



# THE COMPASSIONATE COMMUNITIES PROJECT



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**On behalf of the CCP Team**  
**Milford Care Centre**  
**Limerick**

**Living and Dying Well in the Community: The Future of Primary Palliative Care in  
Ireland**  
**Thursday 15<sup>th</sup> May 2014**

# WHY HEALTH PROMOTING PALLIATIVE CARE ?

- **Death, dying, loss and care affect everybody**
- **The majority of people living and eventually dying from advanced life limiting illnesses spend the greater part of their time at home being cared for and supported by family members, friends and neighbours**
- **Many people feel unprepared when faced with the experiences of advanced, life-limiting illnesses, death and bereavement and are uncertain as how to offer support and assistance**
- **They are experiences that bring with them additional personal, health and social costs which are preventable and/or relievable if the right supports are available in the right place at the right time**

# HEALTH PROMOTING PALLIATIVE CARE

**There are five fundamental public health ideas when caring for people with life threatening illness:**

- **Prevention**
- **Harm reduction**
- **Community participation**
- **Health and death education**
- **Social supports**

Kellehear, A (2008)

# HEALTH PROMOTING PALLIATIVE CARE – THE COMPASSIONATE COMMUNITIES PROJECT



- Public health issue
- Whole population approach
- Focus ‘up-stream’
- Working **with** communities

## Aims of the CCP

- Improve the quality of life for those living with advanced illness and experiencing death, dying loss and care
- To reduce the fear, uncertainty and lack of knowledge that function as barriers and obstacles to accessing palliative care
- Improve access to resources amongst the general public / community groups / those living with a life limiting illness
- Promote and develop an evidence based public health approach to palliative care
- Develop and evaluate resources that can be freely adapted for use nationally / internationally

# BACKGROUND TO CCP

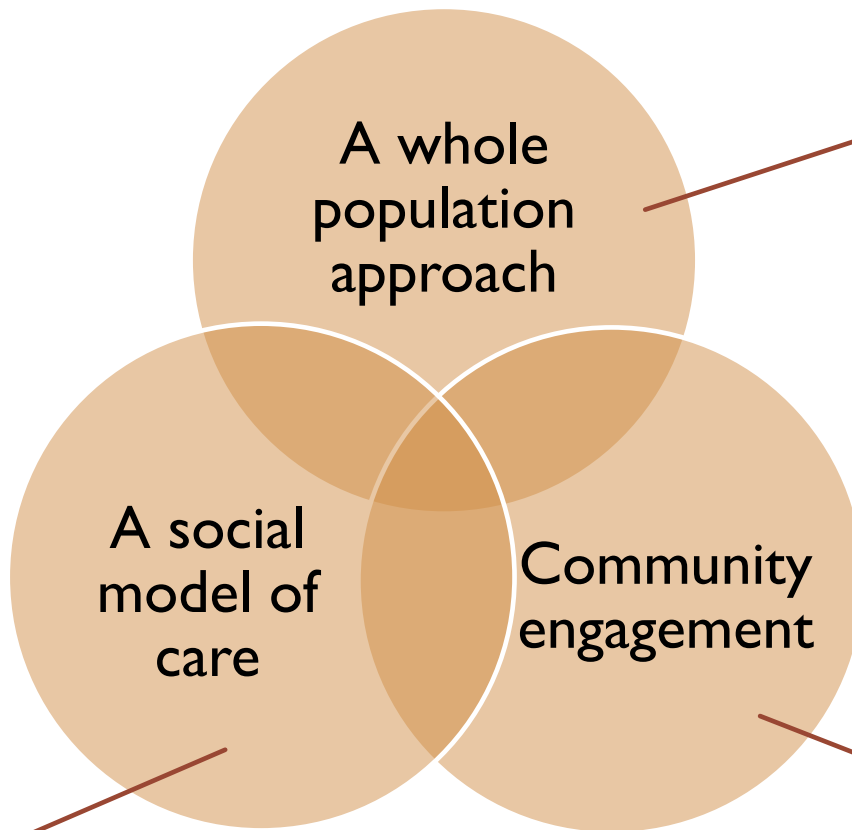


In 2011 a pilot Compassionate Communities Project (CCP) commenced in North West Limerick City

Following an initial evaluation, **Phase Two** of the pilot extended the project to the whole of Limerick City and to Newcastlewest for a further twelve months (June 2012-May 2013).

