

## Want Some Good News?

### We all want the best for our future care

Although it doesn't make the news, the public, staff, professionals, and commissioners all share this common goal. All care starts with conversations-between families, staff, systems, and communities. As you reflect on your year, remembering those you care for, may you be reminded of precious moments shared and conversations that made a difference-but didn't make the news.



### How do we know?

The Conversations for Life programme is proving effective, inspiring and engaging the public, staff and communities in one of the most significant conversations of our time. Getting the care we want for our future depends on starting these conversations now.

### More good news...with the support of local and regional organisations, in 2011 we:

**Engaged** 6 communities across the Northwest to design and launch their own community-wide awareness initiatives. These communities are now implementing community-led plans to raise awareness, create resource directories, share skills and hold events to better support people in their community around death, dying and bereavement.

**Inspired** 200 health and social care staff across the Northwest to overcome the fear of starting these conversations with patients and clients in their care. Hospital / Care Home / GP/Acute Trust/Community Nursing/ Social Care/ and those working with patients with chronic conditions including dementia now use our approach and materials in support of broader initiatives to improve patient choices around end of life care.

**Reached** 450 families, professionals and community groups across the UK who are now using the Conversation Game cards as a simple tool to assist each other to start these conversations and inform what matters most.

**Introduced** our approach and programme to an additional 140 members of the public, 200 staff and 34 GP's and commissioners at community events and regional conferences. One event led by a local Soroptomists group received a national award from Soroptomists International.

**Trained** 4 facilitators to deliver The Conversations for Life introductory session to the public to assist in outreach efforts to public and community groups so the ripple effect can grow.

**Launched** a nationally accessible website sharing public stories and signposting individuals, educators, communities and commissioners to information and resources to inspire people to consider and start their own conversations and planning for their future care.

**Collaborated** with regional and national initiatives including public opportunities to share stories via a Northwest scoping study to improve the future of end of life care training for professionals and the national Dying Matters campaign.

### Expanded the impact

Our first community-based pilot project in collaboration with NHS Cumbria to raise this awareness, share the stories of local people, and signpost the public, staff and community organisations to available local services via a designated website has received 18,000 hits to date and is spreading these messages into care homes.

Our first hospice-led community engagement project (2009) led one community to apply for and receive a joint funding bid. They now have additional staff over 3 years to further engage their community around end of life conversations and care.

### What's possible in 2012?

Interested organisations, commissioners, philanthropists and funders can expand the benefits and reach of the Conversations for Life programme to inspire staff and communities in your service or area. Under our not for profit social enterprise, joint-funding and partnership led projects can continue to lead the way.

"Without a doubt, one of the best learning sessions I've been on. It takes the fear out of starting the conversations"

- Admiral Nurse

"From a commissioner perspective my intention was to see if the workshop was worth investing in having it delivered at our GP Education Forum. Professionals attending the workshop have already started to use the tools introduced and from my own personal experience of the day and the feedback from others, I think I have answered my initial question! Without a doubt a useful learning event"

- Commissioner, NHS Trafford

"I had no idea other organisations were doing more than we were to raise this awareness. It will be great to work together towards a common goal."

- Manager, PCT

They'll say, well you'll know what I want....  
Well you don't because we've never talked about it...

- Public Workshop Participant

Thanks for helping to start the conversation  
.....we couldn't have done it without you!