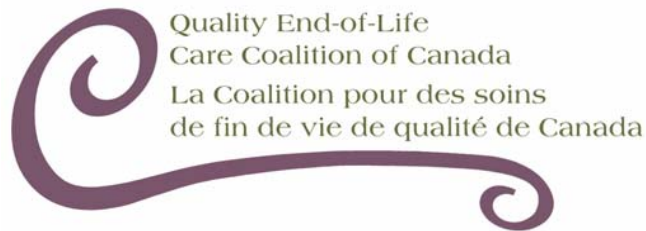


2010 Workplan

Updated: February 2010



Committee Members

Executive Committee

Doreen Oneschuk (Michael Aherne until May 2009)
(Education Committee)
Sharon Baxter (Secretariat & Research Utilization)
Karen Chow (Communications & Public Awareness
Committee)
Melody Isinger (Advocacy Committee)
Denise Page (Family & Caregiver Support Committee)

Advocacy Committee (AC)

Melody Isinger (Chair)
Stephen Alexander
Evelyne Gounetenzi
Bobbi Greenberg
Nadine Henningsen
Sharon Baxter (Secretariat)

Education Committee (EC)

Doreen Oneschuk (Chair)
Trina Epstein
Romyne Gallagher
Debbie Gravelle
Doug Kellough
Mary Schulz
Sharon Baxter (Secretariat)

Communications Committee (CC)

Karen Chow (Chair)
Shelagh Campbell-Palmer
Bobbi Greenberg
Dr. Nuala Kenny
Fran Turner
Diane Hartling
Sharon Baxter (Secretariat)

Family & Caregiver Support Committee (FCSC)

Denise Page (Chair)
Bonnie Schroeder
Diana Rasmussen
Holly Vengroff
Marlene Chatterson
Sharon Baxter (Secretariat)

Research Utilization Committee (RUC)

Joan Lesmond (Chair)
Michael Aherne
Mireille Lecours
Janet Jull
Bobbi Greenberg
Sharon Baxter (Secretariat)

Committee Name: Advocacy

| # | Workplan Items | Action Items | Responsibility | Communication Strategy | Expected Outcome | Deliverables | Timeline |
|---|---|--|---------------------------------------|---|---|---|------------|
| 1 | Terms of Reference | Review terms of reference. | Committee | Circulate to all QELCCC committees. | | | Complete |
| 2 | Brief to Privy Council | Use key messages, asks and vignettes. | Committee | | Raise awareness of social dimensions of death and dying. | Tailored leave behind packages. | Ongoing |
| 3 | Influence the 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. | Use Blueprint progress report, the key messages and asks. | Ongoing |
| 4 | Develop a key message and ask to facilitate advanced care planning (ACP) in Canada. | Develop to align with priority 4 of the Blueprint progress report. | Advocacy and Communications Committee | Included in the leave behind packages. | Build awareness of the need for ACP in Canada. | Key message and Ask | May 2010 |
| 5 | Improve key messages and asks to incorporate "sound bites" | <p>Create statement/sound bite for each key message. Making them less wordy and easier to understand.</p> <p>Example statements: "One year is given at the beginning of life, should have one year at the end-of-life"</p> <p>"It takes a community to provide high quality end of life care."</p> | Advocacy and Communication Committees | <p>Incorporate sound bites in existing key messages and asks.</p> <p>Focus on the need to expand the Compassionate Care Benefit length to 52 weeks.</p> | Raise awareness of the complexity at end-of-life care | New and improved key messages and asks. | March 2010 |

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| 6 | Liaise and build relationships with Health Canada, Public Health Agency of Canada and other relevant government departments. | | Secretariat and members of the QELCCC. | | Raise awareness | | Ongoing |
| 7 | Extend the dialogue of death and dying. | Develop vignettes addressing the difficulties associated with ACP and implementing an ACP and shortcoming of the Compassionate Care Benefit. | Advocacy and Communication Committees | Part of the leave behind package. | Raise awareness | Two additional vignettes. | December 2010 |

Committee: Communications

| # | Workplan Items | Action Items | Responsibility | Communication Strategy | Expected Outcome | Deliverables | Timeline |
|---|---|---|------------------------|---------------------------------------|--|---|---------------------------------|
| 1 | Timely dissemination of relevant communications to QELCCC members | Ensure members communications' lead contacts are current. | Secretariat | E-mail | Efficient, effective, timely outreach. | Up-to-date QELCCC communication contact list. | Complete |
| | | Review/update Coalition lexicon of terms – clarity/consistency (eg. Hospice palliative care; end-of-life care; Home – setting of your choice; Family; residential hospice; 1 st \$ coverage; life-limiting vs life-limited) - Review current lexicon - Update with Blueprint terms | Secretariat/ Committee | E-mail & post to website. | Consistent messages and understanding. | Lexicon document. | February call (month end) |
| | | Collaboration with Coalition Committees to align effective, consistent messaging. - set up joint planning call with Advocacy Committee | All committees | 2010 Blueprint for Action priorities. | Consistent messages and understanding. | Consistent messaging. | Ongoing |
| | | Review/revise Coalition one-pager (matte article) to reflect 2010 Blueprint for Action. | Secretariat/ Committee | E-mail, website, information kit etc. | Updated matte | Updated matte | February (in progress) |
| | | Continue to ensure members have most current QELCCC collateral : - Executive Summary - Matte Article - Poster/abstract - Protocol for members sign-on for Coalition public documents/releases | Secretariat/ Committee | E-mail | Consistent messages/ Understanding | Updated information for members | Ongoing/as material is updated. |
| | Revise Communications Committee Terms of Reference | Chair/Secretariat | | | | Complete | |
| 2 | Support QELCCC | News Updates | Secretariat/ | Legacy | | | Quarterly/ |

