

Compassionate Communities Sustainability Guide

Helping Compassionate Community Initiatives Achieve Impact



Moderator: Dr. John Rosenberg

Presenters: Bonnie Tompkins

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The Palliative Care ECHO Project

The Palliative Care ECHO Project is a 5-year national initiative to cultivate communities of practice and establish continuous professional development among health care providers across Canada who care for patients with life-limiting illness.

Stay connected: www.echopalliative.com

Thank You

The Palliative Care ECHO Project is supported by a financial contribution from Health Canada. The views expressed herein do not necessarily represent the views of Health Canada.



Introductions

Moderator

Dr. John Rosenberg

President, Public Health Palliative Care International

Presenter

Bonnie Tompkins

Compassionate Communities National Lead
Pallium Canada

Acknowledgement

This webinar is co-hosted by Public Health Palliative Care International.

W: www.phpci.org E: info@phpci.org



Who is PHPCI?

Our Aims

- Health promotion
- Educational and practice
- Biennial conferences
- Research and evaluation
- Professional links and knowledge exchange
- Global forum
- Support, network and mentor students
- Collaborate effectively

Acknowledgement of Country

I acknowledge the Yuggera and Turrbal people, First Nations custodians of this land on which I work and live, whose sovereignty was never ceded.

I acknowledge their Elders past, present and emerging.

I acknowledge the enduring sorrow of the Stolen Generations and the continuing pride, strength and resilience of Aboriginal and Torres Strait Islander Peoples.



Territorial Honouring



Welcome and Reminders

- Please introduce yourself in the chat!
- Your microphones are muted. There will be time during this session for questions and discussion.
- You are also welcome to use the Q&A function to ask questions
- Use the chat function if you have any comments or are having technical difficulties.
- This session is being recorded and will be emailed to registrants within the next week.
- Remember not to disclose any Personal Health Information (PHI) during the session

Agenda

- Defining Compassionate Communities in Canada
- Background on the Sustainability Guide
- Knowledge to increase sustainability of CCs
- Best practices for developing a sustainable Compassionate Community initiative
- Resources within the guide to support barriers
- Compassionate Communities research

Learning Objectives

By the end of the session, participants will be able to:

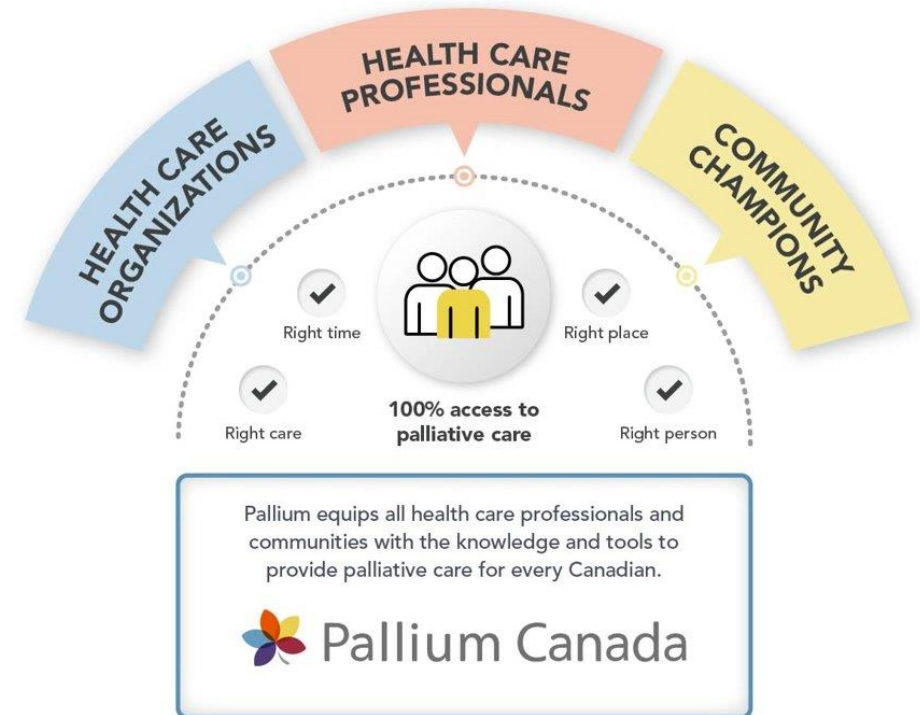
Understand the stages of development an initiative goes through

Understand what to focus on to increase the sustainability of their initiative

Engage with the best practices for sustainable community-led initiatives

About Pallium Canada

- National, non-profit founded in 2000
- Building capacity
- Transforming practice and settings
- Research and technology-driven solution provider
- Empowering communities



What is a Compassionate Community (CC) – Canadian context

A Compassionate Community is:

A community of people who are passionate and committed to **improving the experiences and well-being of individuals who are dealing with a serious health challenge, and those who are caregiving, dying, or grieving.**

