



**Singapore Healthcare Management 2017**

# Personalising Advance Care Planning for Healthcare Professionals: What Does It Mean For Me?



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## Introduction

Recognising the need to engender a mindset shift that Advance Care Planning (ACP) is relevant for everyone, SingHealth organised its inaugural ACP Day 2017 to encourage healthcare professionals' (HCPs) exploration about their personal advance care plans. The campaign showcased stories of HCPs through photography and storytelling to inspire readers to consider this conversation for themselves and their loved ones. This poster presents key strategies utilised to execute this campaign between December 2016 and May 2017.

## Methodology

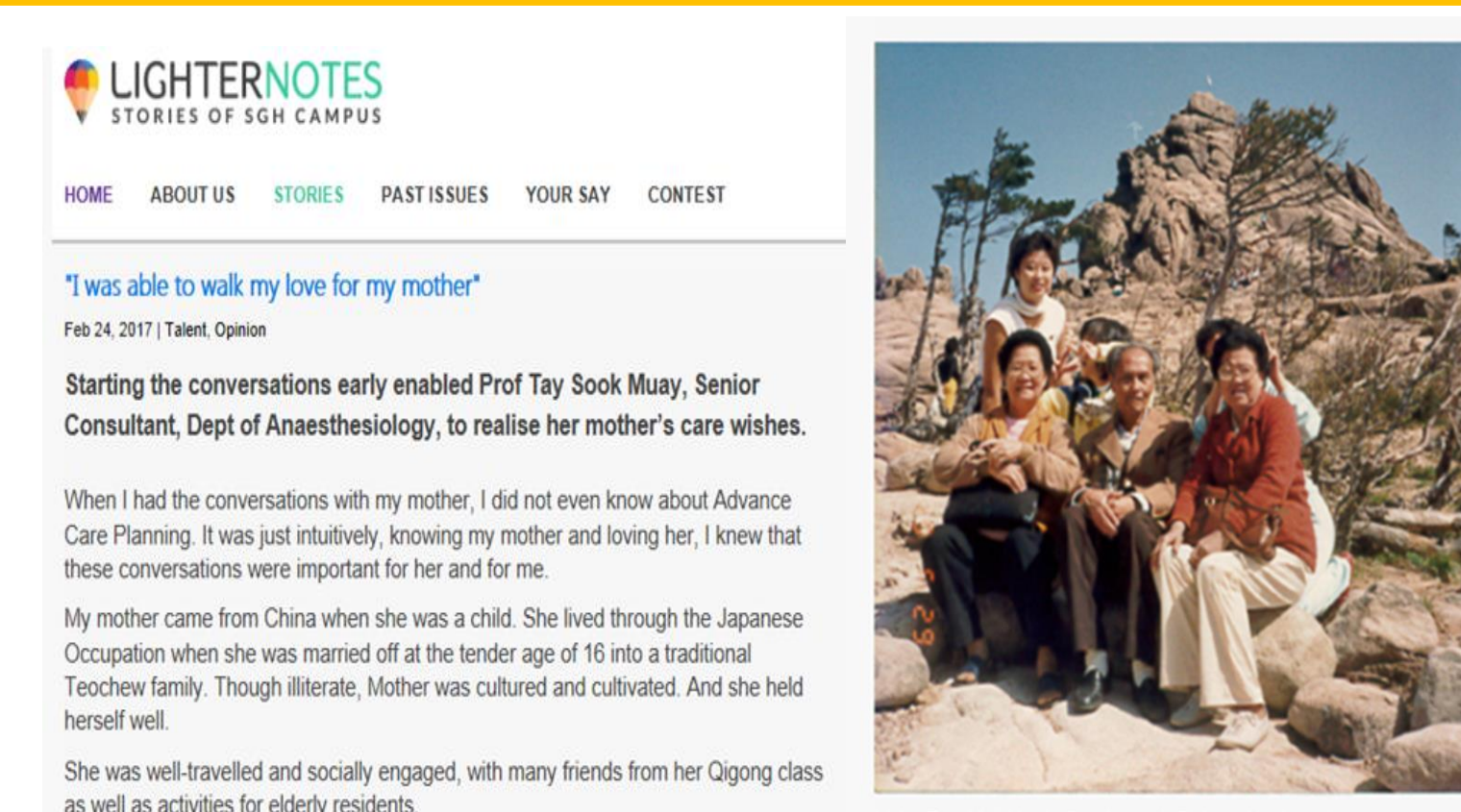
We adopted creative and artistic platforms such as story-telling on *Lighternotes*—an online staff newsletter—and organizing a photography contest to encourage HCPs' exploration about what "living well" meant to them. **Table 1** highlights targeted release of online publications on Lighternotes and SingHealth intranet to maximize its reach to staff.

