

Quality End-of-Life

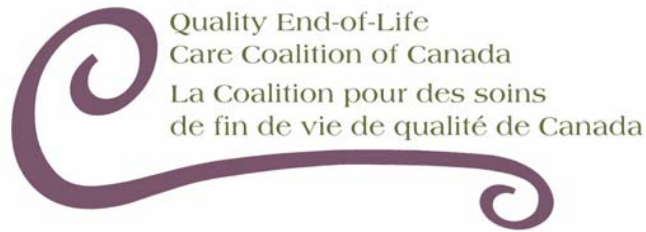
Care Coalition of Canada

La Coalition pour des soins

de fin de vie de qualité de Canada

2009 Workplan

Updated: March 9, 2009



Committee Members

Executive Committee

Michael Aherne (Education Committee)
Sharon Baxter (Secretariat & Research Utilization)
Karen Chow (Communications & Public Awareness
Committee)
Melody Isinger (Advocacy Committee)
Julie Swettenham/Denise Page (Family & Caregiver
Support Committee)

Advocacy Committee (AC)

Melody Isinger (Chair)
Stephen Alexander
Romayne Gallagher
Evelyne Gounetenzi
Bobbi Greenberg
Sharon Baxter (Secretariat)

Education Committee (EC)

Michael Aherne (Chair)
Debbie Gravelle
Buffy Harper
Larry Librach
Barry Power
Doreen Oneschuk
Mary Schulz
Sharon Baxter (Secretariat)

Communications & Public Awareness Committee (CPAC)

Karen Chow (Chair)
Shelagh Campbell-Palmer
Bobbi Greenberg
James Roche
Sharon Baxter (Secretariat)

Family & Caregiver Support Committee (FCSC)

Denise Page (Co-Chair)
Julie Swettenham (Co-Chair)
Shirley Browne
Marlene Chatterson
Karen Henderson
Joan MacDonald
Colleen Murray
Diana Rasmussen
Doris Rossi
Jo Anne Watton
Sharon Baxter (Secretariat)

Research Utilization Committee (RUC)

Diane Hartling
Mireille Lecours
Joan Lesmond
Kathy Van Bentham
Sharon Baxter (Secretariat & Chair)

Committee Name: Advocacy

#	Workplan Items	Action Items	Who is responsible for this?	Communication Strategy	Expected Outcome	Deliverables	Timeline
1	Terms of Reference	Review Advocacy's Terms of Reference	Committee	Circulation among all QELCCC Committees Inclusion in QELCCC information kit			March 09
2	Brief to the Privy Council	Use Key Messages and Asks	Committee		Raise awareness of social dimensions of death and dying	Tailored "leave behind" packages for varying government departments	April 09
3	Influence Finance Committee	Remind member organizations developing briefs to the Finance Committee to identify palliative care issues	Chair and Secretariat		Raise awareness of how multi-faceted palliative care is and increase funding		On-going
4	Review 10 Year Blueprint	Assess Blueprint for relevance and changed environment in relation to advocacy goals.	Committee		A new "blueprint" developed in 2010	New 10 year strategic plan	2009-10
5	Review Key Messages and Ask	Review to assess validity; survey membership to discover if and when key messages and asks were used	Executive and Committee		Keep or change key messages and asks	Progress report	Jan 24/09
6	Liaise and rebuild relationship with Health Canada	Submit proposals for possible projects for Health Canada funding	Secretariat		Strengthened relationship with HC, particularly the Palliative and End-of-Life Care Unit	Funding for QELCCC projects	on-going
7	Open Dialogue with PHAC						on-going

8	Introduce the social dimensions of death and dying into the dialogue of palliative care				Have death and dying recognized as a social (socio-economic?) determinate of health	Collection of vignettes of the impact of death and dying on family (of choice) caregivers	
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Committee: Communications

#	Workplan Items	Action Items	Responsibility	Communication Strategy	Expected Outcome	Deliverables	Timeline
1	Internal Relations: Continue to engage current members to communicate QELCCC platforms to respective & network organizations	<p>Ensure members communications' leads are current</p> <p>Reaffirmation - Committee Terms of Reference</p> <p>Updated QELCCC information kit sent to members by March 15 To include:</p> <ul style="list-style-type: none"> - Coalition one-pager (matte article) - Jan. 23/24 meeting minutes, - Coalition sign-on policy - Proposed revised coalition Terms of Reference - Communication - clarity re QELCCC position on controversial topics ie. PAS/euthanasia - the recently created QELCCC poster/abstract description/ utilization process 	<p>AnnMarie</p> <p>Committee</p> <p>AnnMarie/Chair</p>	<p>Memo</p> <p>March teleconference; e-mail</p> <p>E-mail Post to website</p>	<p>Efficient, effective outreach</p> <p>Members - Aligned - Informed - Engaged</p>	<p>Up-to-date QELCCC communication s contact list</p> <p>QELCCC Information package</p>	<p>Early Feb.</p> <p>March</p> <p>Late April</p>
2	External Relations: Develop new/enhance current outreach vehicles for resourcing/ Engagement	<p>Create protocol for external documents i.e. Each press release includes coalition backgrounder, and body of release lists members who have signed onto that release.</p> <p>Explore ways to highlight and communicate to members "new news" on the QELCCC website (eg. Semi-annual email blast) –</p>	<p>AnnMarie/Chair</p> <p>AnnMarie/Chair</p>	<p>Communiqué to members</p> <p>Criteria: - regular rotation - newsworthy - large impact on</p>	<p>Members - Aligned - Informed - Engaged</p> <p>Members - Aligned - Informed - Engaged</p>	<p>Explicitly stated protocol</p> <p>Regular, predictable communication tool</p>	<p>Early May</p> <p>January</p>