Members of a Compassionate Community **take an active role in supporting people** affected by these experiences. This can be achieved by:

- Connecting people to helpful resources
- Raising awareness about end-of-life issues
- Building supportive networks in the community



Reference: Pallium Canada, Hospice Palliative Care Ontario, BC Centre for Palliative Care (2021) Canadian Compassionate Communities Definition

Compassionate Community – Guiding Principles

While each community can **adopt its own approach** to nurturing a more compassionate culture, there are **common guiding principles** for Compassionate Communities

- These experiences are **a part of everyone's journey** through life
- Care for one another through these experiences **is everyone business**
- They must work towards equity, celebrate diversity, and be **inclusive of all people**
- The initiative is **led by the community**
- The initiative's activities are **delivered in community** settings closer to people's homes

References:

[Compassionate City Charter](#) – Dr. Allan Kellehear 2016

The six health promotion methods in palliative care, Public Health Palliative Care International, www.phpci.org/public-health-approach
Pallium Canada, Hospice Palliative Care Ontario, BC Centre for Palliative Care (2021) Canadian Compassionate Communities Definition

Sustainable Initiative – What and Why

What is a sustainable initiative?

PH defines it as “the continued use of program components at sufficient intensity for the sustained achievement of desirable program goals and population outcomes.”

- This means aspects of the initiative are still active to advance the goals and achieve the desired outcome
- Increasing the sustainability of an initiative requires a focus on more than funding

Background on the Sustainability Guide

Purpose of the Sustainability Guide

Support Compassionate Community initiatives through the stages of development to achieve their desired impact

**Lighten the workload*

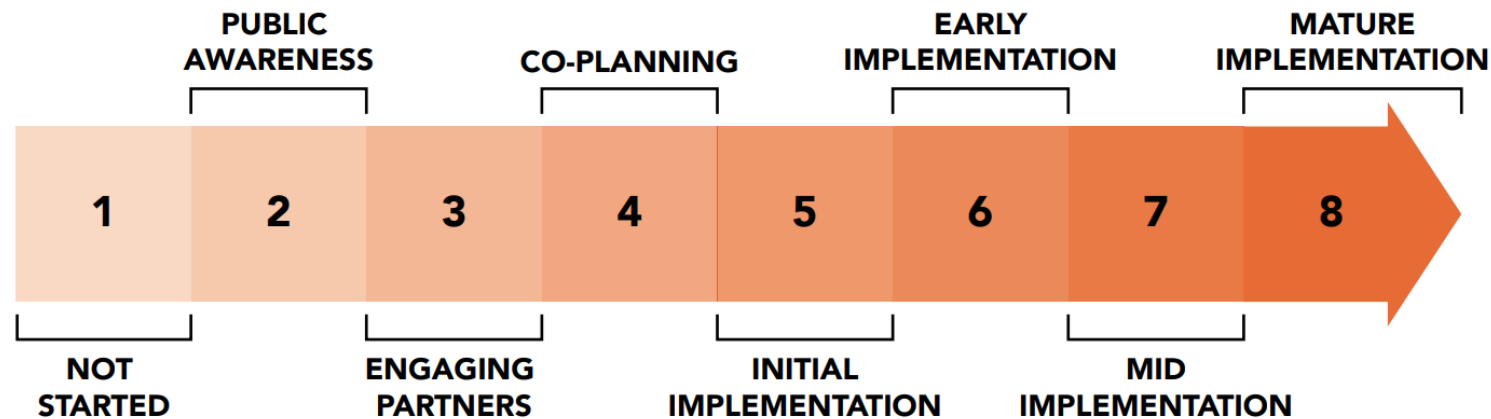


Figure adapted from: Pallium Canada, BC Centre for Palliative Care, Hospice Palliative Care Ontario (2021). Canadian Compassionate Communities' Stages of Development.

How the guide was developed

Performed a literature review

Synthesize findings and created a content wireframe

Validated content wireframe with Compassionate Communities Champions

Validated the content wireframe with topic experts

Compiled best practices, tools and knowledge from experts in the field to support the users

Sustainability Guide – How the Guide Will Help

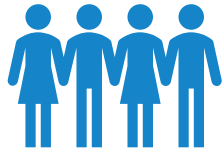
The guide will do the following:

- Increase your understanding of the key areas a CC initiative needs to focus on to become sustainable
- Provides best practices for increasing sustainability for each topic area
- Provides supportive resources:
 - Guidance, articles to increase your knowledge, and tools to support you when engaging with the best practice

