

## **Overarching Aim**

To improve health and wellbeing by supporting a change in public knowledge, attitude and behaviour towards death, dying and loss and through this make living well and dying well the norm.

## **Background**

During 2010, St Luke's Cheshire Hospice engaged in a local community consultation process, the outcome of which was that community groups and organisations supported a public health campaign to raise awareness and change behaviors in relation to death and loss.

Historically Public Health has focused on reducing preventable disease and death. However, it is now recognized that end of life and bereavement has associated morbidity and mortality that could be amenable to Public Health Interventions, and therefore should be viewed as a mainstream Public Health issue.

In order to bring this strategic vision to reality, St Luke's secured funding from Macmillan Cancer Support to develop a Public Health Approach to End of Life issues. The End of Life Public Health Team were recruited in May 2011.

## **Cheshire Living Well, Dying Well Public Health Programme**

End of Life Issues affect health and wellbeing in many ways including illness, disability, caring responsibility and bereavement. The Cheshire Living Well, Dying Well Public Health Programme aims to normalise natural death, dying and loss in society, break down taboos and support a change in public knowledge, attitude and behaviour. The programme recognises that natural death is part of the human life cycle and that discussing and recording end of life wishes can help individuals, families and communities to live well and die well.

The ultimate aim of the programme is for 'Living Well, Dying Well' to be recognized and embedded as a mainstream Public Health issue. As death, dying and loss is a cross-cutting issue it is important that a multi-faceted approach is developed and delivered in partnership. Improving the health and wellbeing of Cheshire Communities by working to normalize death, dying and loss and help people to make healthy choices to live and die well, is a multi-agency issue and not singularly confined to those in the health arena.

The development of the programme is already achieving national focus as a result of the innovative vision for the work and the programme model for has both been presented at the House of Lords and consequently referred to as a model of good practice in Parliament.

As a result of consultation, 6 Key Strategic Focuses have been agreed for the Cheshire Living Well, Dying Well Public Health Programme (all of which are to be underpinned by evaluation, communication and research strategies);

- **Cheshire LWDW Public Health Partnership and Strategy Development** (*Embed a public health partnership approach to death, dying and loss at a local / regional/ national level*)
- **EOL Financial Housekeeping and Future Planning** (*Motivate and assist people to make plans, record wishes and have more open discussions about death, dying and loss*)
- **Resource Development** (*Create and develop a toolkit of resources to enable effective and appropriate Living Well, Dying Well Public Health Interventions*)
- **Public Education, Learning and Development** (*Raise awareness and increase knowledge and understanding as to why Living Well, Dying Well is a public health issue*)
- **Compassionate Communities** (*Build community capacity for End of Life Care via informal help from relatives and friends or via formalised volunteering*)
- **Healthy Workplace/ Business (Phase 2)** (*Encourage workplaces / businesses to review organisational approaches and recognise Living Well, Dying Well as a public health issue*)

### **Cheshire Living Well, Dying Well (CLWDW) Partnership**

The Cheshire Living Well, Dying Well Partnership has been established to enable effective multi-agency response and support for the Cheshire Living Well, Dying Well Public Health Programme of Work and the needs of local communities.

During 2012, Partnership Development Events were undertaken across Cheshire East and Cheshire West to consult and engage with Stakeholders and to encourage cross-sectorial representation at all levels (strategic, operational and community).

The CLWDW Partnership was officially launched in May 2012 and the dedicated launch event was attended by approximately 50 partner representatives. The event was an opportunity to highlight the achievements of the Cheshire Living Well, Dying Well Programme and Partnership Activity to date.

The first official cycle of meetings within the agreed CLWDW Partnership Structure took place in November/ December 2012, although a number of the groups have been meeting in a shadow format prior to this.

The configuration and reporting structure of the groups within the CLWDW Partnership is continuing to be developed. This includes reporting mechanisms to the local Health and Wellbeing Boards and Clinical Commissioning Groups and communication mechanisms to other local and regional partnerships and networks.

# Cheshire Living Well, Dying Well Public Health Programme

**Lead Partners: Macmillan Cancer Support, St. Luke's Cheshire Hospice and Public Health (CE and CWaC)**

**CLWDW Programme Lead:** Rachel Zammit, Macmillan EOL PH Team Lead, St. Luke's Cheshire Hospice

## CLWDW Programme Team

End of Life Public Health Team

Andrew Bennett (Fixed Term)  
Ceri Edwards  
Gwen Hands (Community Representative)  
Hilary Southem (Administrator, Cheshire Hospices Education)  
Jackie Thornhill (Public Health, CWaC)  
Lydia Orford (\*\*Protected Time - Public Health, CWaC - Maternity Leave until 2014)  
Marion Leighton (Community Representative)  
  
Living Well, Dying Well Volunteers

## Cheshire Living Well, Dying Well Partnership

*A structure of partnership groups working to achieve the overarching aim and support the delivery of the CLWDW Programme*

Joint Strategic Chairs:

Guy Kilminster (Public Health, CE) and

TBC (Public Health, CWaC)

**Range of partner organisations and representation from statutory, non-statutory, voluntary, community, faith and commercial sectors**

Work of the CLWDW Programme is fed into:

H&WBB, CCG's, JSNA, Cancer Networks, Faith Networks, Local Strategies, Organisational Business Plans, Regional / National Work

## Research

PhD (Funded by St. Luke's Cheshire Hospice and University of Liverpool)

## Evaluation

Teesside University (Commissioned by St. Luke's Cheshire Hospice and Macmillan Cancer Support)

