

Compassionate Cities



A Public Health Approach to building
community capacity for End of Life Care

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Why do we need a 'civic' and 'public health' approach to end of life care?

- Limits to service provision and professional care
(the 95% rule)
- Stagnation/reversal of national health care budgets
(the 100% and reducing rule)
- Epidemiology of primary care
(the 40% rule)
- Its not the dying, grieving or caregiving – it's the toll
(The Hidden Story of Co-Morbidities)

The main ideas behind a public health approach

- Prevention
- Harm reduction
- Early intervention

The main methods

- Public Education
- Community development
- Health promotion
- Participatory action
- Social ecology

Compassionate Communities

- Poster campaigns
 - Trivial Pursuit/World café nights
 - Positive grieving art exhibition
- Annual emergencies services round table
 - Public forum on death & loss
- Review of local policy and planning
 - Annual short story competition
- Annual Peacetime Remembrance day

And more...

- Compassionate Watch programme
- School and workplace plans for death & loss
 - Compassionate book club
- Building/architecture prize for caring designs
- Academic prizes for dissertations on DDL&C
- Animal companion remembrance day (involve vets)
 - Book marks, beer mats, etc

And the problems have been...

- Lack of systematic or comprehensive coverage
- Often led by health services as 'services'
- The Einstein Principle

Compassionate Cities

- Charter led – ensures systematic coverage
- Ensures a balance between community development (bottom up) and social ecology (top down) approaches
- Stronger outcomes and outcome measures

The Compassionate City Charter

- Our schools, trade unions, and workplaces will have policies in EoL Care
- Our churches and temples will provide appropriate supports for EoL Care
- Our hospices and nursing homes will engage in community development
- Our Cultural Centres will raise awareness of EoL Care issues
- There will be a peacetime memorial parade/festival
- There will be an incentives scheme for compassionate leaders - both individuals and organisations

And more...

- The Town council will showcase its achievements and ambitions in this area
- There will be annual local short-story or art competitions within the city to raise awareness of EoL Care
- We will incorporate diversity in all we do
- We will address EoL Care issues in the margins of our city – homeless, prisons, refugees, travelers, etc
- We will expand our influence annually into another social sector – emergency services, universities, creches, etc

Current global developments

- Frome, Somerset, UK (pop. 25,000) **Committed**
- Limerick, Republic of Ireland (pop. 100,000) **Committed**
- Londonderry (NI) UK (pop. 230,000) **Committed**
- Inverclyde, Scotland (pop. 82,000) **Committed**
- Vic (pop. 42,000), & Seville, Spain (pop. 750,000) **Committed**
- Burlington, Toronto, Canada (pop. 175,000) **Committed**
- New Washington, Vancouver, Canada, **Committed**
- Koshikode aka Calicut, India (pop. 400,000) **Committed**

In progress

- Birmingham, UK (**being lobbied**) and enquiries from Edinburgh (Scotland) and Medway (Kent UK).
- Cologne, Germany & Sheffield, UK (**Mayor and DPH agreed pending further talks**)
- Academic interest from Singapore and Hong Kong
- Austrian Red Cross to liaise with Innsbruck on establishing that city as a CC

Professional Developments

- Public Health Palliative Care International (PHPCI)
 - Public Health Palliative Care UK (PHPCuk)
 - Compassionate Communities UK (CCuk)
 - Public Health England (Toolkit)
- Scottish Public Health Network & Scottish Partnership for Palliative Care
- NHS 'Ambitions' Policy for Palliative Care 2015-2020.

A question of evidence (1)

- Evidence for Medicine
- Evidence for Oncology
- Evidence for Palliative Care
- Evidence for Public Health (A & D)

The Question of Evidence (2)

- O'Mara-Eves A, Brunton G, McDaid D, Oliver S, Kavanagh J, Jamal F, et al. (2013) Community engagement to reduce inequalities in health: a systematic review, meta-analysis and economic analysis. Public Health Research 1(4).
- J. South et al (2014) A Guide to Community-centred Approaches to Health & Wellbeing: Full Report. Public Health England, London.
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/402887/A_guide_to_community-centred_approaches_for_health_and_wellbeing.pdf
- L. Sallnow, H. Richardson, SA Murray and A. Kellehear (2015) The impact of a new public health approach to end-of-life care: A systematic review. Palliative Medicine DOI: 10.1177/0269216315599869
- People, place, purpose: Shaping services around people and communities through the Newquay Pathfinder. Age UK Cornwall and Isle of Scilly (2014)

And some more...

- K. Weigletner, K. Heimerl, A Kellehear (2016) Compassionate Communities: case studies from Britain and Europe. Abingdon, Routledge.
- J. Abel et al (in press) Reducing emergency admissions to hospital: A retrospective cohort observational study of a complex intervention of care co-ordination and social prescribing in a large GP practice in south west England.

Future Challenges

- Quality Assurance
- Challenges of Evaluation
- Challenges of co-creation and design
- Digitalizing our lessons and practice wisdom
- Weaning ourselves off traditional service dependency