**The guide acts as a roadmap for CC sustainability*

Understanding Social Innovation

Compassionate Communities - a Social Innovation



Compassionate Communities is an example of social innovation



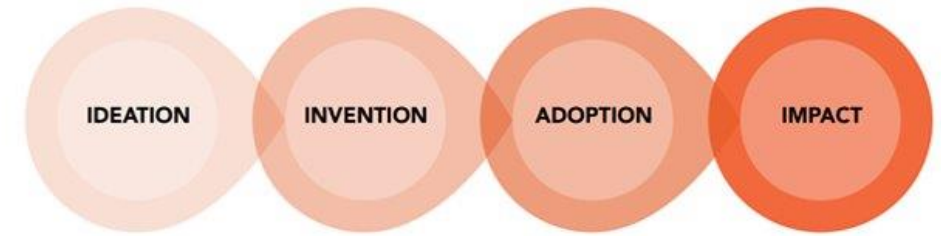
Specifically, cultural change

Culture change striving to change the minds, behaviours and increase knowledge around specific topics



****Key thing to remember is that culture change takes time***

Stages of Development in Social Innovation



There are four typical stages of development in social innovation:

- **Ideation:** a change agent explores if there is an issue of concern
- **Invention:** with a desire to create change, the community explores how to achieve the goal
- **Adoption:** you have proven success with an initiative or program that can be scaled to other areas or settings within the community
- **Impact:** your work has shown a change in culture within the community – for the better!

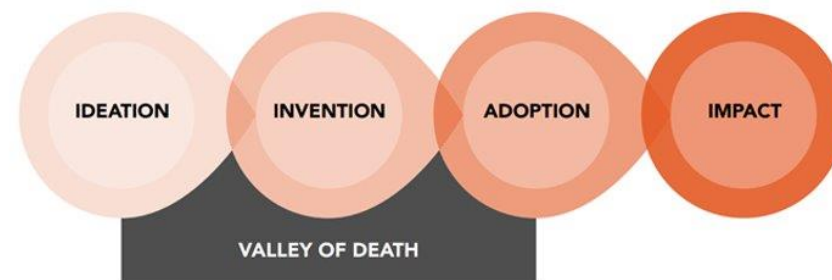
Barriers to Sustaining Social Innovation

Many social innovation initiatives **do not make it to the adoption stage**

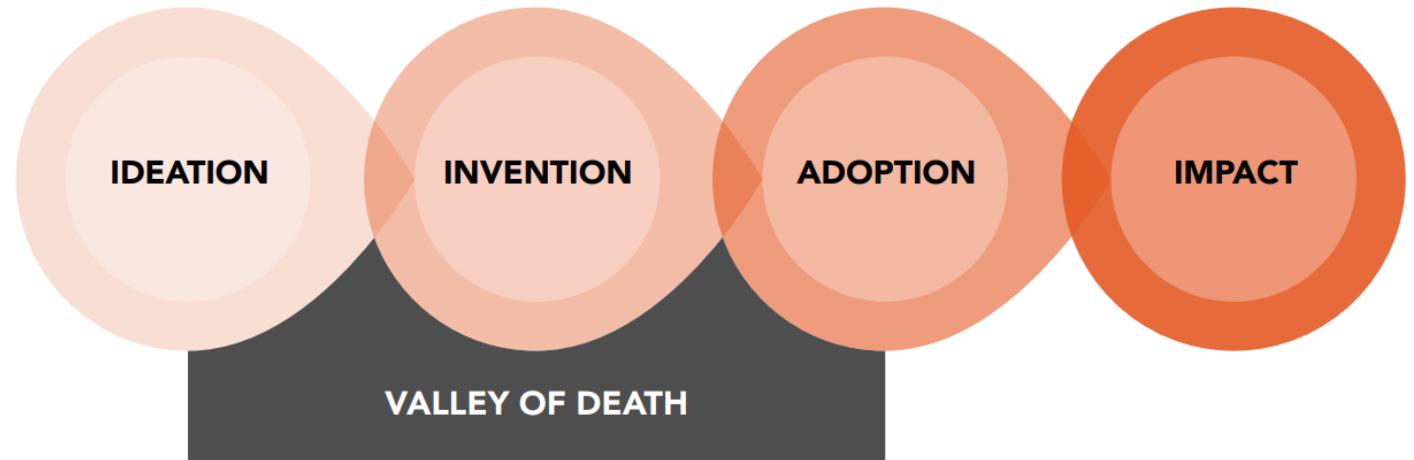
- Moving from the ideation stage through to the adoption stage is known as “Valley of Death” where most innovations die
- The innovations fall prey to common barriers

Common barriers to survival include:

- Leadership - lack of leadership team
- Planning - lack of planning
- Feedback – lack of feedback opportunities and/or integration of feedback

