



Our Strategy 2022-25

Educate|Innovate|Collaborate



EDUCATE | INNOVATE | COLLABORATE

A three year strategy to empower people to care for others, with confidence and compassion, at the end of life

"We are determined to make the biggest difference we can to the care and experience of people nearing the end of their lives, to those who matter to them and the staff who care for them.

"We want people to think about and have a say in what they would like as they reach the end of their lives, to have conversations while they are well and to share and record what is important to them"

"Our strategy has been informed through consultation and feedback, with our staff, our trustees and our partners. We have listened to and noted local and national palliative and end of life priorities and this strategy is a response to everything we have learnt. A response we will deliver with humanity and determination."



Salli Jeynes
CEO



Tracy Paine MBE
Chair of Trustees

"I'm so proud to be Chair of this amazing charity. The pandemic threw so many challenges our way, and each one was met with the resilience, innovation, and responsiveness to new opportunities that form the DNA of the EOLP team."

"EOLP has adapted to different ways of working and developed a growing presence in the communities we serve. We have also given great consideration to how we can make an even bigger impact in the years to come."

"Everyone deserves to experience compassionate and personalised end of life care and I am confident that EOLP has the right team and the right strategy to make that possible for many more people."

Every year almost 30,000 people in Cheshire are impacted by death, dying and bereavement

At EOLP we believe everyone should experience a compassionate and personalised end to their life, in the company of people who matter to them, in a place where they feel at home, and where they have the support that they need.



Unfortunately this doesn't always happen.

Many people are uncomfortable talking about death and dying even with their loved ones. Unless we continue to change public attitudes and behaviours and make it okay to have tricky conversations about the future, we can't be sure people will be cared for in the way they would wish.

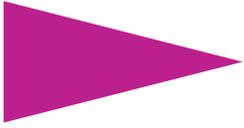
Regional data about end of life care is incomplete. Without better data, local services can't see the full picture when they are planning future end of life care services and improvements.

Research has shown that the palliative care workforce in Cheshire is under resourced, with too few people being trained to confidently meet the specific needs of end of life care.

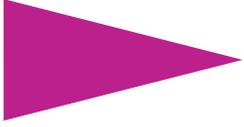
Local evidence shows that we don't always identify that people are nearing the end of their life. This means the news can come far too late. Or not at all. This takes away the chance for people to have those important discussions and to benefit from well planned and coordinated care in accordance with their wishes.

The Good News is

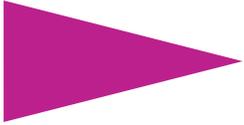
We've shown we can change things for the better.



More than 100 people were supported to die at home, in their place of choice thanks to 'Palliative Care in Partnership' (a pilot led by EOLP in collaboration with partners). In 2022 this service was extended across Cheshire, meaning more than 800 people will now benefit from support to die at home.



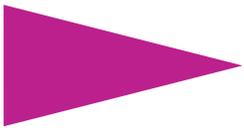
In the last three years we have had more than 11,000 attendances at our education events of people involved in delivering end of life care and support. Our award winning training is creating a more confident and knowledgeable workforce and volunteer sector for the future.



From April 2022, our award winning Advanced Dementia Support Team has extended its service into West Cheshire. This means county-wide access to support for professionals and family care givers who want to build their confidence and knowledge to care for a person with advanced dementia.



Residents in more than 180 Cheshire Care Homes will benefit from improved end of life care thanks to the launch of our new 'Care Home Support Service'.



We are piloting a new partner collaborative to improve the quality and personalisation of Cancer Care Reviews so that they focus on the personal or social challenges that matter most to the individual.

And this is just the beginning.....

National and regional priorities for end of life care are reflected throughout our strategy to positively influence the care and experience of at least 10,000 people every year.

