

Our sponsor, NatWest, provided three mentors for each school, to support their business ideas, how to maximise income from their fundraising and events, and covered the cost.

In January, a launch evening gave all schools the opportunity to meet each other and their mentors, and start discussing their ideas. We held two progress meetings to offer encouragement and support to the students. The schools visited the hospice to understand our work and how they were making a difference.

At the awards evening, schools presented their experiences over the 11 weeks to a panel of judges, including what they had learnt about the hospice and new skills they had developed. We were overwhelmed with the positive feedback from students, schools and parents. The Project raised over £17,000 and two schools did not reach their £1,500 target. The Five 0 Project will now become an annual fundraising initiative for secondary schools for our hospice.

P-30 LOVE YOUR LOCAL HOSPICE – A COLLABORATION FOR THE FUTURE

¹Elizabeth Clarke, ²Laura Smith, ³Diane Parkes. ¹Douglas Macmillan Hospice; ²Birmingham St Mary's Hospice, Birmingham, UK; ³John Taylor Hospice

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In February 2016, 16 West Midlands adult and children's hospices joined forces to launch an advertising campaign to raise awareness, dispel myths and encourage our communities to Love Your Local Hospice.

Community engagement was the key focus, and based on learning from the North West Hospice TV campaign we decided to focus on general awareness-raising rather than fundraising. Individual goals were put aside to achieve the joint ambition of reaching a wider audience. The agreed common themes were care, family, love, life, friendship, and being there for the whole community whenever they need us. The overarching objective was that all hospices were buying into a longer-term sustainable collaboration.

The TV advert aired for 10 days on ITV and reached almost 1.5 million people across the region. It also ran for one month via ITV on Demand with a click through rate of 1.66% (double the normal rate) reaching over 90,000 people.

To support the advert a website was created with links to all individual hospices. A social media campaign also ran alongside utilising bespoke films for each hospice. This joint activity had an additional reach of over 300,000 people. Hospices also ran their own events and activities to align with the campaign. The campaign achieved over 35 pieces of media coverage and was featured on Midlands Today and local radio.

The success of the campaign has meant the cohesive effort continues with plans underway for a second awareness campaign in October followed by a joint income generation campaign scheduled for 2017.

The Love Your Local Hospice model has been developed so that other hospices can benefit by investing into the campaign content at a reduced cost rather than setting such a campaign up from scratch.

In conclusion the campaign demonstrated that a collective voice is stronger than one.

P-31 BUILDING CONFIDENT AND RESILIENT COMMUNITIES – A FOUNDATION FOR ACHIEVING OUR VISION

Rebecca Speight. *St Wilfrid's Hospice, Eastbourne, UK*

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Introduction Our vision is to empower people to be able to talk about death and dying which will result in people making choices about how and where they die and to empower communities to take control of their deaths. There is a similarity between community engagement programmes, and how our retail company can help the hospice reach that vision. We cannot assume that all communities are confident, and have the skills or language, to talk about death and dying. We have an opportunity to support this. Our shops are our beacons in the community. They allow us to interact with the community that is not immediately outside, or inside, our hospice door. If we are able to harness our presence on the high street, inform, educate and empower it will benefit us twofold; increased support and increased individual choice about death.

Aim

- Embed ourselves within the communities that we work in
- Empower communities and build resilience through our retail company
- Encourage communities to harness this to talk openly about death and dying
- Build social capital, which supports the community and helps reach our organisational goal

Approach

- Use our shop windows to promote hospice work
- Engage with local communities - building skill and confidence through volunteering programmes, expand the volunteer demographic to encourage intergenerational conversations.
- Gather 'real' stories from people in our communities, who are dealing with death/dying, who have been impacted by our shops e.g., conversations with retail teams
- Align our work with that of the hospice; philanthropic shopping that directly benefits members of their community

Measuring success

- Apply concepts of asset based community development when reviewing our impact on resilience
- Use principles of social capital to guide/measure the activities of the retail company
- Develop retail company 'outcomes' in addition to monetary targets
- Gather community case studies to understand impact.

P-32 BUILDING A COMPASSIONATE COMMUNITY – NEW WAYS OF PARTNERING FOR COMMUNITY EMPOWERMENT

¹Sarah Riches, ²Jacqueline Kelly. ¹St Giles Hospice, Lichfield, UK; ²Katharine House Hospice, Stafford, UK

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'A population health approach to palliative care is the most under developed at this stage of palliative care service development. Yet it is the approach that has the most potential to enhance the quality of life and wellbeing to the widest number of people in sickness and in health, in dying and in loss, and in all caring experiences toward one another' (PHPCI, 2014).