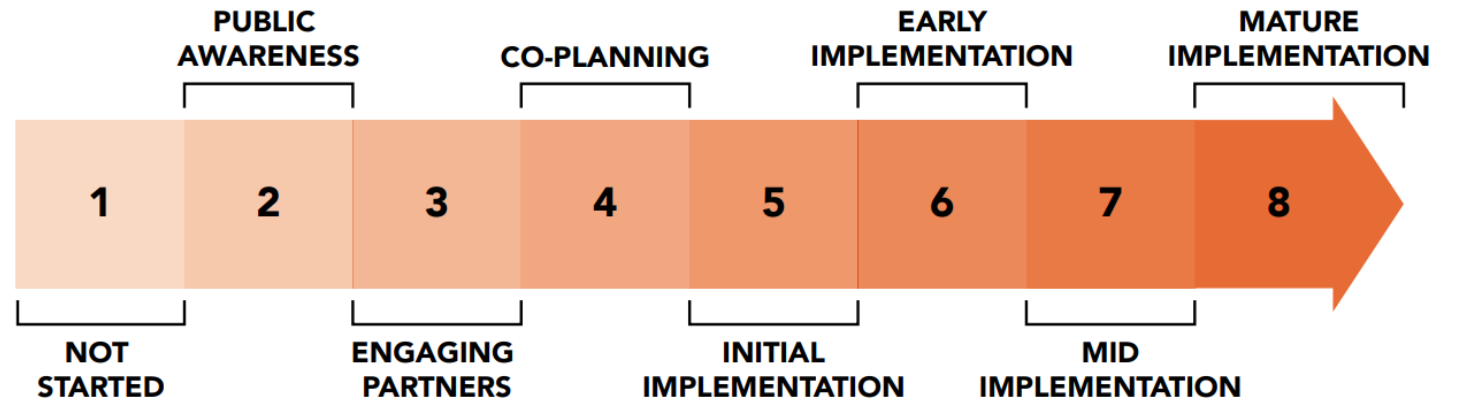


STAGES OF SOCIAL INNOVATION MODEL



How this ties together

CANADIAN COMPASSIONATE COMMUNITIES' STAGES OF DEVELOPMENT



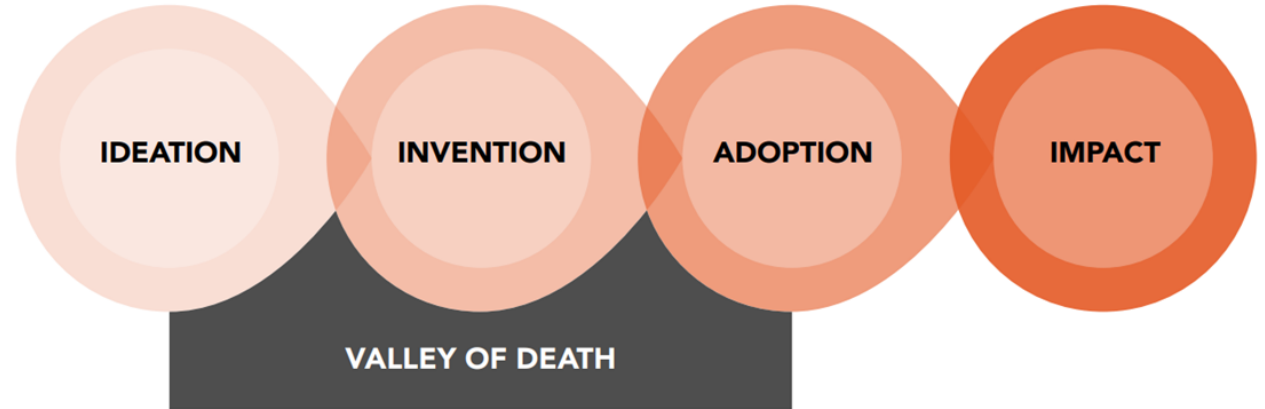
Polling Time

Please select a stage that accurately reflects your CC initiative

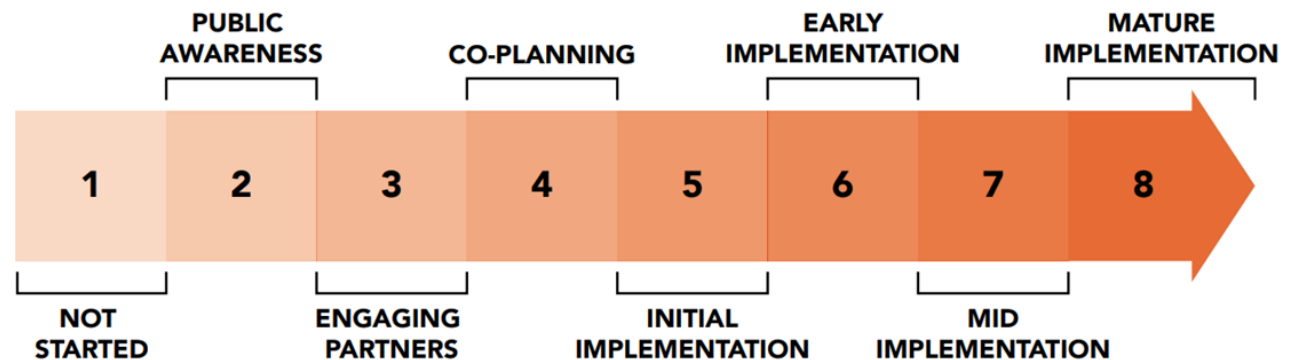
Stages of social Innovation:

