

- Encourages people to the hospice who would not usually feel able to just 'drop by'. 60,000 visits in the first year is estimated
- The information services have benefited more local people
- Reinvigorated support for the hospice.

Conclusion The Mill is changing public perception of hospice care, is providing informal means of support which complement existing hospice services and is generating more community engagement

P-27 MEMORIES IN THE WIND, A FAMILY PICNIC

Louise Johnson. *St. Cuthbert's Hospice, Durham, UK*

10.1136/bmjspcare-2016-001245.51

Intergenerational projects are a cornerstone of community development. Through sharing information and experiences young people can engage a different perspective and experience situations that they might not usually be exposed to. It is in transforming the perceptions of our young people that we can initiate culture change.

We worked with a local youth project to approach four local schools, targeting 'A' level Art students. Three declined stating that it was inappropriate for their young people to come into the hospice, the remaining school circulated information to students and five young people came forward. Students came into the hospice (extra curricula), talked to day guests about memories, and planned a series of art installations in the hospice grounds to support our Dying Matters week collaborations. Some of the conversations challenged the young people, but the situation was managed by the team, without specialist support services. The aim for students was to understand life, death, grief and loss, gaining an understanding that death is part of life and should be embraced.

The art was robust and weatherproofed, objects suspended in the trees and walkways for an afternoon picnic. Our day guests were excited to share their memories, and the final exhibition proved emotional as the artwork resonated with many of the visitors. Exhibits included small pictures in glass jars, a globe, and a film in the following areas:

- Wedding
- Picnic
- Beach
- Coronation
- Family ribbon tree
- Railways
- World travel
- RAF
- Hiking
- Horse racing
- Washing line.

The timing of the event was difficult for the young people as it led into exam time – students found this difficult. Overall it was a successful event, students commented on the wisdom of older people and how life has changed, but most of all we now have a solid foundation with the school to build future relationships and learning.

P-28 PUBLICITY, PITFALLS AND PEOPLE – A HOSPICE ENTERS AN RHS SHOW GARDEN

Helen Briscoe. *Primrose Hospice, Bromsgrove, UK*

10.1136/bmjspcare-2016-001245.52

The hospice was struggling with being known in the local community. This impacted on fundraising and also meant that potential patients weren't aware of services that could help them.

After discussions with a local garden designer a show garden was entered into the RHS Spring Festival at Malvern. Focussing on our children's bereavement support, it demonstrated visually the emotional journey that children experience when losing someone they love.

The aim was to use a nationally recognised 'vehicle' of an RHS flower show to promote our work to a wider audience and maybe make some money.

Sponsorship was sought including cash, goods, discounts and items being borrowed. Did you know you can 'borrow' a hedge? Well we did!

Volunteers and staff worked incredibly hard before, during and after the event doing so many supporting tasks.

We were delighted to win a bronze medal and more importantly win the People's Choice Award.

The publicity was amazing both pre- and post- event. Local, national and specialist publications ran our story. Local radio and TV took it up and our sponsors all promoted it so our social media ratings soared. Alan Titchmarsh even joined us on the garden and met the patients!

The impact on the people was phenomenal and was probably the most unexpected gain. The show garden was the most effective team build. The enthusiasm ran through volunteers, staff and even the patients who visited the garden one day. The visitors to the show all had a story to tell which was quite humbling at times and the pride the team showed whilst talking about our services was a joy to witness. Would we do it again? We don't know but never say never!

P-29 EDUCATING THE EDUCATORS – HOW TO ENGAGE SCHOOLS IN HOSPICE CARE

Gabi Field, Lawrie Mallyon. *St Catherine's Hospice, Crawley, UK*

10.1136/bmjspcare-2016-001245.53

For adult hospices, engaging with schools is a challenge; many support children's charities. We wanted to engage with secondary schools, to educate them about hospice care, help to develop some key skills and get them fundraising.

Our Five-0 Project was aimed at secondary schools, who were challenged to recruit a team of six students and raise a minimum of £1,500 over 11 weeks from a start-up investment of £50.

We visited to talk about the project and what it would mean for the school. Recent reports from the government and the private sector have expressed the importance and benefits of Enterprise in education in today's schools. Schools were particularly engaged with the emphasis on business skills, innovation and supporting charity. We recruited seven schools including three new supporters.

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. ¹*Douglas Macmillan Hospice*; ²*Birmingham St Mary's Hospice, Birmingham, UK*; ³*John Taylor Hospice*

10.1136/bmjspcare-2016-001245.54

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*

10.1136/bmjspcare-2016-001245.55

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. ¹*St Giles Hospice, Lichfield, UK*; ²*Katharine House Hospice, Stafford, UK*

10.1136/bmjspcare-2016-001245.56

'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).