In 2015 two hospices and the Hermitage Charitable Trust successfully bid for Big Local Lottery funding to create a Supportive Care Centre opening in September 2015.

Funding enabled a local facility for the hospices and selected partners to increase local engagement and confidence in matters concerning death, dying and bereavement; building on and integrating local formal and informal support networks.

The centre acts as a local base for community engagement facilitating care and support closer to home. Being an outpost for traditional hospice services is secondary to the main vision, which aims to encourage people to talk openly about dying, death and bereavement, make plans for end-of-life and enable a Compassionate Communities approach to end of life care.

It is intended that the centre becomes first point of contact for those seeking advice and support on matters to do with end-of-life care. New and innovative ways of partnership working is central to our philosophy. Bereavement and Dementia Help Points run with local partners. A Carers' Help Point launched April 2016. Objectives include:

- Increased collaborative working
- Increased advance care planning
- Helping people remain at home at end of life
- Improved carer support
- Increased uptake of services and support
- Reduced social isolation
- Increased volunteering opportunities.

Evaluation will be qualitative and quantitative. Sustainability is dependent on local support and the hospices' strategic support based on evaluation of impact.

P-33 RADIOTHON – CHANGING AN INTERNAL RECORD

Lauren Kemp. *Helen and Douglas House, Oxford, UK*

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This poster seeks to explore the positive impact of a fundraising 'Radiothon' on internal and external relationships within and beyond a hospice for children and young adults. We learnt a great deal about people, partnerships and potential which would be worth sharing with others.

The Radiothon was much like telethons such as 'Children In Need' where entertainment is aired between short pieces of information about and requests for funds for a charitable cause. Our Radiothon was a partnership with a local radio station which gave us two full days of air time. The initial objective was to fundraise £20,000 through donations, as well as to raise awareness and partnerships within the local community.

When established, the hospice received a large amount of initial support from the community. As a result, the hospice has only begun to put significant investment into fundraising activities over the last 12 years. Interactions between the fundraising team (especially activities) and care teams has been limited, perhaps particularly because of the sensitive circumstances that surround those who use the hospices.

The Radiothon was presented live from one of our hospices with recorded interviews and calls to donate between entertainment. Interviews were with as many different staff and families as possible, to ensure that we gave the audience a full idea of all that we do.

The result in terms of financials was nearly double the initial target. In addition, awareness raised and community partnerships

developed were excellent. More interesting and significant, perhaps, was the internal impact. Both fundraisers and care teams saw a real positive reaction from guests and families that had been involved. There was increased understanding between fundraising and care teams; we uncovered benefits for greater collaborative working. The overall impact of the Radiothon was greater (long term, wider reaching) than initially anticipated.

P-34 IF DEATH CAFES ARE THE ANSWER, WHAT IS THE QUESTION?

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Background Death Cafes are seen as an increasingly important element of current approaches to improve public awareness of death. We address the question of diversity in Death Cafes and question the presumed inclusivity of current approaches.

Methods Four Death Cafes in three geographical areas were selected as the focus for the study. The Death Cafes took place in a town hall, a university students' union, a hospice and a pizzeria. Observational, website, social media and text analysis were used. Data collected included the method and language used to publicise the event; venue; demographics of attendees; reason for attendance; and a summary of the issues and topics discussed.

Key findings In spite of using a diversity of venues, the majority of attendees at all the Death Cafes were female professionals with a health/social care background. A wide range of issues were discussed: bereavement support needs were common themes in all events. Attendees valued the opportunity to network and engage with local services.

Future directions The Death Cafes attracted a relatively unrepresentative proportion of the local community. If they are to become more open and accessible it is necessary that consideration be given to aspects such as location, timing, publicity, style, facilitation and "ownership". Unobtrusive observation offered an effective means of evaluating subtle nuances in such events as well as capturing unmet support needs. The presentation will consider the future possibilities and limitations surrounding the Death Cafe concept.

P-35 FROM FRAILTY TO COMMUNITY RESILIENCE – MAKING A PUBLIC HEALTH APPROACH TO END-OF-LIFE CARE A REALITY

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Compassionate Communities – Reach Out is a pilot project in Northern Ireland funded by the local commissioning group. Using a public health approach it recognises that communities have the skills, knowledge, expertise and a role to play in end-of-life care.

Modern palliative care has been criticised with some arguing that it has led to the development of a model of care which relies heavily on medical expertise and sits within a framework more aligned with curative outcomes that are not achievable in palliative or end-of-life patients.

The project aims to build capacity within communities to support those living with advanced illness and frailty to reduce social