1. Ideation
2. Invention
3. Adoption
4. Impact

STAGES OF SOCIAL INNOVATION MODEL



CANADIAN COMPASSIONATE COMMUNITIES' STAGES OF DEVELOPMENT



Why Focus on Increasing Sustainability?

Compassionate Communities initiatives are an example of social innovation



Social innovation takes years or even decades to see the desired outcomes



Your initiative must remain **active over an extended period of time** to achieve the goals

Barriers and Sustainability

How to Overcome the Barriers and Increase Sustainability?

Research has identified several consistent areas within community-led initiatives that promote longevity

AKA - sustainability

Leadership	Language
Community engagement	Building Trust
Strategic planning	Funding
Partnerships	Measurement/Evaluation

Three Areas to Engage with Today

Our research and consultation found the following areas need to be priorities for those leading/supporting Compassionate Community initiatives:

- ❖ Leadership
- ❖ Language
- ❖ Community Engagement

Engage the additional five topic areas when needed throughout the life of the initiative

Content Provided for Each Topic Area

For example - Leadership

Key knowledge

- Define what we mean by leadership
- Why you should focus on leadership
- What you can do to strengthen your leadership (best practices)

Supportive Resources

- Articles
- Tools

Topic: Leadership



Define leadership:

- The people who are focused on leading and supporting the initiative through the stages of development
- This team provides structure to the initiative

Why focus on a leadership team?

- Increase the degree to which the initiative is community-led
- Increase how organized the initiative is (*fundors love seeing this*)
- Spread the workload out, which decreases burnout

* ***Superheroes***

Topic: Leadership (con't)



Best practices for strengthening your leadership team

1. Settle on a leadership team structure – it can be informal or formal
2. Create a leadership team guidance document to guide the team
3. Ensure there is a variety of backgrounds and experiences on the team
4. Plan for changes in leadership
5. Plays a supportive role
 - As the initiative progresses, move from front and centre to in the background playing a supportive role

Topic: Language

What is important to understand regarding language for your initiative?

You **must** adjust the language used for each audience to ensure the message is understood!

- Understand who is in the audience
- Decide on the purpose of the communication
- How formal should the language be?
- What is the feeling you want to leave the audience with?

Understanding your audience and adjusting the language used will greatly increase the chance your message is understood, and supported

Topic: Community Engagement

Define Community Engagement:

- Process through which community members are empowered to own the change they want to see
- Community engagement happens not only through the activities run in the community but also through the level of communication with community members and shared decision making

**Key work for any community-led initiative*

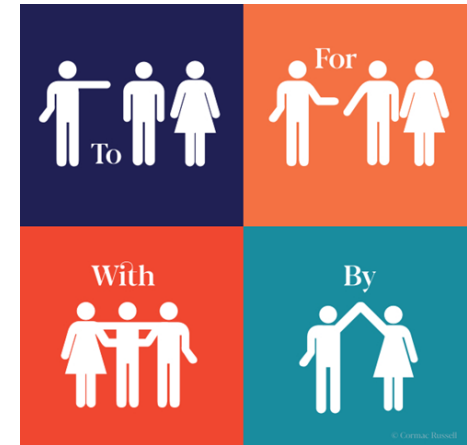
Topic: Community Engagement (con't)

Why focus on community engagement?

1. Ensures the goals and objectives of the initiative are driven by the community

AKA Community-Led (*“done BY us FOR us”*)

2. Strengthen community capacity - resilience
3. Increase knowledge – deeper understanding of topics
4. Stronger community engagement increases trust and ownership from the community



Cormac Russel -
www.nurtureddevelopment.org

Topic: Community Engagement (con't)

Best practices for strengthening your community engagement?