		<p>timed to coincide with the semi-annual and annual reports</p> <p>Create "flash" link from CHPCA to QELCCC sites</p> <p>Explore feasibility for pilot utilizing social networking as a vehicle for raising public awareness. - Project Idea – Proposal to HC for research on feasibility of utilizing social networking for increasing public awareness of end-in-life care</p> <p>QELCCC matte article in Family Caregiver (newspaper) – about advance care planning, perhaps – coordinate with the Family & Caregiver Support Committee</p>	<p>AnnMarie</p> <p>AnnMarie/Chair</p> <p>AnnMarie/Chair</p>	<p>members</p>			<p>End of March</p> <p>March</p> <p>Late spring</p>
	New News	<p>-Share new news updates from all Committees – update dates will be tied to Executive Committee meetings and e-mail blast</p> <p>-Hike for Hospice, May 3 – send info to members</p> <p>- Engage members with NHPCW, May 3-9 (human rights); Share NHCW collateral for distribution</p> <p>- QELCCC role in World HPC Day (Oct. 12?): WHPCD COLLATERAL TO BE SHARED FOR DISTRIBUTION</p>	<p>AnnMarie/Committee</p> <p>AnnMarie</p> <p>AnnMarie</p> <p>AnnMarie</p>				<p>Ongoing</p> <p>April</p> <p>April</p> <p>September</p>
	Review 10 Year Blueprint	Assess Blueprint for relevance and changed environment in relation to advocacy goals.	Committee		A new "blueprint" developed in 2010	New 10 year strategic plan	2009-10
	Coalition Engagement	Advance Care Planning – Share strategic framework from March	AnnMarie/Committee				April

		expert roundtable. Include a cover sheet (i.e. stay tuned for framework draft for comment)/ environmental scan & meeting report (get from Louise)					
	Coalition Messaging	Work with Advocacy Committee to readdress/revise QELCCC Key Message #3 – Advocacy Committee do first, then send to Communications Committee for review	Comms/Advocacy				ASAP

Committee: Education

#	Workplan Items	Action Items	Responsibility	Communication Strategy	Expected Outcome	Deliverables	Timeline
1.0	National Assn Engagement Strategy (Changing nature of serious illness and dying – EoL Care Responses)	<ul style="list-style-type: none"> • Identify specific champions • Environmental scan document <ul style="list-style-type: none"> ○ Baseline (Canada) ○ Early leadership/innovation (other jurisdictions) • Meeting* (Possible project) <ul style="list-style-type: none"> ○ Common foundations/understanding/priorities ○ Agreed to goals • Development agenda <ul style="list-style-type: none"> ○ Key capacity supports ○ Targeted initiatives for key constituencies • Foundational document w/ priorities/longer-term (Blue print 2020 items?) for <ul style="list-style-type: none"> ○ Paid providers ○ Pt/public education ○ Citizen engagement 	<p>Working Group #1 (E/C groups OR champion designates)</p> <p>External funder</p> <p>CHPCA Secretariat support</p>	<p>AVISO</p> <p>Email service</p> <p>Active/ personal recruitment of champions</p> <p>Social networking (i.e., myspace, blogger, Ning.com, etc)</p>	<p>Broader understanding/support</p> <p>New HPC capacity w/ EoL care focus</p> <p>Awareness/ leadership/ action at the associational level filtered to field</p> <p>2020 essential priorities/ milestones/ "goal posts"</p>	<p>Environmental scan document</p> <p>Contact list of champions/ declared interests</p> <p>Foundational document</p> <p>2020 Blueprint inputs</p>	<p>2009/2010</p> <p>May 15, 2009</p>
2.0	Brief/Issues paper on a palliative approach/ EoL care integration in emerging Chronic Disease Prevention and Management (CDPM)* (Possible project) - PRIORITY	<ul style="list-style-type: none"> • Finalize terms of reference • Literature search • Issues clarification • Public "Draft for Discussion" • Consultation/input • Updated draft with stakeholder inputs/feedback/dissenting or other views, etc. • Publication as informational input/direction setting/ invitation for P/C community to learn from others, etc. 	<p>Working Group #2 (E/C groups or champion designates)</p> <p>Writing assistance</p> <p>CHPCA Secretariat support</p>	<p>Active outreach through QELCCC</p> <p>Engagement of PHAC</p> <p>Liaison/coordinate with PEoLC unit</p>	<p>New relationships/ champions</p> <p>More realistic F/P/T level CDPM framework inputs</p>	<p>Brief/Issues paper & supporting deliverables</p> <p>Contact list of champions/ "go to" people</p>	2009/2010
	Review 10 Year Blueprint	Assess Blueprint for relevance and changed environment in relation to advocacy goals.	Committee		A new "blueprint" developed in 2010	New 10 year strategic plan	2009-10

