

# Dying Well Community Charter

Health and Wellbeing Board

Date: 25 May 2016

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Author:	Executive Nurse, NHS Swindon Clinical Commissioning Group
Wards:	All
Locality Affected:	All
Parishes Affected:	All

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## 1. Purpose and Reasons

- 1.1 Swindon Clinical Commissioning Group (CCG) has placed end of life care as one of its key priorities. Since developing a bid to become a Dying Well Community Charter pilot site in 2014, in which it was unsuccessful, all partners involved have continued to work together to design and implement, with stakeholder support, a local Dying Well Community Charter.
- 1.2 Towards the end of 2014 the National Council for Palliative Care (NCPC), working in partnership with Public Health England, set out the idea of a National Dying Well Community Charter and invited communities to bid to become one of 7 pilots to establish a 'Charter' in their areas. The purpose of the Charter is aimed at helping the local community to work together to improve their support to people with a life-limiting illness, those who support them and those who have been bereaved, something that is fully aligns with Swindon CCG's aims.
- 1.3 The Swindon Dying Well Community Charter (DWCC) sets to outline a visible commitment by individuals, communities and organisations, working together to support the community we all live in, the people with a life-limiting illness, their families and carers. The Charter is a nationally led idea, but the ideas and commitments within it are ones that many local organisations will recognise as important and valid for our local community of Swindon. So a group of local organisations came together to look at how we could create a Swindon Charter. These organisations on the working group include representatives from the Clinical Commissioning Group, Great Western Hospital, Healthwatch Swindon, Prospect Hospice, Public Health Swindon, SEQOL and the Swindon Carers Centre.
- 1.4 The first step was to see if the views contained in the national DWCC reflected local views, so in May 2015 we undertook a local survey and a number of road shows to get the views of local people and what they thought was important to them at the end of their, or a loved ones, life. The responses highlighted that the areas captured in the national DWCC reflected those voiced locally. For us the next stage was to consider what each of the areas meant and what support might help to deliver on some of these issues.

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## 2. Recommendations

The Board is recommended to:

- 2.1 Sign up to the principles of the Dying Well Community Charter as set out in Appendix 1 to the report.
- 2.2 Support the launch of the Dying Well Community Charter in Swindon, which will encourage local partners, voluntary services and local businesses to consider how they can support the aims of the Charter.

## 3. Detail

- 3.1 There are five key principles of the Charter which is attached at Appendix 1 to this report:
  - Recognition and Respect
  - Communication
  - Involvement
  - Support
  - Help us plan and do
- 3.2 These categories provide helpful banners under which to bring together all of the work Swindon CCG and its partners have been involved in over recent years to improve EOL care.
- 3.3 The working group has identified a number of local organisation to engage with, setting out the value of the DWCC and looking to secure early sign-up to the Charter before the launch event in May.
- 3.4 In order to support the delivery of the DWCC, the partnership have worked together to:
  - Review opportunities to bring the collective knowledge and support provided in Swindon together in one place, making the information accessible to everyone, to support them to support those they care for.
  - Raise awareness of the Swindon Advance Care Planning document, it is a really simple and easy to use document so we need to make sure its available for everyone to access.
  - Support GPs and other healthcare professionals to know what services and help is already available.
  - Provide training & support where needed.

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- Identify support networks – talking to groups and supporting organisations, raising awareness of the DWCC, its value and what's important to people, as well as getting individuals, groups and organisations to sign up to the Charter and do a little to make a whole lots of difference.
- Create an end-of-life care page for the Swindon My Care My Support website.
- Hold a stakeholder awareness conference in May 2016.

3.5 To build awareness and support of the Charter, we have planned a DWCC stakeholder awareness event to take place on 12th May at Steam in Swindon. At this event, we will be providing an overview of the aims of the Charter, and suggesting opportunities for local businesses and organisations to support in this improvement. Steps for consideration will include:

- Create a Bereavement or Compassionate leave policy (or adapt someone else's).
- Create flexibility in the workplace for those with a life-limiting illness, family member or carer.
- Sign-posting to useful advice and support; communicate what support you have and how to access it.
- Highlight My Care My Support website.
- Support managers in the work place.
- Nominate a single point of contact for key information.
- Feed back to us what changes have been made in six months' time and share your learning.

3.6 The aim is that the stakeholder event will mark the beginning of local organisational buy-in to this critical issue and that the ongoing partnership, led by Prospect Hospice, will continue to provide improved awareness and understanding of EOL care and its development in Swindon.

## 4. Alternative Options

4.1 All partners are progressing improvements to EOL care, and this Charter provides a helpful banner which to raise awareness of these improvements. The Board could choose not to support the Charter, although that is not recommended.

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## **5. Implications, Diversity Impact Assessment and Risk Management**

### Financial and Procurement Implications

5.1 None.

### Legal and Human Rights Implications

5.2 None.

### All Other Implications (including Staff, Sustainability, Health, Rural, Crime and Disorder)

5.3 None.

### Diversity Impact Assessment

5.4 Through this partnership, we have been able to co-produce the event, and engage a wider audience as a result.

### Risk Management

5.5 None.

## **6. Consultees**

6.1 The Board Director, Resources (Section 151 Officer) and Director of Law and Democratic Services (Monitoring Officer) are consulted in respect of all reports.

## **7. Background Papers**

7.1 None.

## **8. Appendices**

8.1 Appendix 1 – The Dying Well Community Charter.