

Palliative Care Queensland

Project Proposal - Community Champions

Project Title:

Community Champions for Options at the End of Life in Queensland

Aims and Objectives:

The aim of this project is to raise community awareness regarding options for care at the end of life in Queensland.

The objectives for this project are to:

- Educate the community about palliative care and end of life issues (including Advance Care Planning) by;
 - establishing channels of communication
 - providing opportunities for community discussion
 - promoting information exchange
 - providing appropriate evidence based resources
- Improve community awareness and understanding of death and dying
- Encourage community members to view death, dying and bereavement as a normal aspect of living
- Promote existing palliative care and end of life care pathways
- Encourage the development of local end of life networks
- Promote the work of Palliative Care Queensland (PCQ) and Palliative Care Australia (PCA)

Project Rationale:

In 2009 Queensland Health commissioned PCQ to make recommendations regarding a statewide model of care following consultation with the palliative care sector and the broader Queensland community. The final report of this project recommended that a community awareness and advance health directive awareness project should be funded and implemented across Queensland, and offered in all areas of health and care¹. Further research suggests that good palliative care involves the provision of a comprehensive education program which encompasses health, dying and death along, with broader community involvement recommended².

PCQ further argues that “good palliative care builds community capacity and reclaims the notion that death is a part of life. Promoting community awareness towards the normalcy of death, dying and bereavement can have a significant impact on the level of distress experienced within the community.”³

PCQ is the peak body for palliative care and end of life care in Queensland representing the needs and aspirations of all whom share the ideal of quality care at the end of life for all Queenslanders.

PCQ believes that within Queensland, a death denying culture exists, and further that there should be more discussion of death, dying and end of life issues within the Queensland community. In keeping with the research of Emmanuel and Scandrett, PCQ asserts that greater discussion and education surrounding end of life issues will lead to better outcomes for people affected by illness,

as it will encourage community capacity building, inter-organisational collaboration, community empowerment and health economic sustainability.⁴

Project Description:

PCQ proposes to implement a pilot project aimed at improving awareness of palliative care and end of life issues in the Queensland community. The project will involve training eight volunteers (regional champions) from across Queensland in the non-clinical aspects of palliative care. A project officer will be employed to educate volunteers in:

- Palliative care principles
- Referral pathways to palliative care and end of life care
- The role of palliative care organisations and providers
- Interpersonal communication
- Presentation skills
- Media and public relations
- Risk management.

Trained volunteers will be supplied with informational resources and equipment, and will return to their respective communities to raise awareness of end of life issues in their community, promote access to and usage of the services in their region and to build relationships with key stakeholders and care providers. Volunteer performance indicators will include:

- Provision of a negotiated number of community awareness presentations
- Distribution of set numbers of informational resources
- Attendance at and participation in targeted local events such as community awareness days
- Establishment of key relationships within the region

Monthly teleconferences with the PCQ Project Officer will be scheduled to ensure appropriate support is provided to the volunteers. The teleconferences will be used to resolve any potential issues and ensure the project outcomes remain on track.

PCQ will seek expressions of interest for ten volunteer community champions by advertising these positions in the following ways:

- Palliative care specific Queensland newsletters and journals
- Statewide newspapers
- Electronic advertising, such as volunteeringqld.org.au.

Evaluation:

Evaluation will be conducted by the PCQ Project Officer. The End of Life Alliance (EOLA) will be convened at the commencement of the project to provide consultation and advice regarding the evaluation methodology and this is expected to include process and outcome measures. The EOLA will also provide comment and recommendations following the evaluation, at the end of the project.

Timelines:

Activity	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jun 11
Recruit Project Officer						
Develop Education Package						

Recruit volunteers						
Volunteer Training						
Awareness Raising Commences						
Evaluate Project						

Proposed Budget:

Item	Description	Total cost
Salaries & Wages	1 year NO4 (1.0 FTE)	80,492
	200 hours of AO2 support	5,368
	200 hours of CEO	9,272
Volunteer recruitment	Statewide advertising	1,500
Volunteer training	Travel, Accommodation etc	7,500
	Training materials	500
	Venue Hire etc	4,000
Volunteer Promotional Kits	8 x kits (\$3300 each)*	26,400
Evaluation	2 x EOLA meetings	3000
Sub Total		138, 032
PCQ Administering Organisation fee (10%)		13, 803
Total Budget		151, 835

*Volunteer kits include:

- Banner
- Laptop and Data Projector
- Brochures & DVDs

References

1. Palliative Care Queensland (2010) Statewide Service Delivery Model Consultation Project Report, Palliative Care Queensland(for Queensland Health), Brisbane
2. Kellehear A, Health Promoting Palliative Care, (1999) Oxford University Press, Melbourne
3. Palliative Care Australia (2005), Standards for Providing Quality Palliative Care for All Australians. Palliative Care Australia, Canberra. Available from URL: www.pallcare.org.au
4. Emmanuel L and Scandrett K, (2010) Decisions at the end of life: Have we come of age? BMC Medical