**Phase Three** : May 2014 – 3 year project plan



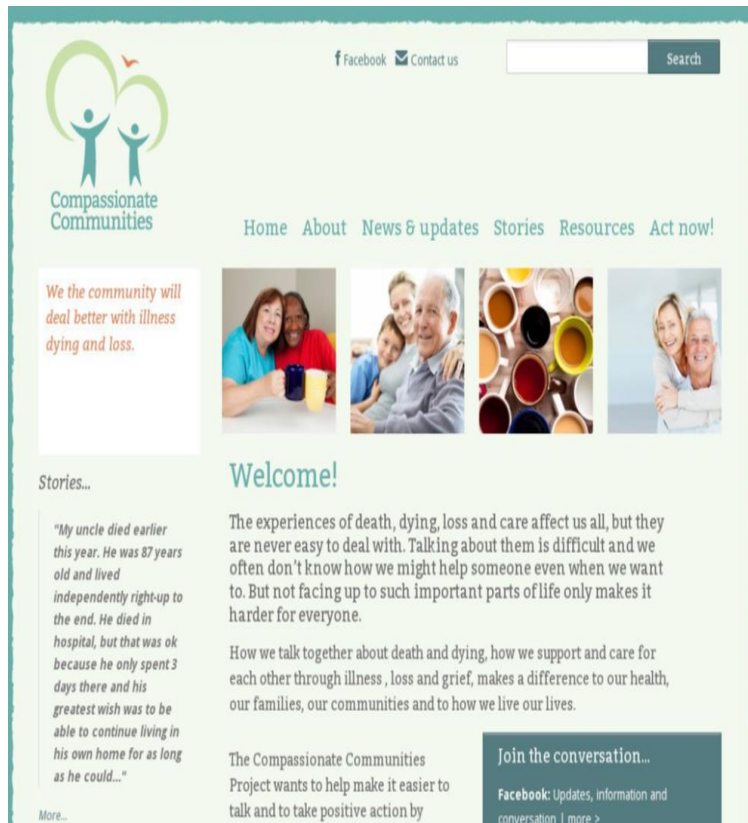


Website  
Leaflets  
Films  
Social Media / Newspapers & Radio

Good Neighbour Scheme  
Limerick City / Newcastlewest

Engagement with community organisations  
Cafe Conversations  
Seed Grants  
Experiential workshops  
Community education programme

# A WHOLE POPULATION APPROACH



The screenshot shows the homepage of the Compassionate Communities website. At the top left is the logo, which consists of two stylized human figures holding hands, with a heart shape above them. Below the logo is the text "Compassionate Communities". To the right of the logo are links for "Facebook" and "Contact us", and a search bar with the word "Search" inside. Below the navigation links are the menu items: "Home", "About", "News & updates", "Stories", "Resources", and "Act now!".

Below the navigation is a quote in a white box: "We the community will deal better with illness dying and loss." Below the quote are four small images: a group of people sitting at a table, a man and a woman smiling, a collection of colorful mugs, and a man and a woman embracing.

Below the images is the heading "Welcome!" followed by a paragraph: "The experiences of death, dying, loss and care affect us all, but they are never easy to deal with. Talking about them is difficult and we often don't know how we might help someone even when we want to. But not facing up to such important parts of life only makes it harder for everyone." Below this is another paragraph: "How we talk together about death and dying, how we support and care for each other through illness, loss and grief, makes a difference to our health, our families, our communities and to how we live our lives."

Below the paragraphs is a dark blue box with the text "Join the conversation..." and "Facebook: Updates, information and conversation | more >".

On the left side of the page, there is a section titled "Stories..." with a quote: "My uncle died earlier this year. He was 87 years old and lived independently right-up to the end. He died in hospital, but that was ok because he only spent 3 days there and his greatest wish was to be able to continue living in his own home for as long as he could..." Below the quote is a "More..." link.

