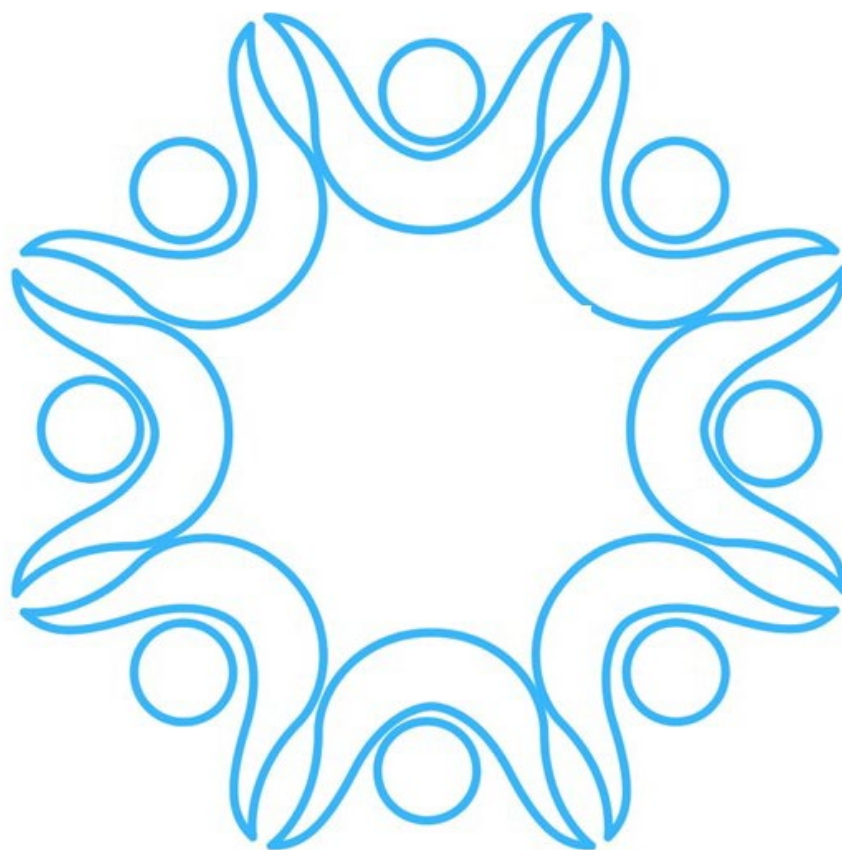




The Prince & Princess
of Wales Hospice

Community Development and Engagement Strategy 2025-2027



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Vision and overview

Our Community Development and Engagement Strategy aims to develop and create a more supportive, informed community, confident to talk about and act on their needs in relation to death, dying, and loss.

This Strategy will explore the benefits of enhancing community/social capital relating to issues of death, dying, and loss throughout, with the principal priority to create an environment in which confident, supportive, and compassionate communities can emerge.

The Strategy builds on established good practice from organisations such as ‘Good Life, Good Death, Good Grief’ and national frameworks such as the National Standards for Community Engagement.

What we hope to achieve.

We want to create opportunities for communities, whether they be communities of place, interest, affiliation, or identity to feel more comfortable and confident talking about death, dying, and loss, and by helping to increase community relationships and community resilience in relation to death, dying, and bereavement.

What is Community Development and Engagement?

‘Community Development and Engagement’ can mean different things to different people. At its heart it is a planned process which works with groups of people to address their identified needs. It encourages communities to take an active part in making decisions and acting in their community.

Why is it important for communities to think about death, dying, and loss?

Death, dying, and loss are inevitable human experiences. Western society tends to avoid talking or thinking about death; this sadness is often hidden away from the community view. Giving communities the courage, and permission to talk about death and bereavement can help allay fears about death and dying, which may stop some people seeking help; help prepare people for the practical, legal, and spiritual consequences of death and dying, and establish community support for those who are grieving.

The Hospice Values

Our core values are the foundation building blocks for our approach to community development and engagement. Building trusting relationships takes time, especially with groups we may not have traditionally engaged with before, and especially around the emotive subject of death, dying and bereavement. Our core values provide the framework for our approach. Those values are:

- Care and compassion for patients and families
- Dignity and Respect
- Fairness and Integrity
- Feeling valued as part of the Hospice community
- Striving for excellence

Our Goals for this Strategy

To establish strong community connections



To establish peer mentoring support for grieving people



To introduce the Hospice to people who don't know what we do



To increase community confidence to deal with death and loss



Our strategic Priorities

The Hospice has identified five strategic priority areas:

- Tackling Inequalities
 - Introducing people to hospice services to dispel the myths around hospice care
 - Creating community resources on death, dying and loss.
- Empowering Communities
 - Creating opportunities for communities to explore the difficult topic of death.
 - Co-creating with communities a response to death, dying, and bereavement that meets their needs.
- Supporting families and carers
 - Sign-posting families and carers to available community resources
- Supporting the resilience of those who provide care
 - In partnership with PPWH staff, create a Bereavement Charter and attain the Bereavement Charter Mark.

- Build a repository of resources that staff can access in relation to death, dying, and bereavement
- Embedding and accelerating digital change
 - Promote digital resources.

How will we achieve our aims?

Following the Clinical Strategy for 2023-2025 we will:

Lead

We will maintain a leading position in the delivery of equitable palliative and bereavement care for all those affected by life-limiting conditions.

- Creating opportunities to introduce hospice services to people and organisations.
- Creating opportunities for communities to explore the difficult topic of death.
- Awarded Scottish Bereavement Charter Mark

Learn

We will continue to develop our national and international research and knowledge sharing by:

- Listen to the experiences of communities to understand the barriers they may face in accessing Palliative and End of Life Care at the Hospice.
- Explore the opportunities to share findings from our projects.