Terms of Reference						
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Committee: Family and Caregiver Support

#	Workplan Items	Action Items	Responsibility	Communication Strategy	Expected Outcome	Deliverables	Timeline
1	Promote recognition and acknowledgement of the contribution of caregivers to Canadian society (economic, social, health care system, etc.)	<p>Advocate for/request a Canadian caregivers day, if none exists</p> <p>Organize lunch on Parliament Hill for MPs and Senators (work together with Raymonde Folco, MP, as she has offered) (need funding – CCS portion? Alzheimers?)</p> <p>Identify key messages about caregiving in Canada</p>	<p>Committee</p> <p>Committee (Julie and Denise to take lead)</p> <p>Secretariat</p> <p>C&PA Comm (media work)</p> <p>Committee & Secretariat</p>	<ul style="list-style-type: none"> • Media release • Social marketing (e.g. Facebook page) • Direct communication with QELCCC orgs (request they pass info thru their networks) • Direct communication with QELCCC orgs (request they pass info thru their networks) • Invite media • Direct communication with QELCCC orgs (request they pass info thru their networks) 			End of March

2	Advocate for the creation of a Canadian strategy that provides support services (financial and non-financial) for Canadian informal/family caregivers	<p>Work together with Raymonde Folco to support her efforts to introduce legislation regarding</p> <p>Obtain information from disease-specific organizations to determine what their needs are for supporting their caregivers (Host a discussion forum?* - possible HC-funded project?)</p> <p>Research caregiver support (e.g. respite care, financial support, etc.) in other first-world countries, as well as provincially-based supports* (Possible project?)</p>	<p>Committee & Secretariat</p> <p>Julie take lead</p> <p>Denise & Secretariat</p> <p>Committee</p>				
3	Improve information services for caregivers	Create an easily accessible web-based information portal/collection of information relevant to all caregiver concerns (e.g. information on caregiver support services in your area, respite services, dementia information) e.g. Carers Australia* (possible project – HC?)	Secretariat write funding proposal	<ul style="list-style-type: none"> • Media release • Direct communication with QELCCC orgs (request they pass info thru their networks) 			
4	Compassionate Care Benefit (CCB) – ongoing expansion and improvement of the benefit	Research possible changes to the CCB (April 1?). Monitor proposed changes with view to strengthening the benefit.	Committee & Secretariat				
5	Review 10 Year Blueprint	Assess Blueprint for relevance and changed environment in relation to advocacy goals.	Committee		A new "blueprint" developed in 2010	New 10 year strategic plan	2009-10
	Terms of Reference						

Committee: Research Utilization

#	Workplan Items	Action Items	Responsibility	Communication Strategy	Expected Outcome	Deliverables	Timeline
1	(a) Continue to foster linkages with the CIHR funded Net Grants and other research projects around HP and end of life care (b) Continue to foster linkages and build on past relationship with CIHR	Continue to share info from the Research Utilization Committee and the research list serve (recently developed at CHPCA) Meet and contact with Ian Graham and Judy Bray and others	Secretariat And Research committee	Share info between Research Utilization/full QELCCC and HPCare Research community	Better knowledge of research outcomes in HPC Better opportunity to engage in knowledge translation	Continue communication with QELCCC, Research Utilization and the HPC Research community	Ongoing all year
2	QELCCC Role in Knowledge Translation of finding being generated by CIHR and other funded research projects	Disseminate the mid term findings of the net grants Work with interim outcomes/ distill knowledge translation policy/clinical gems PROJECT IDEA – scope to be developed ie Internation	Secretariat	Share info with QELCCC members on an ongoing basis	Better knowledge dissemination Possibly putting research outcomes into practice and policy	Emails to research list serve and QELCCC members	Spring 2009 and ongoing
3	(a) Liaise with QELCCC coalition in members to ascertain their interest in poster, workshop and presentations their conferences (b) To ascertain interest from QELCCC members affiliated Organization	Share research information with QELCCC member organizations	Secretariat and Research Utilization And QELCC Member organizations	Bring QELCCC perspective to other org. Bring conference information to QELCCC Share info/ poster with QELCCC members	QELCCC input regarding key research topics at the conference Improved knowledge on HPC Research Workshops and/or posters at conferences	Strong research sharing Better knowledge of hospice palliative care	Winter 2009
4	Committee to review	Sent TOR to committee members	Committee			Up to date TOR	Winter 2009

	Terms of Reference (TOR)	for review and renewal	members				
5	Review 10 Year Blueprint	Assess Blueprint for relevance and changed environment in relation to advocacy goals.	Committee		A new "blueprint" developed in 2010	New 10 year strategic plan	2009-10