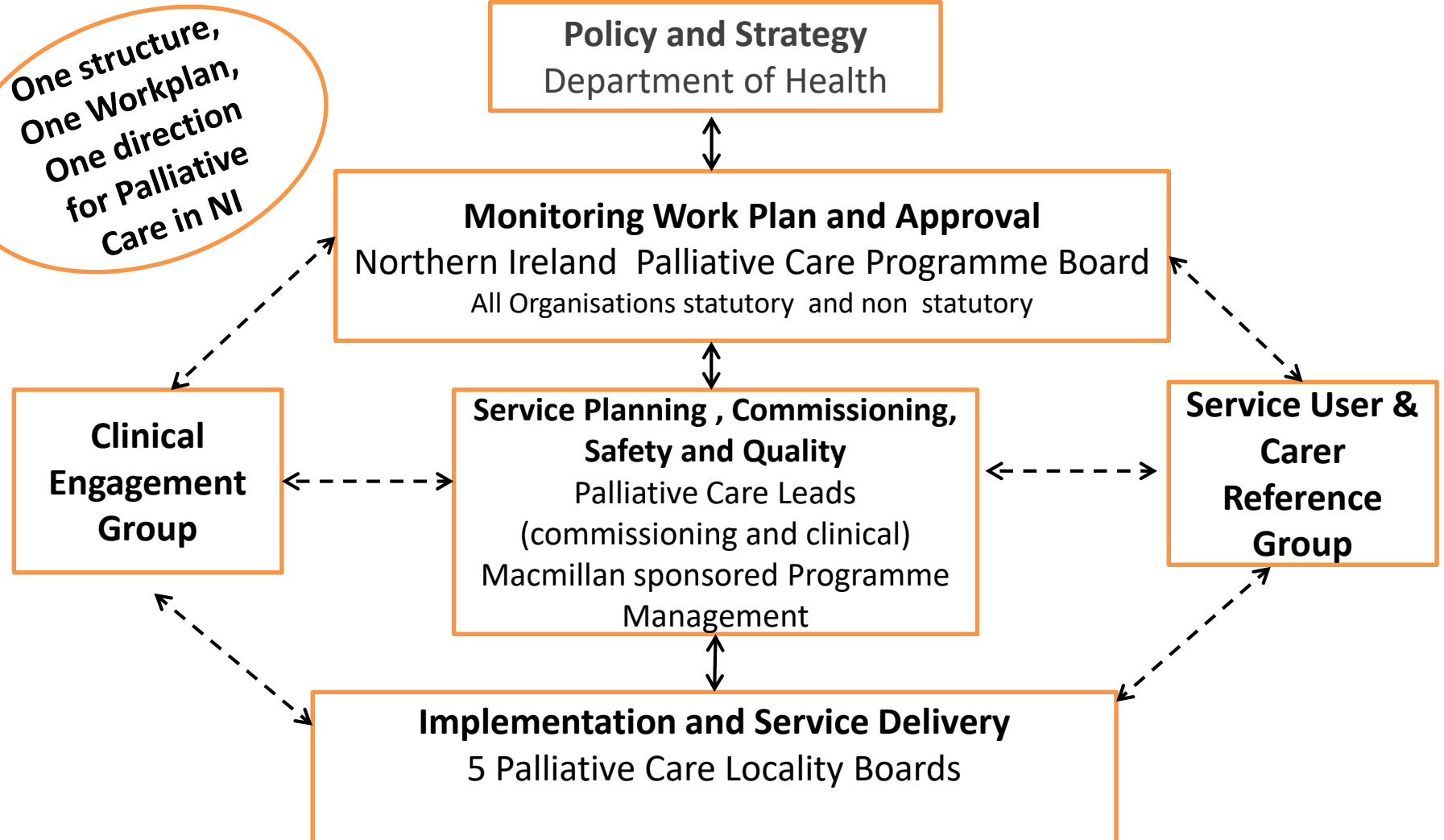


Chris Matthews  
Head of Primary Care Unit  
Department of Health -  
Our Public Health Approach to  
Palliative Care



**Palliative Care**  
in partnership

# Our Approach



# Key Themes

- **Holistic Person Centred / Wellbeing**
- **Education**
- **Policy**
- **Community / Environment**
- **Engagement / Collaboration**