1. Plan for your community engagement – what do you want to achieve?
2. Embrace context experts – those with lived experience
3. Embrace shared power and decision-making
4. Engage the community to learn about their assets which will support the initiative from the start
5. Engage the community in all planning processes for the initiative
 - This means continually engage with the community over the lifespan of the initiative

Question Period

Resources to Support Barriers

Community Engagement

Article

Assessing the readiness before starting:

1. Understand the layers
 1. Identify existing relationships
 2. Understand community networks
 3. Understand the history
 4. Understand previous engagement efforts
2. Understand the range of perspectives
3. Identify engagement strategies that support community perspectives



Pre-Community Engagement

Setting the Stage for Authentic Community Engagement

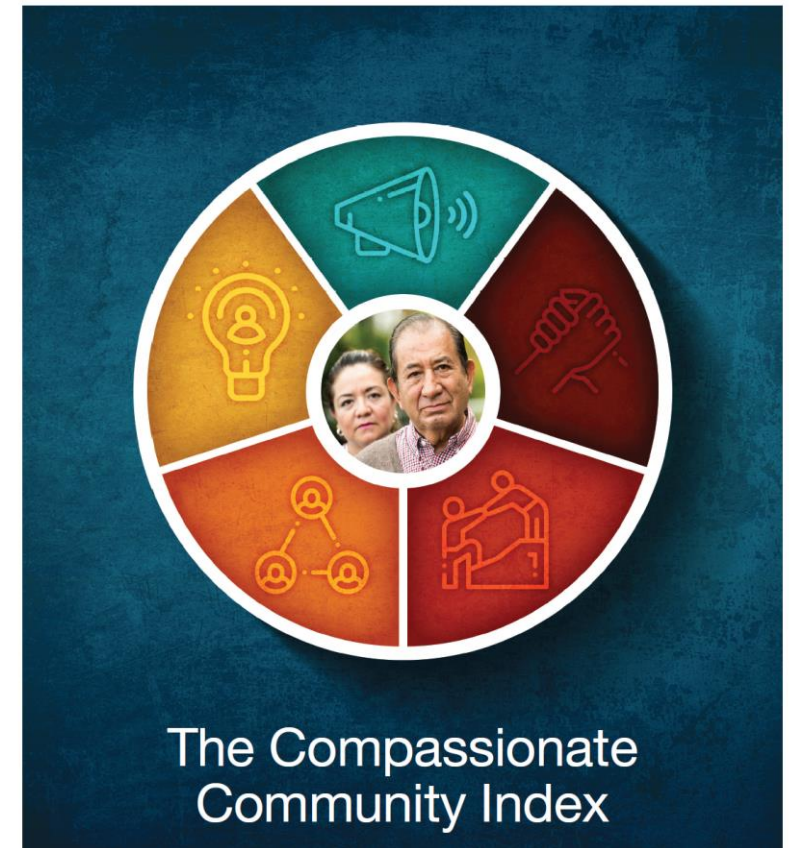


Community Engagement

Tool

The Compassionate Community Index

- Survey that assesses the level of readiness in the community to undertake this work
- Identifies strengths and opportunities
 - Use these to support growth and action
- This tool can support evaluation as well.



Community Engagement

Articles






Understand the types of community engagement

The community engagement goal for your initiative should be **empower** = community-led

➤ For example, ABCD

* Every interaction in the community might not use the empower approach

COMMUNITY ENGAGEMENT CONTINUUM

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
					
GOAL	To provide stakeholders with balanced and objective information to assist them in understanding the problem, alternatives and solutions.	To obtain stakeholder feedback on analysis, alternatives and/or decisions.	To work directly with stakeholders throughout the process to ensure that their concerns and aspirations are consistently understood.	To partner with stakeholders in each aspect of the decision from development to solution.	Shared leadership of community-led projects with final decision-making at the community level.
STYLE	"Here's what's happening."	"Here are some options, what do you think?"	"Here's a problem, what ideas do you have?"	"Let's work together to solve this problem."	"You care about this issue and are leading an initiative, how can we support you?"

Adapted from the IAP2 Public Participation Spectrum

Community Engagement

Tools

Community engagement requires planning!

Planning needs to include:

- Who
- Why
- How
- Principles for engagement
- The plan

Followed by evaluation to see if you are on track



TOOL | CREATING PRINCIPLES FOR ENGAGEMENT

TIME REQUIRED: 1 HOUR

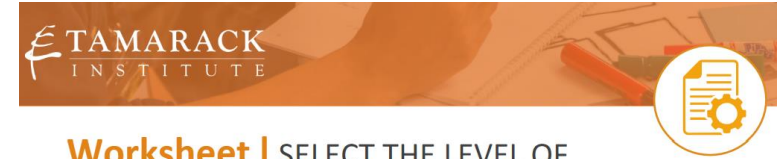


TOOL | The Engagement Continuum



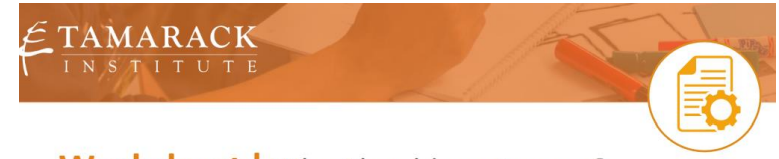
WORKSHEET | EVALUATING ENGAGEMENT ACTIVITIES

TIME REQUIRED: 1 HOUR



Worksheet | SELECT THE LEVEL OF ENGAGEMENT

TIME REQUIRED: 1 HOUR



Worksheet | Who Should we Engage?

