

# Launching the Dying Well Community Charter

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# In the next 30 minutes...



- Why we did this
- How we got there
- Swindon focussed principles and pre-launch activity
- Launching the Charter and current activity
- Questions?

# Why did we do the Charter and how we went about it



- Pilot bid
- Well chosen partnerships
- Local engagement leading to clarity of priorities
- Media support
- Translating *what they said* into *what we did*
- <http://www.ncpc.org.uk/communitycharter>

# The Swindon focus and pre-launch activity

- Targeted Local businesses and
- community groups
- Developed a clear set of asks:
  - Create a bereavement or compassionate leave policy
  - Create flexibility in the workplace
  - Sign-post to useful advice and support
  - Communicate what support you have available and how to access it
  - Highlight **My Care My Support** website



Continued:

Developed a clear set of asks:

- Support managers in the workplace or nominate a single point of contact for key information
- Feed back to us what you've done in 6 months time

Developed an offer of our support

- Local links, resources, End-of-Life care page, template polices

Targeted

- 20 businesses pre launch, local business networks & media coverage

# Launching the Charter and current activity

- Over 80 attendees, printed and
- radio media coverage
- Professional and personal stories, as well as table top discussions
- Local health care information stands
- Local Authority, Health and Wellbeing Board and key business sign up
- Divide and conquer – getting people to sign on the dotted line



# Any Questions?