We will collaborate with our partners to achieve the following improvements:

- **EARLY IDENTIFICATION:** By 2025 an additional 1000 people each year in Cheshire will have been identified as palliative before they die, making it more likely that they have access to the right support for themselves and those important to them
- **PERSONALISED CARE & SUPPORT PLANNING:** By 2025 an additional 1000 people each year in Cheshire will have been offered the opportunity to discuss and record their end of life wishes before they die, so that their care and support can be tailored to their needs
- **KNOWLEDGE, SKILLS & CONFIDENCE:** By 2025 we will have educated 7,500 people that are providing support or care to those who have palliative and end of life care needs, increasing their knowledge, skills and confidence

And we will do this by focusing on four key areas

COMPASSIONATE
COMMUNITIES

EDUCATION

LEADERSHIP &
INNOVATION

KNOWLEDGE &
INFORMATICS



COMPASSIONATE COMMUNITIES

Empowering communities to build their networks and resources to meet the needs of local people

- We will increase the number of people who record and share their wishes around future life planning by making it easy for people to record those wishes, on paper or online
- We will give people the confidence to talk about their end of life wishes with those important to them, and help them to understand the importance of doing this
- We will increase the number and diversity of people in our communities who feel confident to support people who have experienced a bereavement

 We will improve the wellbeing of end of life carers in Cheshire by creating a programme of accessible and compassionate initiatives to support them

 We will use our networks and strong community connections to deliver initiatives that reduce social isolation in Cheshire

 We will create more opportunities for patients and carers to share their experiences of palliative and end of life care, so that we can learn from their stories and use this learning to inform future care delivery

 We will increase by 30% the number of communities and groups that can benefit from our work by building the capacity and capabilities of our Public Health Team



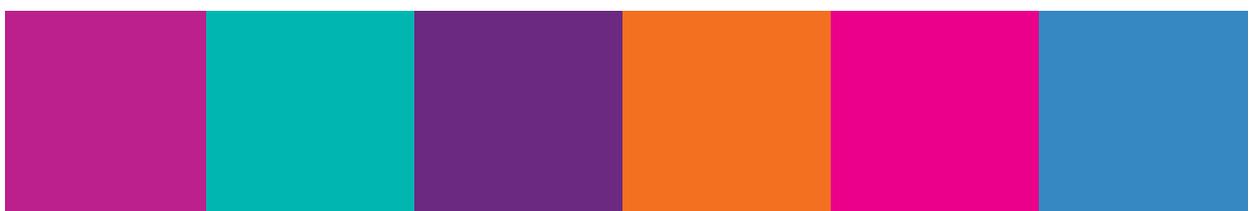


EDUCATION

Giving people the confidence and skills to care by delivering innovative, accessible and interactive education.

- We will reach 2,500 people every year with our programme of education, increasing the knowledge, skills and confidence of 7,500 people in Cheshire by 2025
- Our staff will engage in continuous learning so that we can always deliver innovative, cutting edge education that reflects best practice in palliative and end of life care

- Our education programme will be creative, diverse and engaging so that it can be accessed by as many people as possible, helping them to increase their knowledge, skills and confidence to care
- Our educators will always stay in touch with the realities of working in health and social care, supporting people to learn in action, including working alongside them at the point of care
- Our experts will create tailored and bespoke education to meet the specific needs of individuals and of organisations, and will be responsive to whatever challenges and demands are a current priority for them
- Our Advanced Dementia Support team will expand to meet increasing demand for their services and will continue to be innovative in its approach to enhancing support for those caring for people with dementia towards the end of life
- We will provide a central repository of easy to access online resources and current information so people who are providing end of life care feel better informed and supported
- We will become a centre of excellence for palliative and end of life care. We will work with academic institutes to quality assure our education, so that we can guarantee the very best experience for those that choose to learn with us





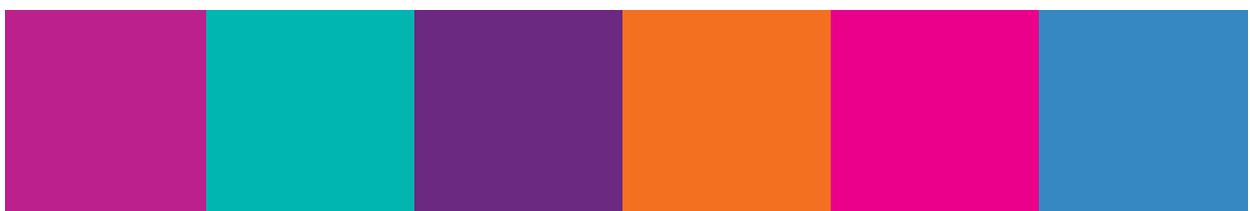
LEADERSHIP & INNOVATION

We will test out new and better ways to care, that will shape, improve and develop care systems, services and leaders

