Promoting the End of Life Care Commitment

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The action to implement the Commitment: promoting choice

• To support greater personalisation of end of life care, we will lead a public-facing campaign to promote choice and personalisation in end of life care. We are keen to work with partners and stakeholders on this.
• We have already published a CCG Choice planning and improvement guide and we are working with CCGs to assist their implementation of this, through weekly webinars.
• We have also established End of Life Personal Health Budget project sites, to look at ways that PHBs can be utilised to increase choice within fast-track CHC. There are 5 project sites in:
  • East Lancashire;
  • South Derbyshire;
  • Warrington;
  • NEW Devon; and
  • Mid Sussex and Horsham and Crawley.
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- We also see the regional roadshow events as the first step in this journey and we will deliver a social media campaign, in conjunction with the regional events, to raise awareness of the EoLC commitment, the action that needs to be taken by all partners to deliver improvements in EoLC, and show case, share and promote best practice.

- The regional events are focussed on engaging the system and will build the initial dialogue. We will use social media, blogs and case studies to build the audience, focus the discussion and provide a continuing conversation about change in end of life care. Alongside this we will launch a public-facing national campaign to promote choice and personalisation in end of life care.

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- We would like to work with stakeholders to target messages and focus on the key areas of the commitment.
- Early thinking is that we could focus the campaign around the six elements of the commitment, focusing on sharing best practice in each of these areas:
  - Honest discussions;
  - Informed choices;
  - Developing personalised care plans;
  - Sharing personalised care plans;
  - Involving those important to you; and
  - Knowing who to contact.
- We feel that a distinctive # would be helpful and we wish to co-develop this with stakeholders, cognisant of the success of #YODO, #dyingisntworking and #talkingmatters.
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We are committed to working with our voluntary sector partners, professional associations and other NHS bodies and would like to work with you to develop our approach.

Discussion points
• Are there things that you are doing that fit with this agenda?
• What is the best way to work with you to shape this work?
• How can we engage other audiences who are not engaged with social media?