

## Advance Care Planning in Canada: Five-Year Plan April 2013

### Goals

- To raise the awareness of Canadians about the importance of advance care planning, normalize advance care planning conversations across the life span among the general public, and give them the tools they need to do it.<sup>1</sup>
- To prepare professionals – health care, legal and planning – with the tools they need to facilitate advance care planning with their clients.<sup>2</sup>
- To prepare community organizations and disease-specific associations with the tools they need to facilitate engagement in advance care planning in their communities.<sup>3</sup>
- To participate in and support research regarding ACP in Canada and translate the knowledge generated through the research into action.

### Performance Indicators

- Increase the number of Canadians who engage in advance care planning with family and friends by 10% (Ipsos Reid 2012: 49%)
- Increase the proportion of Canadians who engage in advance care planning with health care providers by 10% (Ipsos Reid 2012: 9%)
- Increase the proportion of Canadians who have appointed a substitute decision maker by 10% (Ipsos Reid 2012: 46%)
- Increase the proportion of frail elderly Canadians who have had a conversation with a health care provider by 20% (ACCEPT 2012: 10%)
- Increase the proportion of documented goals of care that are more aligned with expressed patient wishes by 20% (ACCEPT 2012: 30%)

### Target Audiences

- Community organizations
- General public,
- Patients with acute and/or chronic illness and families/caregivers
- Professionals – healthcare, legal, planning<sup>2</sup>
- Policy makers<sup>4</sup>
- ACP professionals

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<sup>1</sup> Canadians include patients and families/caregivers.

<sup>2</sup> Professionals include clinicians (nurses, physicians, social workers, spiritual care workers, etc.); ACP coordinators and educators; administrators; decision-makers; lawyers; and planning professionals. These can work at the agency, community, provincial/territorial or federal level.

<sup>3</sup> Their communities include the general public and patients and families/caregivers.

<sup>4</sup> Includes policy makers at the local, provincial/territorial and federal level

**Community Organization Engagement** (includes NGOs (national/provincial/local), local health authorities/regions, disease specific organizations)

**Objectives**

- **To develop and facilitate community ACP champions**
- **To engage community agencies/NGOs in ACP**
- **To develop tools specific to the needs of various communities**

<b>Strategy</b>	<b>Resource Requirements</b>
<p><b>Community champions</b></p> <ul style="list-style-type: none"> <li>● Facilitate the work of existing champions</li> <li>● Engage new champions</li> <li>● Assess readiness of disease-specific groups to engage in ACP</li> <li>● Communities of practice</li> <li>● Webinars</li> <li>● Conference attendance</li> <li>● Training workshops</li> <li>● Distribution of videos for use at community level / re-distribution through organizations</li> <li>● National ACP Day</li> </ul>	<ul style="list-style-type: none"> <li>● Human resources to communicate/facilitate existing champions</li> <li>● Webinar infrastructure support</li> <li>● Travel</li> <li>● Materials development</li> <li>● Human/financial resources to participate in activities and develop tools</li> </ul>
<p><b>Community Agency/NGO Engagement Strategy</b></p> <ul style="list-style-type: none"> <li>● Audit the activities of national NGOs with regards to ACP (QELCCC members)</li> <li>● Feedback to agencies</li> </ul>	<ul style="list-style-type: none"> <li>● Human resources to develop audit/feedback tools</li> <li>● Human resources to communicate with agencies</li> </ul>
<p><b>Tools development</b></p> <ul style="list-style-type: none"> <li>● Tools for National ACP Day (media tools, presentation materials, etc.)</li> <li>● Disease-specific workbooks and tools (e.g., cancer, Alzheimer’s, heart and stroke, lung)</li> <li>● Tools for diverse communities –cultural, ethnic, faith, etc.</li> </ul>	<ul style="list-style-type: none"> <li>● Materials development</li> <li>● Human/financial resources to develop, disseminate and test tools</li> </ul>

**General Public Engagement/Awareness**

**Objectives**

- **To provide information to the general public re ACP**
- **To engage the national, provincial and local media in ACP**
- **To normalize the ACP conversation across the lifespan**

<b>Strategy</b>	<b>Resource Requirements</b>
<p><b>Providing information to the general public</b></p> <ul style="list-style-type: none"> <li>● Website re-fresh and continued marketing</li> <li>● Continued presence in social networking</li> <li>● Form new partnerships to further citizen engagement in ACP</li> <li>● Mass distribution of wallet cards, bookmarks, workbooks, posters, etc. to clinics, community groups, planners, professional organizations, etc.</li> <li>● National ACP Day</li> <li>● Storytelling – development/capture of personal stories</li> <li>● Evaluation of current tools</li> </ul>	<ul style="list-style-type: none"> <li>● Human resources to maintain website, social networking, communications</li> <li>● Human/financial resources to produce, distribute and test materials</li> </ul>
<p><b>Media engagement</b></p> <ul style="list-style-type: none"> <li>● Media Outreach – more concentrated effort to develop media relationships / cultivate stories</li> <li>● Develop celebrity spokespersons</li> <li>● Create awards for journalists</li> </ul>	<ul style="list-style-type: none"> <li>● Dedicated media strategist</li> <li>● Public relations specialist for celebrity outreach</li> </ul>
<p><b>Normalizing the conversation across the lifespan</b></p> <ul style="list-style-type: none"> <li>● Engage provincial Ministries of Transport, Vital Stats (births, marriages) to address ACP at critical life events and champion our cause through their engagement with citizens</li> </ul>	<ul style="list-style-type: none"> <li>● Human resources to form relationships and engage with Ministries</li> <li>● Funding for tools development/testing</li> <li>● Human/financial resources to gather and produce stories</li> </ul>