## Result

With targeted publicity strategies and timely engagement with hospital leadership to promote the event, we received 95 submissions for the photography contest and an overwhelming 335 HCPs attended the four-hours ACP Day event. The Lighternotes publication on a physician's personal experience garnered 1847 reads within a week, with numerous positive online comments from readers.



Publicity poster showcasing attractive prizes to be won

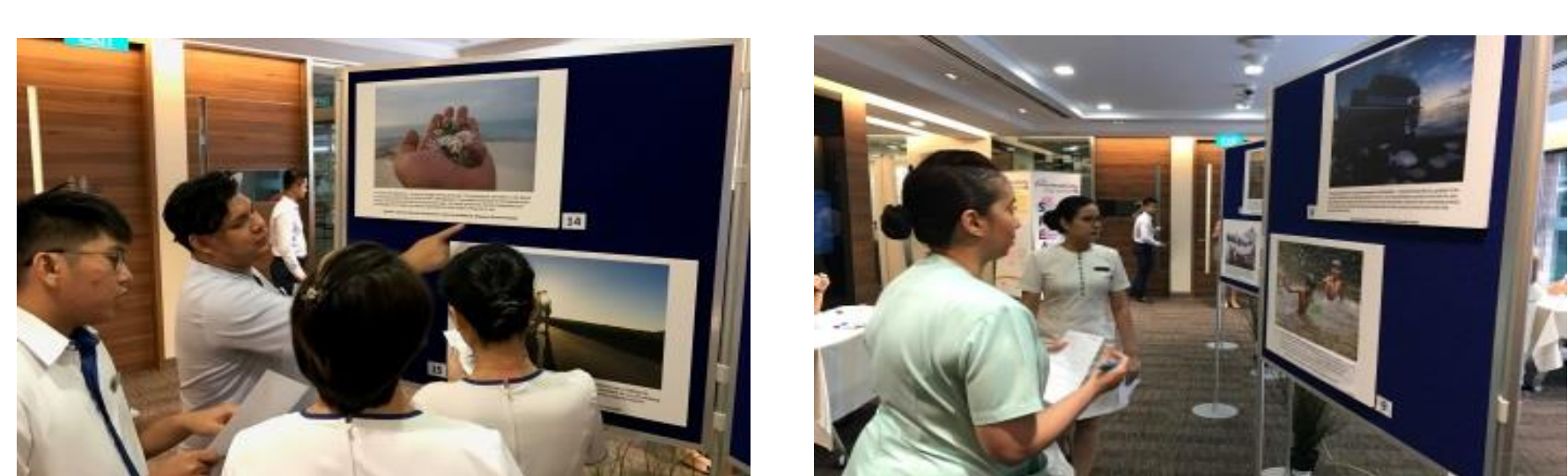


Lighternotes story on a physician's journey to realise her mother's care wishes

Table 1

Date	Publicity
22 Dec 2016	Lighternotes – Interviews with SGH campus' ACP coordinators
25 Jan 2017	Online poster – Photography contest: Call for Submission
23 Feb 2017	Online poster – SingHealth ACP Day 2017
24 Feb 2017	Lighternotes – Story on a physician's personal experience
16 Mar 2017	Online poster – Photography contest: 15 Shortlisted Photos
24 Mar 2017	Online poster – Photography contest: Announcing the Winners

During the SingHealth ACP Day event, staffs were also encouraged to participate in the following activities:



(1) Voting for the top three photos



(3) Written and interactive surveys to assess HCPs' awareness and readiness to talk about ACP



(2) Interactive educational booths to enhance HCPs' knowledge on ACP

Post-event photo exhibitions showcasing shortlisted photographs across SingHealth institutions aim to encourage on-going conversations and awareness for both HCPs and the public.