# Definition: Public Health Approach to Palliative Care

**A public health approach to palliative care recognises the role of society and community in enabling and supporting people living with life-limiting conditions, and those important to them, to live well with flexible, holistic and person-centred care based on positive and collaborative partnership.**

**A public health approach to palliative care will involve working collaboratively to:**

- **Increase awareness, understanding and discussion around palliative care through education and information;**
- **Create and enhance networks across communities and sectors to support people living with a life limiting illness and those important to them;**
- **Encourage people to think about and plan for their future physical, emotional, social, financial and spiritual needs.**

# Definition - Criteria

- Recognises the holistic nature of palliative care
- Person-centred
- Community
- Partnership and collaboration
- Positive
- Tangible
- Focus for action

**Round Table on a Public Health Approach  
to Palliative and End of Life Care on the Island of Ireland**

**Overview of Health Systems – Republic of Ireland**

**Sheilagh Reaper-Reynolds  
HSE Strategy & Planning Lead for Palliative Care**

**03.12.2019**



## The Report of the National Advisory Committee on Palliative Care (DoHC, 2001)

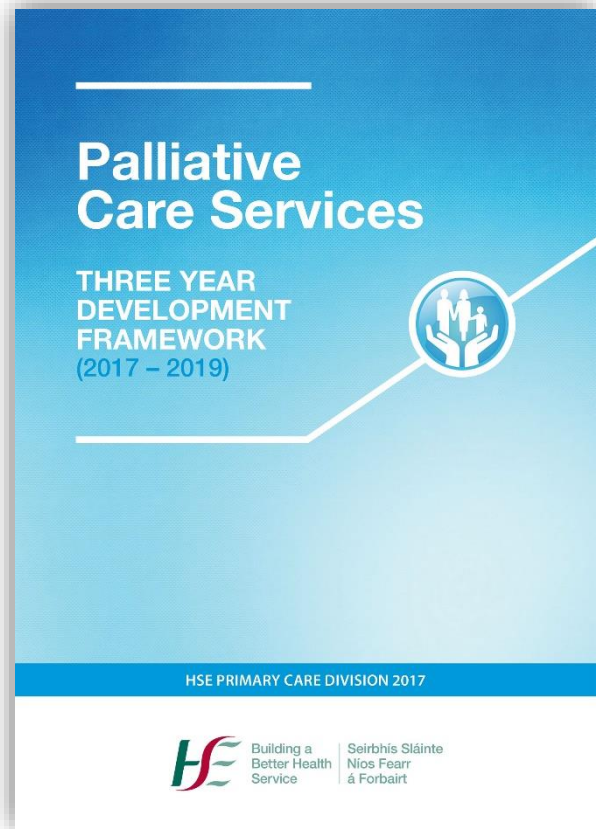
### 2.6 KEY RECOMMENDATION

The concept of palliative care should be promoted in the wider community.

Self-help groups, media, schools - teachers and pupils, police, the clergy and funeral directors







## Palliative Care Services Three Year Development Framework (HSE, 2017)

### Action Point 8.14

The HSE should actively support initiatives to raise public awareness and to change the culture around death and dying.

Any new initiatives should build on the work done to date.

Persuading all specialist palliative care providers to develop a programme of health promoting palliative care activity within their local communities

## Palliative Care Development Framework

### Public Health Awareness Working Group - Recommendations

- **Aim:** Recommendations on a strategic approach to raising public awareness and increasing understanding of palliative care, including changing culture around death, dying, care and loss.
- A survey and mapping exercise were undertaken

## Palliative Care Development Framework

### Public Health Awareness Working Group – Underpinning Principles



## Palliative Care Development Framework

# Public Health Awareness Working Group - Recommendations

**1**

**Establish a national steering group to promote and drive forward**

**2**

**Continue the development of understanding of a public health approach to palliative care**

**3**

**Build public awareness, understanding of, and engagement in palliative care among (a) health care professionals (b) whole population**

