

GOOD LIFE EXPO

GOOD DEATH

no taboos : embracing all of life

GLGDexpo Townsville 2018 *Event Report*

Wellbeing
Planning ahead
Meaningful ageing
Being prepared
Getting support

goodlifegooddeathexpo.org.au

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An initiative of:



Supporters:



Key Sponsors:



Open conversations about:

Life | Loss | Love | Ageing | Legacy | Disability | Values | Dying | Compassion | Death | Dignity | Grief

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Summary

“End of life is a big fact of life and it is being discussed in a very big way in Townsville”

Michael Clarke, ABC Radio North Queensland

Over 29-30 June 2018, Palliative Care Queensland held its inaugural North Queensland Community Expo at the Ville Resort in Townsville. The expo was titled Good Life Good Death expo (the Expo) in line with the inaugural Brisbane 2017 Expo and was considered a great success.

The free 2-day Expo had over 400 attendees, 10 volunteers, 35 exhibitors and 20 expert speakers. Over 240 people attended the educational sessions. Feedback was received via SurveyMonkey from 143 people (35% of attendees, exhibitors, speakers and volunteers), along with informal feedback provided throughout the event.

There are 3 main aspects to the Expo:

- Community Aspect
- Exhibition and Information Aspect
- Education Aspect

The aim of the Expo was to:

- start conversations around loss, ageing, dying and grief in an open, honest and friendly environment, to help people understand that end of life shouldn't be a taboo subject.
- showcase services and resources related to end of life in the form of exhibition booths, presentations, discussions and handouts.
- facilitate networking opportunities for local service providers, community organisations, groups and members.
- share information, stories and best practice in relation to palliative and end of life through breakfast sessions, a round table and expert panel sessions.

By starting these conversations, sharing information and showcasing services and resources available the outcomes we achieved was that all attendees:

- had a greater level of understanding of the benefits of early conversations about health care choices and understand who in the community can assist them to achieve their wishes at end of life.
- had a better understanding of the benefits of palliative care and the positive impact it can have on individuals and families in supporting people as they live with life-limiting illnesses.
- Had increased confidence in starting discussions related to death and dying



Program

10am-3pm, Fri, June 29 – Sat, June 30 2018 | The Ville, Townsville
www.goodlifegooddeathexpo.org.au

FREE Entry | FREE Espresso Coffee | FREE Showbag | FREE Facepainting
 FREE Photobooth | FREE Information | FREE Expert Seminars | FREE Door Prize

Exhibition Booths
 Over 30 exhibitors

Compassionate Communities Lounge Area
 Free espresso coffee and tea
 Large round tables for friendly discussions
 Intergenerational face painting & balloon animals
 Free photo booth
 Children's play area - rug, cushions & colouring in
 'Discussion starter' games
 'What matters most' thought board
 Coffee and open conversations with the experts (ongoing)

Free Entertainment and activities both days (including)
 10:00- Welcome address (Friday- Cr Colleen Doyle | Sat - Cathy O'Toole MP)
 10:15 - Music thanatology
 11:00 - Compassionate communities conversations
Informal discussion exploring how we can nurture this in TSV
 12:00 - Healthy ageing activities
with Achieve Exercise Physiology
 12:30 - Compassionate communities conversations
Community brainstorm - what would this look like?
 13:30 - Death cafe (taster)
 14:15 - Book reading and signing - with Dr Sarah Winch

Art Exhibitions
 Before I Die Wall
 Photographic Exhibition
 TSV Schools Art Competition
 Remembrance Trees

Fun Extras
 Expo Showbags
 Free Face Painting
 Free Balloon Animals
 Best Tweet & Instagram Prize

FREE Expert Discussion Panels
 (inc. a certificate of attendance for professional development)

Time	Topic
10:30	Planning Ahead: Advance Care Planning
11:30	A good death is not an oxymoron
12:30	Navigating the aged and health systems
13:30	Talking to children about loss, dying and grief

Expert Speakers include:
 Dr Michael Chapman, Canberra Health Service - Palliative Specialist & Geriatrician
 A/Professor Laurie Grealish, Griffith Uni - Aged Care and Nursing
 Dr Richard Corkill, Townsville Hospital & Health Service- Palliative Care Specialist
 Mr John Haberecht, Centre for Palliative Care Research & Education & PCQ
 Mr Mark Tucker-Evans, Council on the Ageing (COTA-Qld) & Health Consumers Qld
 Dr Sarah Winch, UQ Uni & Health Ethics Australia- Author
 Ms Debbie D'urso, Townsville Hospital & Health Service- Advance Care Planning
 Dr Jason Mills, QUT Uni & Qld Compassionate Communities
 Ms Susan Gravier, CareSearch
 Ms Lee-Ann Pedersen, Childrens Health Qld, Paediatric Palliative Care NP
 Ms Liz Callaghan, CEO Palliative Care Australia
 Ms Susan Bird, Dementia Australia (QLD)
 Ms Julie Sutherland, Office of Advance Care Planning
 And more....