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| | <p>initiatives with appropriate, effective & timely communications.</p> | <ul style="list-style-type: none"> - Email blasts with executive summary & weblink <p>2010 Blueprint for Action</p> <ul style="list-style-type: none"> - Finalize Blueprint document (pdf/print) – priorities in front, executive summary - Disseminate to members/Networks: <ul style="list-style-type: none"> - Key messages - Matte article - Poster/abstract - Work with Executive Committee to address raising public awareness/understanding of the issues and their rights. - Facilitate collection of stories from members: end-of-life challenges, and positive stories reflecting regions. | <p>Committee</p> <p>Chair/Committee</p> <p>Communication and Executive Committees</p> <p>Committee</p> | <ul style="list-style-type: none"> - Hike for Hospice - National Hospice Palliative Care Week - World HPC Day <p>New Initiatives</p> <ul style="list-style-type: none"> - 2010 Blueprint for Action launch - MP information kits | <p>Vignettes</p> | <p>Positive vignettes</p> | <p>as needed</p> <p>February (in progress)</p> <p>April 2010</p> <p>Ongoing</p> <p>December 2010</p> |
| 3 | <p>Build Awareness of the QELCCC and Coalition Initiatives</p> | <p>Secure grant for communications strategy for QELCCC to leverage web technology for raising public awareness of end-of-life care. (Hike for Hospice, Blueprint for Action 2010, etc.) (social marketing?, webinars?)</p> <p>Ensure QELCCC website link on members' sites.</p> <p>Support members to actively identify and foster Champions for end-of-life care (National, Provincial, Regional)</p> <ul style="list-style-type: none"> - QELCCC Kit and all relevant collateral. | <p>Karen Chow /Secretariat</p> <p>Secretariat</p> <p>Committee</p> | <p>With Annual meeting minutes</p> | | | <p>March 2010</p> |

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| 4 | Advance Care Planning in Canada | <p>Advance Care Planning project – Share strategic updates on ACP project milestones.</p> <p>Ask Coalition members if they wish to join ACP distribution list.</p> | <p>Secretariat</p> <p>Secretariat</p> | <p>E-mail</p> <p>E-mail</p> | <p>Efficient, effective, timely outreach</p> <p>Efficient, effective, timely outreach</p> | | Ongoing |
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Committee: Professional Education

| # | Workplan Items | Action Items | Responsibility | Communication Strategy | Expected Outcome | Deliverables | Timeline |
|----|---|---|--|---|---|---|---------------------|
| 1. | Conduct an environmental scan of QELCCC members of available educational tools and resources | <p>Survey creation, execution and development of written analysis to disseminate to QELCCC members.</p> <p>Identify, via the survey, QELCCC member's professional education needs i.e. wish list.</p> <p>Progress report priority 1.1: Develop a national palliative and end-of-life care strategy and encourage other national health strategies to show leadership in end-of-life care.</p> <p>Progress report priority 3.3: Education and support for all health care providers, home support workers, volunteers and family caregivers.</p> <p>Consider holding a joint meeting with the Communication committee (possibly the Advocacy, & Family Caregiver committees) regarding survey results pertaining to public education</p> | <p>Committee with assistance from Dr. Lynda Weaver (Elizabeth Bruyère Centre)</p> <p>Committee</p> <p>Committee</p> <p>Committee</p> | <p>Dissemination of information to all members of the QELCCC.</p> <p>Plan to develop a multi prong communication plan with the assistance of the Communication and Executive committees vis a vis public education.</p> | <p>Better understanding of the QELCCC member mandates, educational tools, and organizations' educational needs.</p> <p>Potential use of this information to focus on non-malignant end-of-life education— (consider Health Canada grant application to further explore this topic).</p> | <p>Repository of educational resources and tools centralized on the Education Commons of the CHPCA website.</p> | <p>January 2011</p> |
| 2. | 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 palliative care community to learn from others, etc. | <p>Education/Comm unication committee (champion designates)</p> <p>Writing assistance</p> <p>Secretariat</p> | <p>Active outreach through QELCCC</p> <p>Engagement of PHAC</p> <p>Liaison/coordinate with Palliative End-of-Life Care 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> | <p>2009/2010</p> |