➤ We will create a sustainable future for palliative and end of life care in Cheshire. We will build leadership capability and capacity through a variety of approaches, so that we can be confident that palliative and end of life care is well led into the future

➤ Each year we aim to develop 30 leaders through our award winning palliative care leadership programmes to bring about long term quality improvements in end of life care across a diverse range of care settings

- We will build innovative and mutually beneficial partnerships so that together we can grow a system wide approach that magnifies improvements to end of life care for everyone
- We will lead a county-wide strategic approach towards a shared vision and outcomes so that patients, and those important to them, receive consistent and co-ordinated care wherever they might be
- We will ensure delivery of the shared vision by collaborating with all providers of end of life care to achieve a set of 'best practice' standards that demonstrably improve quality of care for the people of Cheshire
- We will collaborate with partners to share resources, expertise and responsibilities so that we can all work together to plan, implement and evaluate work, making efficient use of time and best use of local resources
- We will seek out and seize opportunities to work with new technology, including innovations in digital health, to lead the way in improving patient outcomes
- We will use insight gathered from people using and delivering end of life services to identify new opportunities for working together in the co-production of future services





KNOWLEDGE & INFORMATICS

We make information relevant, understandable and accessible to all. We inform, develop, host and maintain comprehensive and interactive online resources

➤ We will create a vibrant centralised information hub for end of life and bereavement care information. This will provide easily accessible and current information enabling people to quickly and easily find the support and information they need, at a time when they need it

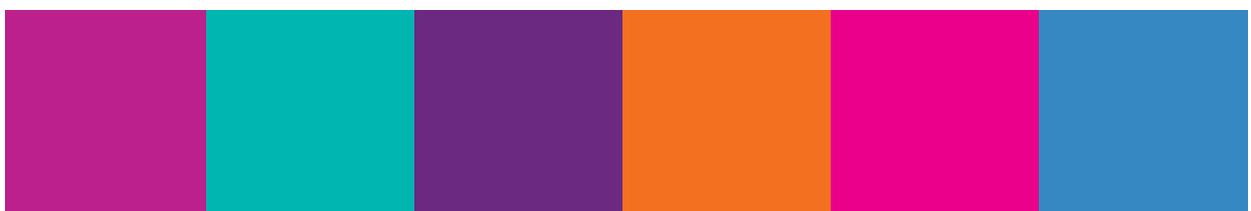
➤ We will create an accessible portal where people can record their experiences of palliative and end of life care, so that we can identify and respond to emerging themes and address fragmented or unacceptable variations in care across the system

➤ We will use insight from our collected data to inform strategic and operational priorities for ourselves and our partners, ensuring our priorities accurately reflect the needs of the people of Cheshire

➤ Our dedicated knowledge and Informatics team will constantly look for new ways to increase the level and depth of evaluation of our work in order to validate our impact and inform continuous improvement

➤ We will constantly look for new opportunities to engage in research so that we can challenge thinking and learn new ways to deliver quality improvements for ourselves and our partners

➤ We will further advance our digital and analytical capabilities so that we can meet the growing evaluation needs of our partners and ensure an informed county wide strategic approach to palliative and end of life care



Our Values

Compassionate

Confident

Honest

Professional

Positive

Our Foundations

We treat people as individuals and respect that everyone has different needs

We value our partners and recognise that we are part of a bigger picture

We approach death and dying as a normal part of life

We are proud to say that our team is our greatest asset

We understand the importance of demonstrating our impact

We strive for excellence and quality in everything we do

We support our team to learn and develop so that we can maintain our extensive skills and experience in end of life care