

Report to: Staffordshire Health & Wellbeing Board

To be held on: 06/09/18

Report Title:	End of Life: Conversation with the Public - Final Report					
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Report Type:	System Issues	<input type="checkbox"/>	Prevention	<input checked="" type="checkbox"/>	Statutory Duties	<input type="checkbox"/>
Recommendations / action required:						
<ol style="list-style-type: none"> 1. The Board is recommended to consider the approach and outcomes of the Dying Matters Staffordshire public conversation. 2. An original purpose of the Public conversations was as a vehicle to promote the profile of the HWBB itself. The Board is asked to consider if this approach remains the best way to achieve that purpose for future campaigns. 3. Consideration of what would be an appropriate level resource for effective public conversations would be of benefit, so that dedicated resource can be committed. 						

Brief Report Summary

The report provides a summation and evaluation of the successful health and Well Being Board Public engagement campaign called 'Staffordshire dying Matters, which ran Mid-March to Mid May 2018. This is a final report following a report on progress at the HWBB meeting before the campaign was complete.

The awareness raising programme provided a platform for encouraging the public to talk more about death and dying so that they can plan for and experience a better quality of life, and death, in the latter stages of life. The report describes the outputs from the campaign which exceeded expectations against the targets set, with examples of the media and social media outputs and the successful use of existing local networks and forums to disseminate the campaign.

The campaign was noted to be low cost but resource intensive and the learning includes a recommendation that board review the purpose of these campaigns, particularly as a vehicle for raising the public profile of the Board.

Main Body of the Report

Background

1. The reasons for public and professional reluctance to discuss death and dying openly are well documented. The 2017/18 Director of Public Health Annual Report which focused on End of Life told us how little people choose to talk about death and dying. It also told us that only a small proportion of the population has an end of life plan in place at the time of death which can cause a person's end of life experience to be more unpredictable and chaotic.
2. The aim of the campaign was to facilitate dialogue/discussion with the public about the importance of talking about and planning for our own end of life experiences, and to encourage adults, without advanced long-term conditions, to start talking to someone about dying, death and their own final wishes.

Staffordshire Dying Matters campaign

3. The public conversation took the form of a multi-channel campaign to encourage people to talk openly about death and dying and signpost them to information about the plans that can be put in place to ensure an individuals' quality of life and quality of death.
4. Planning for the campaign took place via a Multi-agency Steering group prior to launch. The campaign launched on 26th March 2018 and continued until the end of National Dying Matters week on 20th May 2018.
5. The campaign was described in detail at the June meeting. (For campaign objectives see Appendix A)
6. The campaign creative used common euphemisms that refer to death and dying to encourage people to reflect on why these are used to 'skirt around' the issue and to act as a conversation starter which people could relate to. Examples are shown in Appendix B. Importantly, the branding itself has been developed in partnership with leading national charity, Dying Matters, who have allowed Staffordshire to create a local version of their logo and have hosted a Staffordshire specific page on their website at no cost. This is a partnership which is unique to Staffordshire and has allowed us to retain our local identity whilst driving people to trusted and valued content on the national Dying Matters site.
7. Over a period of six weeks, campaign content was proactively shared across media, social media, in partners' publications, through a campaign supporters email update, in the promotion of local events and through internal communications across partner organisations. Public Health colleagues also attended several existing networks and forums to garner support for and increase awareness of the campaign. Campaign resources were made available to partners to use to promote the campaign, which culminated in national Dying Matters Awareness week in early May.
8. The primary call to action was to visit dyingmattersstaffs.org, where there is a wealth of advice and guidance on making personal plans around death and dying as well as information around running local dying matters community groups.

Programme outputs and outcomes

9. In contrast to the previous public conversation on Obesity (which aimed to explore the reasons underlying public attitudes to obesity and benchmark local attitudes relating to the perceived degree of personal responsibility for managing weight), Dying Matters Staffordshire was primarily concerned with finding ways to effectively engage and raise awareness on the key issues around death and dying.
10. In this respect the programme has been successful, generally exceeding the engagement and communications targets set (See Appendix A).