TIME REQUIRED: 1 HOUR



TOOL | Top 100 Engagement



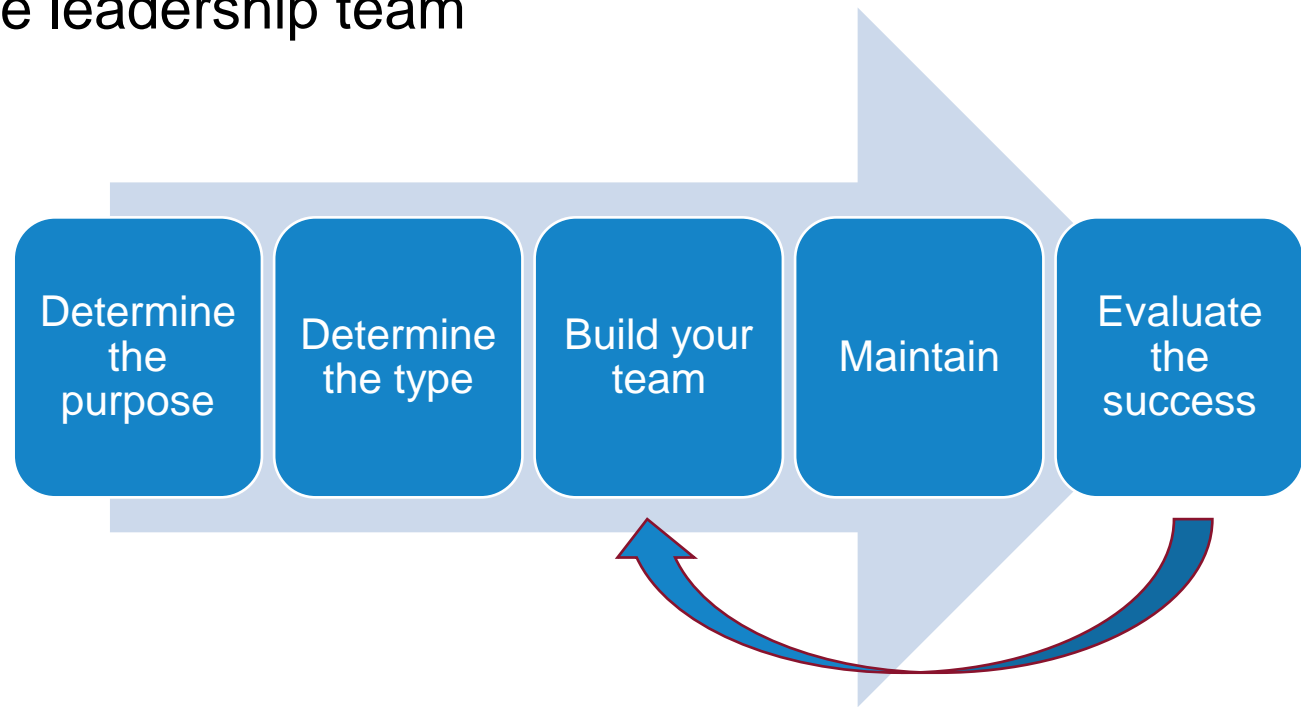
TOOL | COMMUNITY ENGAGEMENT PLANNING CANVAS

TIME REQUIRED: 1-4 HOURS

Leadership

GUIDE | FIVE KEY STEPS FOR BUILDING STRONG AND SUSTAINABLE GROUPS

Basic steps to create a sustainable leadership team



Leadership

Tools

- Have a recruitment activity at every engagement
 - Eventually you will want to be selective to support the current goals
- Understand everyone perspectives on the leadership team
- Plan for change
 - Whether it is a scheduled change or last minute
- Evaluate how the leadership team feels things are going



TOOL | WHEEL OF ENGAGEMENT



TOOL | EXPLORING OUR GIVES, GETS & CONSTRAINTS

Succession Planning for Stability and Sustainability
Rally 2016: The National Land Conservation Conference
Minneapolis, Minnesota
Nancy W. Moore, Managing Partner, Conservation Consulting Group

Emergency Succession Planning

Self-Evaluation Tool for Action in Partnership

TOOLS to EVALUATE YOUR COALITION

Strategic planning tools

Barriers listed so far:

- Shifting
- Maintaining momentum
- Concept and relatable
- Beginning new collaborations when we are tired
- Steps to include developmental sector