Committee: Family 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. Develop a brief regarding a scan of what exists across Canada, who should be involved in communicating for a National day, and a draft communication strategy. (Possible project)</p> <p>Election readiness kit/information regarding support for family and caregivers.</p> <p>Identify key messages about caregiving in Canada.</p> | <p>Family Caregiver Support Committee, Bonnie Schroeder (lead)</p> <p>Advocacy Committee</p> <p>Committee & Secretariat</p> | <p>To be developed.</p> <p>Letters to new MPs, minister including key asks.</p> <p>To be developed.</p> | Caregiving day and increased awareness for increased resources for caregivers. | Activity plan for seeking supports. | October/ November 2010 |
| 2 | Advocate for the creation of a Canadian strategy that provides support services (financial and non-financial) for Canadian family caregivers. | <p>Work together with Canadian Caregiver Coalition to ensure Canadian strategy provides support services (financial and non-financial) for Canadian family caregivers.</p> <p>Obtain information from disease-specific organizations to determine what their needs are for supporting their caregivers.</p> | Family Caregiver Support Committee and Liaise with Canadian Caregiver Coalition. | | | | Ongoing |
| 3 | Promote and increase awareness of information services available for caregivers. | Disseminate information relevant to all caregiver concerns (e.g. information on caregiver support services in your area, respite services, dementia information etc) e.g. VON, Canadian Virtual Hospice, <i>Living Lessons</i> ®, and others (invite others). | Committee & Secretariat | Direct communication with QELCCC members (request they pass information through their networks). | Increase awareness and use of caregiver resources. | Feature information section included in regular communication mechanism used with members. | Ongoing/ quarterly |

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| 4 | Compassionate Care Benefit (CCB) – ongoing expansion and improvement of the benefit. | Advocate for changes to the CCB terminology and increase the flexibility. Consider recommendations in the Caregiver net grant report. Continue to monitor changes with view to strengthening the benefit. | Committee & Secretariat | | | | Ongoing |
| 5 | Create a caregiver benefit similar to the Child Tax Benefit. | Research and acquire information. | Committee | | | | |

Committee: Research Utilization

| # | Workplan Items | Action Items | Responsibility | Communication Strategy | Expected Outcome | Deliverables | Timeline |
|---|---|---|--|--|---|--|--|
| 1 | (a) Continue to foster linkages with the CIHR funded Grants and other research projects around hospice palliative and end-of-life care. | Continue to share information from the Research Utilization Committee and the research list serve (recently developed at CHPCA). | Secretariat & Research committee | Share information between Research Utilization/full QELCCC and hospice palliative care research community. | Increased knowledge of research outcomes in hospice palliative care. | Continue communication with QELCCC, Research Utilization and the hospice palliative care research community. | Ongoing |
| | (b) Continue to foster linkages and build on past relationship with CIHR. | Contact and meet with Ian Graham, Judy Bray and others. | | | | | Better opportunity to engage in knowledge translation. |
| 2 | QELCCC Role in Knowledge Translation of findings being generated by CIHR and other funded research projects. | Disseminate the findings of the net grants through the CHPCA Knowledge Translation staff position. Work with interim outcomes/ distill knowledge translation policy/clinical 'gems'. | Secretariat | Share information with QELCCC members on an on-going basis. | Increased and Improved knowledge dissemination. Possibly putting research outcomes into practice and policy. | E-mails to research list serve and QELCCC members. | April 1, 2010 – March 31, 2011 |
| 3 | Liaise with QELCCC members to ascertain their interest in poster and workshop presentations at their conferences. | Create a new poster about the Blueprint progress report. Encourage coalition members to use existing and new posters, workshops and presentations at their own conferences and meetings. | Secretariat, Research Utilization committee & QELCCC Member organizations. | Bring QELCCC perspective to other organizations. Share information with QELCCC members. | QELCCC input regarding key research topics at the conference. Improved knowledge on hospice palliative care research. Increased | Strong research information sharing. Better knowledge of hospice palliative care. | Ongoing |

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| | | | | | workshops and/or posters at conferences. | | |
| 4 | Committee to review Terms of Reference (TOR) | Send terms of reference to committee members for review and renewal. | Committee | | | Up to date terms of reference. | Complete |
| 5 | Blueprint recommendation implementation and next steps | <p>Advocate for continued research funding in hospice palliative care.</p> <p>Look for research findings to validate our position(s) and advocate for access, funding and caregiving.</p> <p>Collaborate with CHPCA and other groups around developing indicators for hospice palliative and end-of-life Care (Accreditation Canada)</p> | <p>Committee and Secretariat</p> <p>Committee and Secretariat</p> <p>Committee and Secretariat</p> | | Start to align the QELCCC Research work with the new 10 year Blueprint for Action Strategy | | Ongoing |