



# Rural Palliative Care Project

## Communications Strategy

### 1. Objectives of the research programme/centre

The three year Mid North Coast Rural Palliative Care Project aims to strengthen and enhance existing partnerships to create an inter-disciplinary palliative care team that is able to provide appropriate and sustainable palliative care to the people of Bellingen and Coffs Harbour.

### 2. Communications objectives, principles and key messages

#### Aim:

To ensure that the Mid North Coast Rural Palliative Care Project develops a profile within the local community so that key community members, consumers, industry groups, health and other community care service providers and other stakeholders are aware of this project.

#### Objectives

1. To develop a process to ensure that the project has the capacity to receive advice and provide feedback to community members, consumers, industry groups, health and other community care service providers and other stakeholders
2. To develop a mechanism for the project to develop a profile within the local community

#### Strategies

1. Identify and contact key contacts
  - a. To identify key community members, consumers, industry groups, health and other community care service providers who need to or may be interested in the project.
  - b. To develop a data base of key community contacts, including wherever possible e-mail addresses.
  - c. To invite key contacts to an annual project update evening, with drinks & finger food.



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2. Newsletter
  - a. To produce and distribute an A4 double sided quarterly project newsletter (March, July, September and December) and distribute to all key community contacts,
3. Website
  - a. Include information about the Rural Palliative Care Project on the MNCDGP Website, plus copies of the Project Newsletters.
4. Presentations
  - a. To provide project overviews to key community groups
  - b. To present an overview of the project to the MNCAHS Board of Management
5. Media
  - a. To prepare and issue press releases for all key project milestones: Palm pilot trial; after-hours phone service; Inter-disciplinary Team Meeting; Education for Palliative Care RACF; Co-location Palliative Care beds at CHHC; Trial end-of-life care pathway.
  - b. To prepare and issue press releases for Palliative Care Week: Week commencing 23<sup>rd</sup> May, 2004) and acknowledge the theme, "Caring for the terminally ill".

### 3. Key Audiences

1. Key community leaders: Awareness, knowledge and ownership of the project
  - a. Political leaders: (Local; State; Federal)
  - b. Board of Management: MNCAHS and MNCDGP
2. Members of Service Organisations: Awareness and knowledge of the project
  - a. Service Organisations: CWA, Rotary, Lions, Quota, Smith Family, Alpini Club, Masons, Eastern Star etc
  - b. Support Groups: Regional Cancer Service, MS Support Group, Parkinson's Support Group
3. Health Care Providers: Awareness, knowledge and involvement with the project
  - a. MNCAHS employees
  - b. Baringa Private Hospital
  - c. Coffs Harbour Home nursing
  - d. All Residential Aged Care Facilities
  - e. General Practitioners
  - f. NSW Health Palliative Care Policy Advisor
4. Philanthropic Organisations
  - a. Banana Coast Credit Union



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4 Target audience ranked by importance	Preferred/ appropriate channel of communication
Political leaders: <ul style="list-style-type: none"> <li>• Local</li> <li>• State</li> <li>• Federal</li> </ul>	National Launch – 5 <sup>th</sup> February 2004 Quarterly Newsletter Annual Project Update – Evening Reception Articles in media – Key project milestones Palliative Care Week
Board of Management <ul style="list-style-type: none"> <li>• MNCAHS</li> <li>• MNCDGP</li> </ul>	Project Briefing – April 2004 Local Launch – August 2004 Present a project overview at BOM Meeting Quarterly Newsletter Annual Project Update – Evening Reception Articles in media – Key project milestones
Members of Service Organisations: <ul style="list-style-type: none"> <li>• Service Organisations: CWA, Rotary, Lions, Quota, Smith Family, Alpini Club, Masons, Eastern Star etc</li> <li>• Support Groups: Regional Cancer Service, MS Support Group, Parkinson's Support Group</li> </ul>	Local Launch – June 2004 Quarterly Newsletter Articles in media – Key project milestones Present a project overview or update at local Meetings Annual Project Update – Evening Reception
Health Care Providers: <ul style="list-style-type: none"> <li>• MNCAHS employees</li> <li>• Baringa Private Hospital</li> <li>• Coffs Harbour Home nursing</li> <li>• All Residential Aged Care Facilities</li> <li>• General Practitioners</li> <li>• NSW Health Palliative Care Policy Advisor</li> </ul>	Project Overview & Briefings – Jan - July 2004 Local Launch – June 2004 Quarterly Newsletter Annual Project Update – Evening Reception Articles in media – Key project milestones
Philanthropic Organisations <ul style="list-style-type: none"> <li>• Banana Coast Credit Union</li> </ul>	Project Overview & Briefings – Jan - July 2004 Local Launch – June 2004 Quarterly Newsletter Annual Project Update – Evening Reception Articles in media – Key project milestones