

PP04.0101 **DEVELOPING A NATIONAL CAMPAIGN TO PROMOTE ACP WEEK IN AUSTRALIA**

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Background The awareness and uptake of advance care planning (ACP) amongst Australians remains low. Each year, ACPA conducts an awareness-raising campaign to encourage consumer and workforce engagement with ACP. Our strategy involves inviting community, health and aged care groups to host ACP Week events and raise awareness through resource sharing. ACPA invites community audiences to attend registered events and/or learn more about ACP by contacting our Support Service, and accessing our web and printed resources.

Methods The guiding principles of ACP Week are to:

- encourage partner-driven registered ACP Week events across Australia
- deliver messaging targeted towards older consumers (>50 years)
- leverage allied stakeholders/organisations assistance with promotion/engagement
- share 'relatable' consumer stories to 'normalise' ACP via social media
- arrange advertorials for publications aligned with identified targets
- seek media coverage, leveraging the expertise of ACP ambassadors who represent prominent peak bodies, clinicians, media and research institutions.

Following theme development, resources and support events are developed for hosts. Materials include posters, social media posts/tiles, and e-newsletter messaging for others to share. Supporting events include national webinars with peak agencies, enhancing a national approach to ACP. Event hosts receive a resource pack with factsheets, conversation starters, posters and more to display or distribute during ACP week.

Results The theme for 2023 is 'The Time is Now', acknowledging that many people delay advance care planning conversations and documentation. The campaign encourages everyone to think about, talk about and/or write down future healthcare preferences and to share these with substitute decision-makers, chosen family, hospitals, doctors and care services. Currently, 112 sites have registered to host events from 20–26 March. Six national webinars and twelve editorials have been arranged.

Conclusion Engaging all sectors and developing collateral with clear and streamlined messages helps support a national approach to increase awareness of ACP. Evaluating the success of the campaign will be measured by surveys and website and support service activity.

PP04.012 **INCREASING THE NUMBER OF ACP DISCUSSIONS FOR NON-HOSPICE FRAIL PATIENTS FROM BASELINE TO 20% IN 12-MONTHS: A QI PROJECT**

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Background Advance care planning (ACP) empowers Singaporeans to choose how they would like to be cared for and is a process of planning for current and future healthcare. Studies indicate that ACP enhanced patients' sense of autonomy and satisfaction with care and benefited caregivers as they displayed improved psychosocial outcomes after the patients' death. However, the uptake of ACP discussions remain low locally, with an estimated of only 10,000 ACP discussions completed in Singapore up to 2017. Hence the focus of this project is to contribute to the nationwide effort of increasing ACP discussions for Singaporean residents who are ready for such discussions, and to pace with those who are not.

Measures We focused our efforts on a specific group of frail patients, defined as Clinical Frailty Scale(CFS)≥6. Our main outcome measure is to conduct completed ACPs in 20% of this target population. We considered process measures such as the percentage of target population with an ACP discussion initiated, the percentage of completed ACP on Clindoc uploaded onto AIC, and the percentage of staff trained in general ACP or PPC (Preferred Plan of Care) or both. Our balancing measures included measuring the percentage of staff who found that time spent on doing ACP impeded upon other clinical duties, the percentage of patients or next-of-kin distressed with ACP discussion, and the percentage of staff who found ACP discussion challenging.

Planned intervention(s) The first PDSA involved creating a standardized workflow to identify the target population, conduct the ACP discussion and upload it onto the AIC portal. The other interventions we will be carrying out would target staff engagement and patient and next-of-kin engagement change ideas.

Conclusion We hope to streamline the process of conducting ACPs in the community hospital setting and implement and spread the efforts to other community hospitals in Singapore.

PP05: Shared Decision Making in ACP

PP05.001 **HOW DO NURSING HOME EMPLOYEES EXPERIENCE THE INTRODUCTION OF ADVANCE CARE PLANNING? A FOCUS GROUP-BASED QUALITATIVE ANALYSIS**

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Background This project emerged from the multicenter cluster-randomized controlled BEVOR-trial investigating the effectiveness of a complex ACP intervention in German nursing homes (NHs). The trial's ACP intervention started in late summer 2020 and specifically addressed, besides the residents who were offered ACP conversations, nursing staff and aspects of nursing culture as well. The nested study reported here investigates how employees experience the implementation of ACP in their facilities two years after the program's first introduction.

Methods Four focus groups exploring NH employees' subjective experience were conducted in four NHs (one each) in August and September 2022. Participants were guided to reflect upon barriers and facilitators of the ACP intervention,