Strategic Planning

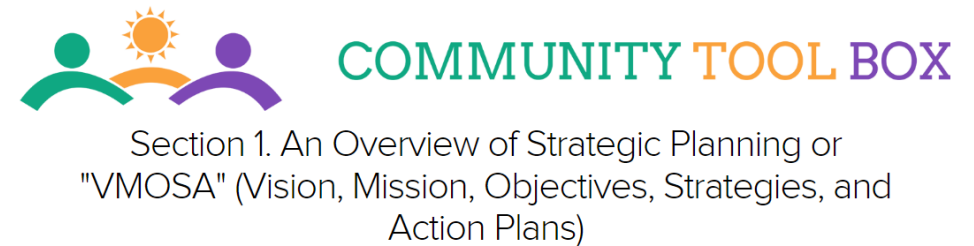
Articles

Strategic planning is fundamental to sustainability

- Organizes your actions and objectives to produce community impact
 - *creates the initiative's road map

Vision, mission, objectives, strategies and action plans are the key areas

This does not have to be complicated



Vision and Mission Statements -- a Roadmap of Where You Want to Go and How to Get There

Strategic Planning

Tools



COMMUNITY TOOL BOX

Section 1. An Overview of Strategic Planning or
"VMOSA" (Vision, Mission, Objectives, Strategies, and
Action Plans)

Funding

Articles

Two types of funding you can secure

1. Organization (backbone)
2. Program funding

Tips:

- Read up on the funder, past funded projects and adjust language as needed
- Describe the people who will feel the impact of their funds.
- Share a story showing the impact of your initiative
- Invite potential funders to community events

Getting the Grant

Posted on September 15, 2016

By Anne Morais

Securing Funding for the Backbone Role: Lessons from the Field

Posted on July 13, 2019

By Erin Sullivan & Jennifer Splansky Juster

Three Key Components of Effective Donor Communication

Posted on September 15, 2016

By Kristine Culp

Funding

Tools

Tools include:

- 10 elements of a winning proposal
- Sample letter of support
- Agreement templates

Share your Social Business Model Canvas if you have a chance to engage with a funder ahead of time!



Evaluation

Tools

Evaluate community readiness to participate in this initiative

- Use the Com Com index at intervals to see the change

Death Literacy Index can be used once or at intervals to see the communities change in death literacy

Logic Model is often used to help with the planning and assessing of evaluation efforts

Canadian Compassionate Communities Evaluation Toolkit (www.pallium.ca/evaluation-toolkit/)

Data

- Collect thick (stories) and thin (numbers) data

Question Period

Research - Compassionate Communities

Research into Compassionate Communities

Canada:

- Home of the *Ottawa Charter for Health Promotion*
- Canada Research Chair in Partnership with Patients and Communities
 - Action-research project to co-construct, implement and evaluate in a participatory manner two compassionate communities (www.chairepartenariat.ca)
- Healthy End of Life (HELP) project - Ottawa
- Host of *5th International Public Health Palliative Care International Conference*, in Ottawa in 2017, in a partnership between Canadian Hospice Palliative Care Association, PHPCI, Pallium Canada and McMaster University
- *Pan-Canadian Framework for Palliative and End-of life Care Research* (www.virtualhospice.ca)
 - Priority Research Area 1: *Engaging Communities: A Public Health Approach*

Research into Compassionate Communities

End-of-Life Care Research Group, Vrije Universiteit Brussels/Ghent University, Belgium

www.endoflifecare.be

- CAPACITY
- CoCo (Compassionate Communities Center of Expertise)
- Thoughtful Visitors

Compassionate Communities UK www.compassionate-communitiesuk.co.uk

- The Compassion Project, Frome

Karolinska Institutet, Sweden www.dobra.se

- DöBra

Research into Compassionate Communities

Ministry of Health and Welfare, Taipei City, Taiwan

- Shilin Old Street project

Institute of Palliative Medicine, Kerala, India www.instituteofpalliativemedicine.org

- WHO Demonstration Site
- Compassionate Kozhikode Volunteer program

Research Centre for Palliative Care, Death and Dying, Flinders University, Australia
www.flinders.edu.au

- Death and dying across the community program

Research into Compassionate Communities

Public Health Palliative Care Unit, La Trobe University, Australia www.latrobe.edu.au

- Healthy End of Life (HELP) project
- Disability HELP project
- CHOICE project
- Building compassionate communities (toolbox)
- Bereavement research

Caring at the End of Life Research Group, Western Sydney University, Australia
(search for documents)

- Bringing Our Dying Home project
- Caring at the end of life: co-creating an ecology of care
- Death Literacy Index

PHPCI Related Events

Upcoming events



www.endoflifecare.research.vub.be/phpci2022

PHPCI Webinar – Value of Death

Title:


The Lancet Commission on the Value of Death: bringing death back into life

Presenter: Dr. Libby Sallnow

Date: TBD

More information and to register: www.phpci.org/events

THE VALUE OF DEATH



Modern health care has an unhealthy relationship with death. We are exploring how to make it healthier.

Please download the Compassionate
Communities Sustainability Guide here:
www.pallium.ca/sustainability-guide/



Thank You



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