

- Increased volunteer numbers and roles
- Enhanced the diversity and quality of care provided on the IPU
- Effective management of volunteers ensuring volunteers are retained, feel valued and integrated into the team
- A further 10 competencies have been introduced to develop the IPU Care role further including taking and recording blood pressure

Following the success of the role the 3 bed community led DMH unit, recruited a volunteer coordinator for 16hours/week.

P37 THE 100% PROJECT

Roslyn Neely. *Children's Hospice Association Scotland, Edinburgh, UK*

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Background There is anecdotal evidence that families who have a child with a life-limiting condition experience isolation and stress because people avoid engaging with them about issues around death, dying and bereavement. Scotland has a number of organisations who are now focusing on how to encourage a societal shift in attitudes. As a children's palliative care organisation, there is a responsibility to families to contribute to this work.

The 100% Project is a community engagement project which aims to start conversations about death, dying and bereavement in a life-affirming way.

Aim The 100% Project comprises a range of events and social media activities which aims to:

- Promote positive attitudes to death, dying and bereavement
- Tackle the silence and isolation experienced by those affected by death, dying and bereavement
- Raise awareness amongst those involved with the organisation, including service users, staff, volunteers, the public; and develop people's skills and confidence in this area
- Promote community involvement with and understanding of issues relating to life-shortening conditions

Approach The 100% Project will build gradually towards more difficult conversations around death and dying, by starting with a range of accessible, non-challenging activities. These include a social media poll to decide Scotland's Top Tear-jerker film; as well as engaging individuals in submitting uplifting pictures, quotes and stories. The 100% Book Club aims to generate conversations, bringing small groups together in local communities. In partnership with Good Life, Good Death, Good Grief, "Before I Die Walls" will generate positive publicity about the campaign across Scotland.

Outcomes and Implications for Practice It is hoped that this project will reduce the misconceptions that surround children's hospice care, and contribute to a national conversation in Scotland about Death, Dying and Bereavement, ultimately improving quality of life for families.

P38 THE UK SQUARE TABLE PROGRAMME – AN ENGAGEMENT TOOL FOR HOSPICES

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10.1136/bmjspcare-2013-000591.60

Introduction During 2010-11, 41 Square Table events held across the UK. More than 1,500 people took part, including

families of children with life-limiting and life-threatening conditions, young adults who have grown up using children's palliative care services, health, social care and education professionals as well as other community leaders.

Aims The Square Table programme aimed to:

- Deepen understanding of children's palliative care within communities.
- Act as a catalyst for communities to work better together to meet the needs of children and families.
- Stimulate children's hospices and other providers to develop their services.

Methods and results The Square Table is a structured discussion, where all sides of the table are the same length to symbolise all views as equal in merit. Most were hosted by children's hospices, enabling a better understanding of the needs of users and reach out into their communities.

There were some common themes which emerged:

1. Low awareness has a negative impact on access to services.
2. Greater coordination of services and partnerships is needed at all levels.
3. Key working is seen by families as a necessity for helping navigate a complex system.
4. Serious concerns about support for young people making the transition to adulthood.
5. The future sustainability of services is a concern, particularly in the context of a fragile economy.

Follow up Progress has been made by services since the programme, particularly in

- Widening family support services
- Improving partnership working and collaboration with the statutory sector
- Developing new services
- Improving communication

Conclusion The Square Table concept is a valuable tool for hospices to engage more effectively with communities and in service development, especially in response to the Commission into the Future of Hospice Care.

P39 NEWHAM BEREAVEMENT SERVICE – A COMMUNITY ENGAGEMENT PROJECT

Lourdes Colclough, Sarah Burnard. *St Joseph's Hospice, Hackney*

10.1136/bmjspcare-2013-000591.61

Aim The aim is to assess the bereavement needs in Newham and to provide support that is sensitive to the cultural, religious and language requirements of the borough's population. The service operates via a compassionate community model, providing training to enable the local population to support people within their locality, as well as improving local knowledge around death and grief.

Background Newham has a diverse community, with 68% of its 247,614 population coming from Black and minority ethnic communities (ONS, 2008). The estimated number of deaths in Newham in 2008 was 1,437 (ONS, 2008), yet the majority of those bereaved did not access professional support. Cultural attitudes to death and grieving could prevent people from accessing formal bereavement services and many people could be unaware of other areas of support they could access.

Approach Volunteers, who are reflective of the local community, are being trained, on an on-going basis, as befrienders, allowing