<b>Professional Engagement/Awareness</b> (Includes health care, legal and planning professionals)	
<b>Objectives</b> <ul style="list-style-type: none"> <li>○ <b>To equip health care professionals with the tools they need to “Just Ask”</b></li> <li>○ <b>To equip lawyers with the tools they need to encourage their clients to engage in ACP</b></li> <li>○ <b>To engage planning professionals in the Speak Up Campaign and develop tools relevant to their audience</b></li> <li>○ <b>To influence decision-makers so that they integrate ACP into their systems/processes</b></li> </ul>	
<b>Strategy</b>	<b>Resource Requirements</b>
<b>Health Care Professionals</b> <i>“Just Ask” Campaign</i> <ul style="list-style-type: none"> <li>● Partner with other organizations/experts to develop, test and disseminate tools for health care professionals to engage in ACP</li> <li>● Identify effective mechanisms for engaging health care professionals in ACP</li> </ul> <i>Tools</i> <ul style="list-style-type: none"> <li>● Disseminate existing tools.</li> <li>● Identify gaps in tools.</li> <li>● Partner with other organizations/experts to develop, test and disseminate tools</li> <li>● Video to engage professionals in ACP conversations (animated)</li> <li>● Conversation cards</li> <li>● Tools to move through ACP - GOC</li> <li>● Video distribution to related organizations (hospital networks, long term care organizations, etc.)</li> </ul> <i>Communities of Practice</i> <ul style="list-style-type: none"> <li>● Educators</li> <li>● Administrators/decision makers</li> <li>● Provincial champions</li> </ul> <i>Education</i> <ul style="list-style-type: none"> <li>● Webinars</li> <li>● Participation in conferences</li> <li>● Working with faculties of medicine and nursing</li> </ul>	<ul style="list-style-type: none"> <li>● Partners</li> <li>● Human/financial resources for developing, testing, distributing tools</li>   <li>● Partners</li> <li>● Human/financial resources for developing, testing, distributing tools</li> <li>● Cost to distribute video through networks</li>   <li>● Human resources to facilitate / coordinate CoPs</li> </ul>
<b>Legal Professionals</b> <ul style="list-style-type: none"> <li>● Legal toolkit</li> <li>● Participation in conferences</li> </ul>	<ul style="list-style-type: none"> <li>● Human/financial resources for developing, testing, distributing tools</li> </ul>
<b>Planning Professionals</b> <ul style="list-style-type: none"> <li>● Tools development/adaptation for dissemination through financial institutions, funeral homes</li> </ul>	<ul style="list-style-type: none"> <li>● Human/financial resources for developing, testing, distributing tools</li> </ul>
<b>Decision-makers</b> <ul style="list-style-type: none"> <li>● Tools development/adaptation for dissemination to decision-makers</li> <li>● Forums for decision/makers</li> </ul>	<ul style="list-style-type: none"> <li>● Human/financial resources for developing, testing, distributing tools and forums</li> </ul>

**Public Policy Development/Influence**

**Objectives**

- **To influence policies regarding ACP at the provincial/territorial level**

<b>Strategy</b>	<b>Resource Requirements</b>
<p><b>Policy review/change</b></p> <ul style="list-style-type: none"><li>• Inventory of policies in Canada based on the Framework</li><li>• Provincial/territorial Report Card based on the Framework</li><li>• Policy briefs</li><li>• Committee presentations</li><li>• Work with Champions to stimulate policy development</li><li>• ACP Day declarations</li></ul>	<ul style="list-style-type: none"><li>• Funding for managing and implementing strategy, developing related tools</li><li>• Contacts within various governments</li></ul>

## Research and Knowledge Translation

### Objectives

- **To support the generation of new knowledge regarding the implementation and effectiveness of ACP in Canada**
- **To translate the knowledge generated into action**

Strategy	Resource Requirements
<ul style="list-style-type: none"><li>• Partner with CARENET as principal knowledge user</li><li>• Translate and disseminate the findings of the ACCEPT and DECIDE studies in Canada</li><li>• Convene forums around the results of ACCEPT and DECIDE to influence policy, programs and practice</li><li>• Integrate research findings into all ACP in Canada activities</li></ul>	<ul style="list-style-type: none"><li>• Funding for communications, meetings and tools</li></ul>