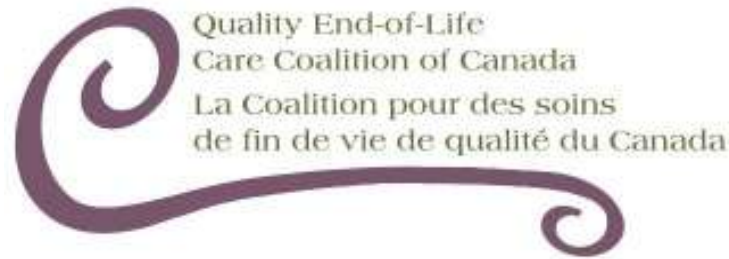


# **2011 Work Plan**

**Updated: January 2011**



## Committee Members

### **Executive Committee**

Doreen Oneschuk (Education Committee)  
Bobbi Greenberg (Communications & Public Awareness Committee)  
Melody Isinger (Advocacy Committee)  
Bonnie Schroeder (Family & Caregiver Support Committee)  
Joan Lesmond (Research Utilization)  
Sharon Baxter (Secretariat)

### **Advocacy Committee (AC)**

Melody Isinger (Chair)  
Stephen Alexander  
Bobbi Greenberg  
Nadine Henningsen  
Denise Page  
Sharon Baxter (Secretariat)

### **Education Committee (EC)**

Doreen Oneschuk (Chair)  
Romaine Gallagher  
Debbie Gravelle  
Ken Hahlweg  
Doug Kellough  
Mary Schulz  
Pat Strachan  
Sharon Baxter (Secretariat)

### **Communications Committee (CC)**

Bobbi Greenberg (Chair)  
Shelagh Campbell-Palmer  
Kathy Scalzo  
Sharon Baxter (Secretariat)

### **Family Caregiver Support Committee (FCSC)**

Bonnie Schroeder (Chair)  
Denise Page  
Diana Rasmussen  
Marlene Chatterson  
Tarry Nadon  
Sharon Baxter (Secretariat)

### **Research Utilization Committee (RUC)**

Joan Lesmond (Chair)  
Mireille Lecours  
Brenda M<sup>c</sup>Gibbon Lammi  
Nuala Kenny  
Sharon Baxter (Secretariat)

## Advocacy Committee

#	Work Plan Items	Action Items	Responsibility	Communication Strategy	Expected Outcome	Deliverables	Timeline	Status
1	Influence Government	Use key messages, asks and vignettes (leave behind pkgs). Remind member organizations developing briefs to the finance committee to identify palliative care issues.	Committee	Circulate to all QELCCC committees.	Use of QELCCC messaging	Use of tools and consistent messaging	Ongoing	
2	Election toolkit	Adapt and update existing tools and circulate to members to encourage them to include in their election packets.  Letter of support to AFN re advocacy issues.	Committee  Committee	Circulate to all QELCCC committees.	Identify end-of-life care as a socio-economic issue	Use of tools and consistent messaging	Spring 2011	
3	Monitor Parliament for members comments about end-of-life care	Review Hansard and contact member who commented thanking them for championing advanced care planning and end-of-life care.	Chair & Secretariat	TBD in conjunction w/Communications Committee.	Raise awareness of of the QELCCC to Members of Parliament	Use Blueprint progress report, the key messages and asks.	Ongoing	
4	Prepare an advocacy strategy for the 2014 Health Accord	Discussion paper on how the QELCCC's Asks can influence the funding and delivery of health care; especially recognizing end-of-life care as integral to health care.	Advocacy, Research & Communications Committees	TBD in conjunction w/Communications Committee.	Build awareness for the need to integrate end-of-life care	Discussion paper and strategy to influence negotiations at the 2014 meetings	Sept 2011	

## Communication and Awareness Committee

#	Work Plan Items	Action Items	Responsibility	Communication Strategy	Expected Outcome	Deliverables	Timeline	Status
1	Support QELCCC initiatives with timely dissemination of communications	Ensure members communications' lead contacts are current.	Secretariat	E-mail	Efficient, effective, timely outreach.	Up-to-date QELCCC communication contact list.	Spring and Fall	
		Collaboration with Coalition Committees to align effective, consistent messaging.	All committees	e-mail/quarterly e-blast when applicable	Consistent messages & understanding	Consistent messaging	Ongoing	
		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	
		News Updates - QELCCC E-Blasts Table of Contents - Weblinks to above - (go where you want to go)	Secretariat/ Committee	Next Issue – Post-Meeting Highlights -ACP Awareness Launch, April 12 -CMA Consultations -Resource Summary & ask re updates -Reminder: QELCCC posters available	Efficient, effective, timely outreach.	Updated information for members	Quarterly/ as needed	
		2010 Blueprint for Action - Prepare powerpoint presentation re Blueprint for Action (10slides) for members' to build profile	Communication Committee	E-Blast	Advocacy	Consistent messaging	March	