(Left) SGH and (Right) Sengkang Health Community Health Fair at Compass One

Results from two surveys conducted during the event revealed that almost all HCPs who participated have basic awareness of ACP. However, our interactive poll (**Table 2**) revealed that more can be done to encourage HCPs to complete ACP for themselves. 222 (88.1%) out of the 252 staff surveyed, expressed interest to start ACP conversation with their loved ones after the event. **Table 3** highlights some of the barriers identified by HCPs who would not engage their loved ones in ACP.

Table 2

Monfort Care Interactive Poll (%), N=181

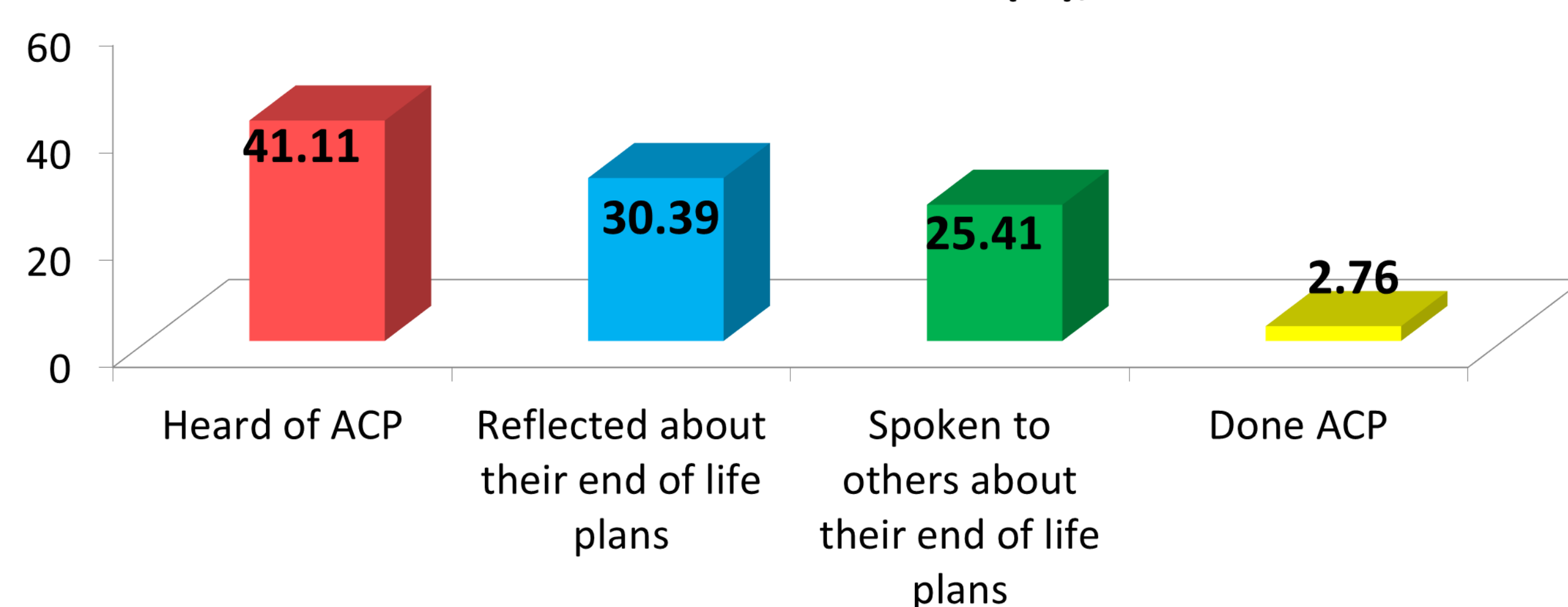


Table 3

Barriers to introduce ACP	No. of HCPs
Sensitive topic	9
Do not know how to start	8
I know what they want	7
Other reasons	6

Successful execution of the ACP Day event also required:

1. Clear submission criteria and voting standards
2. Choice of event date
3. Adequate budget and funds

## Conclusion

A multi-pronged and targeted communication and publicity strategy incorporating art (photography) with story-telling has enormous potential to promote greater participation and mindset shift in talking about often misunderstood and taboo topics such as advance care planning and end of life care. There is a need to provide on-going engagement and education for HCPs to first explore ACP for themselves and their loved ones. Our next step is to work with community partners to develop a multi prong publicity strategies and efforts to strengthen outreach to both community service providers and the general public.