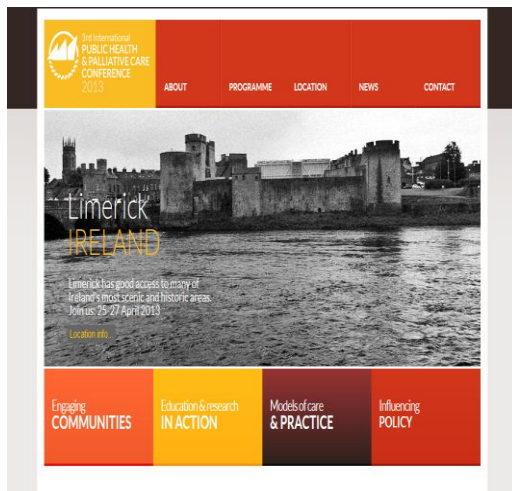
- Compassionate Communities Website
- Social Media
- Engagement with local media – newspapers and radio

# PARTNERSHIPS



Irish Hospice Foundation – Think Ahead

University of Limerick / Irish Hospice Foundation - 3rd International Public Health and Palliative Care Conference, April 2013





# LET'S TALK LEAFLETS



We the community  
will deal better with  
illness, dying and loss.



We may think there's no point in worrying other family members, they have enough to be getting on with. We may believe that it wouldn't be fair to talk to the person who is ill. Or, it's better they don't know how serious things are, as they wouldn't be able to cope.

**So we just 'get-on' as best we can.**

**Yet, it's likely that if we're worried and thinking about these things, so are other family members, including the person who is ill.**

[www.CompassionateCommunities.ie](http://www.CompassionateCommunities.ie)

## The Compassionate Communities Project

Working in partnership with local communities, groups and individuals supporting those living with death, dying, loss and care, through the provision of information and personal and community supports.

### More information?

If you would like to find out more about the Compassionate Communities Project please contact Milford Care Centre on:  
**061-485 800**  
Email: [info@milfordcarecentre.ie](mailto:info@milfordcarecentre.ie)



Milford Care Centre  
Castletroy  
Limerick  
[www.milfordcarecentre.ie](http://www.milfordcarecentre.ie)



## Talking helps

When someone you  
love is seriously ill...

It's very hard for us to see someone that we love and care for become seriously ill. Life changes, often very suddenly. Things we may have taken for granted become very precious as we struggle to hold on to them.

Spending time together, doing ordinary everyday things, thinking about and planning for the future can be overtaken by the struggles of just coping with doctors appointments, visiting hospitals and of caring.



We the community  
will deal better with  
illness, dying and loss.

- What to say? - When someone you know is very seriously ill...
- Talking helps - When someone you love is seriously ill
- Talk about it - When you are seriously ill...
- Let's Talk - Communicating with children about illness and death...
- Dying to talk... - Why do we need to talk about dying and loss?

# LET'S TALK FILMS



## Milford Care Centre

Compassionate Communities  
Presents:

# COMMUNITY ENGAGEMENT



**A public presentation by  
Christy Kenneally on death,  
dying, loss and care  
organised by the NCW  
Compassionate  
Communities Action Group**

- 180+ organisations
- 100 café conversation participants
- 11 seed grants awarded to support community led projects
- Grief & loss workshops
- Compassionate Communities Champion & Friends of the CCP
- Newcastlewest CCP Action Group

# PROPOSAL FOR A SOCIAL MODEL OF CARE 'THE GOOD NEIGHBOUR SCHEME'



Assisting those living with an advanced illness, and their families, to find the extra social support that they may need by seeking out and enlisting the 'good neighbour' capacity within local communities.

# OUR NEXT STEPS

3 year project  
plan;  
Extend project to  
the Mid West;  
Pilot the Good  
Neighbour  
Scheme

Whole Population  
Approach;  
Community  
Engagement; Social  
Model of Care.  
Evaluation



## YOUR NEXT STEPS - CONSIDER

1. How comfortable are you in thinking and having discussions about mortality and end of life care issues – your own and others?
2. Encourage questions, discussion and communication
3. Have resources available - the Let's Talk Leaflets and Films are good conversation starters  
[www.compassionatecommunities.ie](http://www.compassionatecommunities.ie)
4. Encourage patients to take and use the Think Ahead Forms. (Complete the form yourself) [www.thinkahead.ie](http://www.thinkahead.ie)

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- [www.compassionatecommunities.ie](http://www.compassionatecommunities.ie)
- [www.thinkahead.ie](http://www.thinkahead.ie)