# **Palliative Care Development Framework**

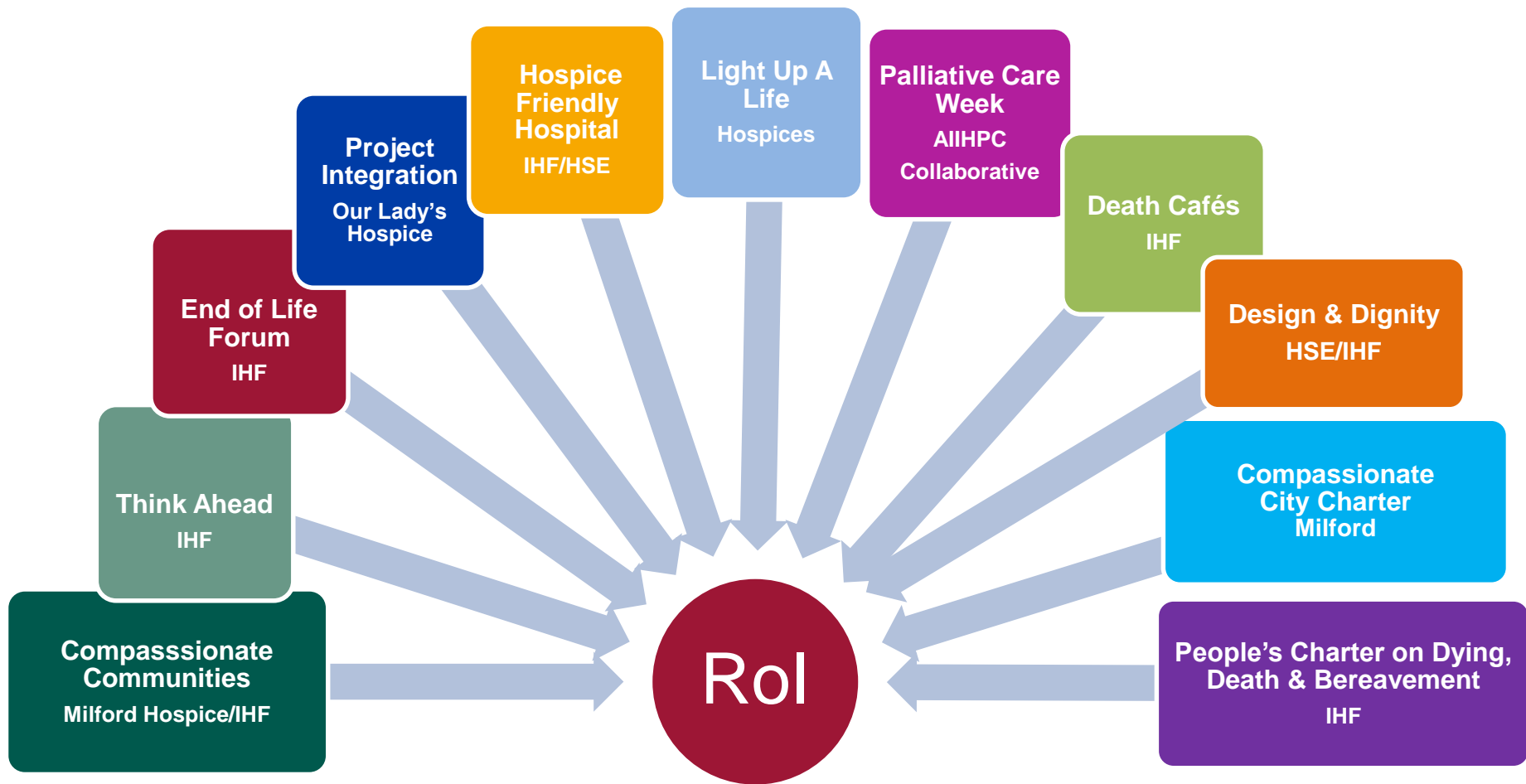
## **Public Health Awareness Working Group - Recommendations**

**4**

**Promote greater engagement on dying, death and bereavement and support community capacity building through partnership**

**5**

**Promote planning ahead for end of life**



# Developing a Public Health Approach

## Challenges & Opportunities

### Challenges

- Building services
- Over-reliance on fundraising
- Measuring success
- Keeping staff
- Perceptions..... Perceptions

### Opportunities

- Review of 2001 Policy
- Sláintecare Report
- Building on what we have
- Learn from NI experience
- Collaboration

Some day,  
we will all  
die,  
Snoopy!

True, but  
on all the  
other days  
we will not.