Collaborate

We will develop and deliver our services in collaboration with partners and always in partnership with our patients and those who love them.

- Taking a co-design approach to community development.
- Building and strengthening new and existing networks and communities.

Transform

We will explore how we use available digital technologies to support patients and their families, staff and volunteers, and the wider community to facilitate and record conversations about end-of-life care.

- Explore using online platforms to deliver community resources.
- Ensure people who are not online are not disadvantaged

What could this look like?

What will we do	How will we know we have succeeded?
Create opportunities to introduce hospice services to people and organisations.	
<ul style="list-style-type: none"> • Continue to build relationships with community organisations in Glasgow South and East Renfrewshire. • Create opportunities to present hospice services to community groups • Continue to co-design the PPWH Bereavement Charter with staff 	<ul style="list-style-type: none"> • Engagement with community networks in Govan, Castlemilk and East Renfrewshire has increased. • A Glasgow South and East Renfrewshire community Asset Map has been produced by a Community Engagement Volunteer. • A new partnership group with Community Fundraising Team, the Retail Team and Business Development has been established. • Scottish Bereavement Charter has been awarded to the Hospice.
By creating opportunities for communities to explore the difficult topic of death.	
<ul style="list-style-type: none"> • Explore the Grief Café model of peer support for grieving people • Develop workshops, seminars, and information sessions on death related topics • Transition EASE from online to face-to-face delivery • Support Glasgow Life Libraries to become a death positive library. 	<ul style="list-style-type: none"> • Sustainable Grief Café groups have been established in Ibrox and Castlemilk • A ½ day workshop session on death, dying, and loss has been piloted. • One face-to-face EASE course has been successfully piloted. • Activities relating to death, dying, and bereavement in Glasgow Libraries have increased.

What will we do	How will we know we have succeeded?
Listen to the experiences of communities to understand the barriers they may face in accessing hospice services.	
<ul style="list-style-type: none"> • Seek out and build relationships with groups who the Hospice has not traditionally engaged with. • Initiate a listening project to understand the barriers to low engagement of certain groups with hospice services. 	<ul style="list-style-type: none"> • A growing relationship has been established with the Glendale Women’s Café. • Other groups, for instance, groups for men, refugees, or older people have been identified and relationships established. • Groups are identified and relationships established, and work has started to identify barriers to engagement.
Explore the opportunities to share findings from our projects.	
<ul style="list-style-type: none"> • Look out for opportunities to share project findings. • In collaboration with the Education Team, explore staff training opportunities in the cultural components of death, dying, and loss. 	<ul style="list-style-type: none"> • A published article on the scdc – Scottish Centre for Community Development. • A poster for the SPPC Poster Parade • Two external speakers have been invited to present to staff.
Taking a co-design approach to community development.	
<ul style="list-style-type: none"> • Creating opportunities for communities to explore the death, dying, and loss • Co-creating with communities their responses to their needs. 	<ul style="list-style-type: none"> • Grief Cafés in Ibrox and Castlemilk are established and sustainable. • Implementing the recommendations of listening projects.
Building and strengthening new and existing networks and communities.	
<ul style="list-style-type: none"> • Connect with community networks in East Renfrewshire 	<ul style="list-style-type: none"> • Relationships with Community Groups in East Renfrewshire have been established.

What will we do	How will we know we have succeeded?
<ul style="list-style-type: none"> • Connect with national Community Engagement Groups 	<ul style="list-style-type: none"> • Asset map, including community networks in East Renfrewshire is produced. • Continue to connect with CE colleagues in Scotland and with the Hospice UK Community Engagement group
Explore using online platforms to deliver community resources.	
<ul style="list-style-type: none"> • Include digital resources in Asset Map 	<ul style="list-style-type: none"> • An Asset Map has been created.
Ensure people who are not online are not disadvantaged	
<ul style="list-style-type: none"> • Makes sure all venues, documentation and communication are accessible to all. 	<ul style="list-style-type: none"> • A comprehensive EQIA document has been produced.

How will we monitor the strategy?

Alongside colleagues in Quality Assurance, we will develop a robust set of Key Performance Indicators to evaluate impact.

Data collected from the following activities will inform a bi-annual progress and annual report to Clinical Governance.

- Regular improvement meetings with Glasgow Life, MacMillan East Renfrewshire, and community partners in Castlemilk.
- Evaluation feedback, continuous improvement reflection by team.
- Regular meetings of a Hospice Community Group.
- Evaluation feedback, continuous improvement reflection by team.

Equality and Diversity

We will develop a comprehensive Equality Impact Assessment which will set out how we will ensure that all resources, meetings, and procedures are accessible to everyone.

Conclusion

This Community Engagement Strategy, through its four goals, tied to the PPWH's strategic priorities, outlines what will help us achieve our vision to develop and create a more supportive, informed community, confident to talk about and act on their needs in relation to death, dying, and loss. We will only achieve our action plans through working together with others: both with external partnerships and the local community.

National Standards for Community Engagement

The National Standards for Community Engagement are clear principles that describe the main elements of effective community engagement. They provide detailed performance statements that everyone involved can use to achieve the highest quality results and the greatest impact.

Inclusion

We will identify and involve the people and organisations that are affected by the focus of engagement.

Support

We will identify and overcome any barriers to participation.

Planning

There is clear purpose for the engagement, which is based on a shared understanding of community needs and ambitions.

Working Together

We will work effectively together to achieve the aims of the engagement.

Methods

We will use methods of engagement that are fit for purpose.

Communication

We will communicate clearly and regularly with the people, organisations, and communities affected by the engagement.

Impact

We will assess the impact of the engagement and use what we have learned to improve our future community engagement.

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