		<ul style="list-style-type: none"> <li>- Explore use of Prezi.com</li> <li>- Work with Executive Committee to address raising public awareness/understanding of the issues and their rights.</li> </ul>						
2	Build Awareness of the QELCCC and Coalition Initiatives	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?) for Health Canada and TELUS	Secretariat/Communications Committee		Consistent messages & understanding	Consistent messaging	March 2011	
		Encourage members to incorporate a "declaration" of respective organization as QELCCC member and profile Blueprint for Action and 4 "asks" on website	Secretariat / Committee	E-Blast	Awareness	Awareness	March/ongoing	
		Support members to: <ul style="list-style-type: none"> <li>- actively identify and foster Champions for end-of-life care (National, Provincial, Regional)</li> <li>-collect vignettes</li> </ul>	Committee	E-Blast	Awareness	Awareness	March/ongoing	
		Build profile of QELCCC through media: <ul style="list-style-type: none"> <li>-Write articles for publications</li> <li>-Explore other opportunities with relevant publications, ie Zoomers</li> </ul>	Committee	Hospital News	Awareness	Article	March 2011	
		QELCCC Award(s) for HPC Champion: <ul style="list-style-type: none"> <li>-Strike all-committee task force to explore framework for possible award program</li> </ul>	Committee/All	Awareness			Spring 2015	
3	Advance Care Planning in Canada	Advance Care Planning project – Share strategic updates on ACP project milestones.	Secretariat	E-mail	Efficient, effective, timely outreach		Ongoing	

		Continue to ask Coalition members if they wish to join ACP distribution list.	Secretariat	E-mail	Efficient, effective, timely outreach			
		Following ACP Awareness Campaign launch, conduct survey with members re response/uptake of campaign (how did they use it?)	Committee	E-Blast			Summer	
4	Continue to liaise with Parliamentary Committee on Palliative and Compassionate Care	<p>Liaise with Parliamentary Committee on Palliative and Compassionate Care as necessary and keep QELCCC members informed.</p> <p>Facilitate and develop QELCCC response to Parliamentary Committee Report Recommendations</p> <ul style="list-style-type: none"> <li>-Survey committees</li> <li>-Develop response for review/approval</li> <li>-Deliver official response</li> </ul>	<p>Advocacy and Communications</p> <p>Secretariat/Communications Committee lead / engage all committees/ and Executive Committee</p>	<p>Awareness &amp; Advocacy</p> <p>-Survey -Email -Official response tbd: press release; meeting/etc.</p>	Consistent messages & understanding		<p>Ongoing &amp; as necessary</p> <p>Survey – May</p> <p>June ? response</p>	

## Education Committee

#	Work Plan Items	Action Items	Responsibility	Communication Strategy	Expected Outcome	Deliverables	Timeline	Status
1	Educational Inventory of Educational Tools: - Requires input from a number of Members - Asked to provide there input at current annual meeting	Review and refresh annually  In several years, will follow up on its use: Wish List	Committee Chair & Secretariat	E-blast	Updated Inventory	Updated Inventory	Annually- will attempt to have updated prior to Annual Meeting- by Dec. 2011	
2	Position Statement/Discussion Document: Integration of Palliative Care into Chronic Diseases i.e. focus on cardiac, pulmonary, renal, dementia, neurodegenerative-likely multiple papers	Topics: -Capturing opportunities for <b>integration</b> of palliative care into chronic diseases-need for discussions between FP/Palliative Physicians/specialists, and interprofessional members-how to start discussions, opportunities for engagement, importance of ACP, resources, benefit of interprofessional team, systems approach, primary, secondary, tertiary care, cultural nuances—focus on Patient Centered Care (PCC) - <b>Definitions:</b> Nature of Palliative Care versus Palliative Approach versus Compassionate care versus Supportive Care <b>Family Caregiving</b> -care giver fatigue, stress, increasing responsibility --Subtopics of cardiac, renal, pulmonary disease, neurodegenerative-prognostic factors, symptom management (pain, dyspnea, fatigue)-need for educational translation/relationship building between specialists and specialist interprofessional teams	Education Committee-Health Care Canada Grant-Dr. Gallagher to work on Integration Section; Dr. Oneschuk to complete Letter of Intent for Concept Paper:Input from other QELCCC committees (subtopics)  Research Committee re KT	Target Audience: physicians (family physicians, specialists, interprofessional team members), QELCCC members, QELCCC members to pilot  Call for Proposal-CHPCA contact Julie Lachance as to when to initiate	Position Statement/Discussion Paper-likely multiple papers	Position Statement/Discussion Paper-multiple papers	Spring 2011	

