow People, Palliative care survey taking place, (ROI)
69. 15 September 2021, Bray People, Palliative care survey taking place, (ROI)
70. 15 September 2021, Wicklow People (West), Palliative care survey taking place (ROI)
71. 15 September 2021, Wicklow People (Arklow), Palliative care survey taking place (ROI)
72. 15 September 2021, Weekly Observer (Limerick), Hospice Needs your Support, (ROI)
73. 15 September 2021, The Herald, Lessons from the dying: People live intensely in the last few weeks of their lives – everything is important, (ROI)
74. 15 September 2021, Clare FM, New Palliative Care Strategy launched for Clare and Midwest and interview with Mary O’ Brien, Milford Care Centre, (ROI), Online Radio [New Five Year Palliative Care Strategy Launched For Clare & Midwest - Clare FM](#)
75. 15 September 2021, Clare Herald, New Mid-West Palliative Care Strategy launched (ROI), [New Mid-West Palliative Care Strategy launched | The Clare Herald](#)
76. 16 September 2021, The Tommy Marren Show – Midwest FM, Donna Lynnott, NUIG interview with Tommy Marren, (ROI), Online
77. 16 September 2021, Dermot and Dave – Today FM, Dermot and Dave interview with Aisling Keavey, (ROI), Online ["I'm Not Going Anywhere": Brave Dublin Mother On Her Cancer Diagnosis \(todayfm.com\)](#)
78. 16 September 2021, Kerry’s Eye, Helping People to fully live their lives, (ROI)
79. 16 September 2021, Kerry’s Eye, Seeing the person, not just the patient, (ROI)
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81. 16 September 2021, The Avondhu, Palliative Care – More than 60% would want a good quality of life, (ROI)
82. 16 September 2021, The Vale Star, 4 out of 5 people with a serious illness would like their doctor to talk to them about palliative care, (ROI)
83. 16 September 2021, The Mallow Star, 4 out of 5 people with a serious illness would like their doctor to talk to them about palliative care, (ROI)
84. 16 September 2021, Northern Standard, 4 out of 5 people with a serious illness would like their doctor to talk to them about palliative care, (ROI)
85. 17 September 2021, A word in Edgeways, Rising time – RTÉ Radio 1, Geraldine Treacy, Our Lady’s Hospice and Care Services marks Palliative Care Week, (ROI), Radio [Geraldine Tracey | A Word in Edgeways - RTÉ Radio 1 \(rte.ie\)](#)
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87. 17 September 2021, Tralee Advertiser, Michael D sends his best to Kerry Hospice, (ROI)
88. 18 September 2021, The Irish News, Platform By Professor Joanne Reid: Where will we die by 2040 in Northern Ireland? (NI), online [Platform by Professor Joanne Reid: Where will we die by 2040 in Northern Ireland? - The Irish News](#)
89. 18 September 2021, The Journal.ie (ROI) Opinion Piece by Dr Peter May and Professor Charles Normand online [Opinion: As our population ages, palliative care will become increasingly important \(thejournal.ie\)](#)

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92. 19 September 2021, Sunday World, Temple Street Suit’s Gesture, (ROI)
93. 20 September 2021, Clare Champion, Launch of new Mid-West Palliative Care Strategy (ROI), online [New Five Year Palliative Care Strategy Launched For Clare & Midwest - Clare FM](#)
94. 28 September 2021, CRY104 Radio, Dr Feargal Twomey Interview (ROI)
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## **APPENDIX G – Themes**

Palliative Care Week 2021 was the eighth 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)

## Special Dedication

All Ireland Institute of Hospice and Palliative Care wishes to dedicate this report to Hayden McLafferty and Michael Ross. May they rest in peace.

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