Figure 1 – Dying Matters Staffordshire summary evaluation

Dying Matters

Encouraging open and honest conversations about death and dying

Unique partnership with leading national charity

Dying Matters

Multi-channel partnership campaign with

39

local public, private and voluntary sector organisations

26

events across the county
Virtual Autopsy, GraveTalk webinar, 'Dead or Alive' Quiz

Most engaging Facebook post (217 engagements)

'What song do you want played at your funeral?'



People engaged* with us

1,963 times via Facebook

&

1,748 times via Twitter

(county council and Dying Matters Staffordshire posts)

1,033

people sought information and advice via:

www.dyingmattersstaffs.org

11

positive media mentions including interview on BBC Radio Stoke



Most

Most engaging tweet (95 engagements)

'It's time to drop the euphemisms and start talking openly and honestly about your end of life wishes.'

Media/social media

- Coverage across 11 Staffordshire media outlets was positive, including four hits on local radio and interview with Councillor Alan White, Deputy Leaders and Cabinet Member for Health, Care and Wellbeing
- People engaged with us (county council and Dying Matters Staffordshire led content) 1,963 times via Facebook and 1,748 times via Twitter, although the true figure will be much higher than this with 39 partners also actively involved in promoting the campaign. Dying Matters content featured as the top tweet in the county council feed in April (being pipped to the post by Staffordshire Day in May).

Web

- 1,033 people took action as a result of the campaign content and sought advice through the [campaign landing page](#)
- 173 partners visited the [campaign resource pages](#).

Partnership working and stakeholder communications

- A key feature of Dying Matters Staffordshire has been the dedication of partners across the county to work together support the campaign. Lesley Goodburn, a Senior Improvement Manager in NHS Improvement, has been instrumental in this. 39 local public, private and voluntary sector organisations were actively involved in the campaign which allowed further dissemination of the key messages and related resources. Weekly email updates targeting campaign supporters were sent to over 800 key stakeholders with a peak open rate of 22% (in line with industry average).
- 26 events were held across the county to support the campaign, allowing face to face engagement with partners/stakeholders and the public. This included a Virtual autopsy, a Gravetalk Webinar led by Rev David Primrose (explaining how to run successful community groups) and a Dead or Alive quiz.

Campaign sentiment

11. The use of euphemisms for death and dying was successful as a conversation starter, across both social media and in face to face interactions. Pushing up daises/kick the bucket creatives were perhaps easier to engage people with. Only a minority were uncomfortable or did not want to engage when approached this way. A wealth of anecdotal evidence and insight into personal responses to death and dying was also gathered this way. (See Fig 2 Appendix D)

Budget

12. This was a low budget campaign, with total cost of £2628. Please note that this does not account for the costs of the various events hosted across the county or that of the time committed across the partnership.

Learning/Recommendations

13. Despite the risks around running a campaign which purposefully sought to generate conversation about a topic that people don't like to talk about, the campaign was welcomed by many and engagement with the campaign content online was above average.

14. Partnership working was fundamental to the success of this campaign and is something we should continue to build on in any future campaigns.

15. Whilst this campaign was low budget, it was resource intensive. Consideration of how future HWBB campaigns are resourced would be of benefit so that dedicated resource can be committed as appropriate.

16. This was a difficult campaign to measure in terms of long term behavioural change as the cost of doing so would far outweigh the cost of the campaign itself. A common method for measuring behavioural intentions directly at events would have supported evaluation beyond reach, engagement and access to information and advice.

17. A further legacy of the campaign is consideration be given to keeping the SDM pages on the national website live to support the ongoing development of the public health model for end of life in Staffordshire which also has a community focus.

18. An original purpose of the Public conversations was as a vehicle to promote the profile of the HWBB itself. The Board is asked to consider if this approach remains the best way to achieve that purpose.

Appendices:

- Appendix A – Objectives (Engagement and Communication Targets)
- Appendix B – Do people talk about plans for death and dying?
- Appendix C – Example creative
- Appendix D – Examples of social media posts
- Appendix E – Examples of online coverage in hyperlocal news outlets
- Appendix F – Feedback from Events