**Family Caregiver Support Committee**

#	Work Plan Items	Action Items	Responsibility	Communication Strategy	Expected Outcome	Deliverables	Timeline	Status
1	Promote and recognize the role of family caregiving to Canadian society.	<p>Confirm the 'Invisible Work Day' – First Tuesday of April</p> <p>Ask for a funded social marketing campaign for 2012.</p> <p>Include as information/questions in election readiness kit</p> <p>Identify key messages about caregiving in Canada</p>	<p>Committee</p> <p>Secretariat</p> <p>FFCC/Advocacy Committee</p> <p>Committee</p>	E-blast/election strategy	<p>Designated caregiver day and increased awareness of caregivers</p> <p>Consistent messages &amp; understanding</p>		<p>April</p> <p>October/November</p> <p>as required</p> <p>April</p>	
2	Advocate for a caregiver strategy that provides supports for caregivers – financial and non-financial.	<p>Liaise with other organizations and coalition (such as Canadian Caregiver Coalition, partner organizations)</p> <p>CHPCA Fact sheet economic costs of caregiving/giving care at the end of life – focused on out of pocket expenses for patients and families to build the economic argument for financial policy options for caregivers – tax credits and CCB, and CPP. – insert into election readiness kit</p>	Committee and secretariat	CHPCA Fact sheet	Increased capacity of the members to present the economic analysis of our issues.	CHPCA Fact sheet	<p>Ongoing</p> <p>Spring 2011</p>	
3	Promote and increase awareness of information services and resources for caregivers	Create a dedicated space of the QELCCC e-blast for caregiving resources.	Committee and secretariat	E-blast	Increased awareness of available caregiver resources	Featured caregiver section in e-blast	Ongoing/as required	

## Research Utilization Committee

#	Work Plan Items	Action Items	Responsibility	Communication Strategy	Expected Outcome	Deliverables	Timeline	Status
1	(a) Continue to foster linkages with the CIHR funded Grants and other research projects around hospice palliative and end-of-life care.	<p>Continue to share information from the Research Utilization Committee and the research list serve (recently developed at CHPCA).</p> <p>Review the 2009 list of Net grants and analyze their findings.</p> <p>Contact and meet with Ian Graham (V.P. Knowledge Translation CIHR), Judy Bray( Director of the Cancer Institute) and others.</p>	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, and the hospice palliative care community.	Ongoing	
	(b) Continue to foster linkages and build on past relationship with CIHR.	Monitor the outcome of the 2011 Networking Grant (\$200,000/yr x 3yrs) and develop a new strategy if unsuccessful).						
2	QELCCC role in knowledge translation of findings being generated by CIHR and other funded research projects.	<p>Disseminate the findings of the net grants.</p> <p>Work with outcomes/ distill knowledge translation policy/clinical 'gems'.</p>	<p>Secretariat</p> <p>Committee</p>	Share information with QELCCC members on an on-going basis.	<p>Increased and Improved knowledge dissemination.</p> <p>Possibly putting research outcomes into practice and policy.</p>	E-mails to research list serve and QELCCC members.	April 1, 2010 – March 31, 2011 (KT position)	
3	Liaise with QELCCC members to ascertain their interest in poster and workshop	Review and revise posters: Blueprint for Action; Progress Report 2008 and Coalition Poster.	Secretariat, Research Utilization committee & QELCCC Member organizations.	Bring QELCCC perspective to other organizations.	QELCCC input regarding key research topics at the conference.	Strong research information sharing.	Ongoing	

	presentations at their conferences.	Encourage coalition members to use existing and new posters, workshops and presentations at their own conferences and meetings.  Paper re ACP and EOL Care Costs (Nuala Kenny).		Share information with QELCCC members.	Improved knowledge on hospice palliative care research.  Increased workshops and/or posters at conferences.	Better knowledge of hospice palliative care.  Report on the utilization of relevant resources	Ongoing  Draft for comment July, 2011	
4	Explore the current state of general indicators for palliative care	Review <i>Preliminary List of Indicators for Hospice Palliative Care and End of Life Care</i> submitted to Health Canada by Canadian Council on Health Services Accreditation March, 2004.  Collaborate with CHPCA and other groups around developing indicators for hospice palliative and end-of-life Care (Accreditation Canada).	Secretariat and Research Utilization Committee  Committee, Secretariat, and Education Committee			Improved knowledge of indicators	2011	
5	Blueprint recommendation implementation and next steps	Advocate for continued research funding in hospice palliative care.  Look for research findings to validate our position(s) and advocate for access, funding and caregiving.	Advocacy & Communications Committee + Secretariat  Committee and Secretariat	Consistent messages & understanding	Continue to align the QELCCC Research work with the new 10 year Blueprint for Action Strategy	Consistent messages & understanding	Ongoing	