Register to attend now
 Register before the event & attend the event
 You will go into the draw to win a **FREE ipad mini**
<https://glgde2018tsv.eventbrite.com.au>
 or call: 07 3511 1539

An initiative of:



Supporters:



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Open conversations about:

Life | Loss | Love | Ageing | Legacy | Disability | Values | Dying | Compassion | Death | Dignity | Grief

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Community Conversations Aspect

Meeting the Expo aim to:

- start conversations around loss, ageing, dying and grief in an open, honest and friendly environment, to help people understand that end of life shouldn't be a taboo subject.
- facilitate networking opportunities for local service providers, community organisations, groups and members.

*'I thought I'd only be here for an hour,
and I've been here for four!'*



COMPASSIONATE COMMUNITIES LOUNGE AREA

The Compassionate Communities movement was promoted through the Compassionate Communities area.

Compassionate Communities Area

- Free barista coffee (coffee cart) and tea
- 'What Matters Most' interactive board
- 'Discussion-starter' games
- Coffee and open conversations with the experts (ongoing)
- Free photo booth
- Intergenerational face painting & balloon animals
- Children's play area (rug and cushions)
- Round community tables
- Stage, *with the following activities on both days:*
 - 1000: Welcome address
 - 1015: Music thanatology
 - 1100: Compassionate Communities conversations
 - 1200: Healthy Ageing exercises
 - 1230: Compassionate Communities conversations
 - 1330: Death Café taster
 - 1415: Book reading and signing with Dr Sarah Winch

Art Displays:

- Before I die wall
- Photographic Exhibition
- Remembrance Trees
- TSV School Art Competition*





Fun Extras

- Expo show bags
- Kids area
- Free intergenerational face painting & balloon animals
- Best Tweet / Instagram Prize*
- Passport Door Prize

Competitions

- Townsville School Art Competition
- Expo Passport prize
- Door prize





WHAT DID THEY TELL US?

Over 400 people attended the Good Life Good Death expo in Townsville.

A total of 43 formal feedback responses were collected (11% response rate) in addition to informal feedback throughout the event.

The attendee demographic can be broken down as follows:

- 47% Health Professional
- 53% Community Member
 - Including 6% identifying as Carer and 2% identifying they have a palliative condition.



And what did they think of the Expo?

- **100%** of respondents said they enjoyed the Expo
- **68%** said the Expo was 'much better' or 'better' than expected
- The top three ways that attendees heard about the Expo were:
 - They worked in palliative / end-of-life care
 - They heard through friends and family
 - Facebook

'I thought I'd only be here for an hour, and I've been here for four!'

'Great networking.'

'I've enjoyed the event very much – very informative.'

'I'm going to come back tomorrow!'



Exhibition and Information Aspect

How the Exhibition Aspects met the Expo aim to:

- showcase services and resources related to end of life in the form of exhibition booths, presentations, discussions and handouts.
- facilitate networking opportunities for local service providers, community organisations, groups and members.

‘My favourite aspect was the opportunity to interact with so many different people and being able to hear different stories and help people to find the info they need.’



EXHIBITORS

In total **35 exhibitors** attended the Expo. These included local, Queensland and National Exhibitors.

PCQ received over \$30,000 in sponsorship, with 19 paid exhibitors and 17 complimentary. Complimentary packages were strategically offered to a small number of key stakeholders who were contributing to other aspects of the Expo, along with selected not-for-profits.

Supporters:

- Queensland Health, Care at End of Life project
- Northern Queensland Primary Health Network
- Centre for Palliative Care Research and Education (CPCRE)
- Creative Ageing Centre

Gold Sponsors:

- Connecting End of Life Care in Townsville project (CELC-T)
- Caring@home, Brisbane South Palliative Care Collaborative (BSPCC)
- Australian Government Department of Health, My End-of-Life Care



General Sponsors:

- | | |
|--|---|
| <ul style="list-style-type: none"> • Acacia Health Retreat (Unmanned Sat) • Access Legal • ACGB • Achieve Exercise Physiology • ArCare North Shore RACF • BlueCare • BlueCare • Canteen • Care @ EoL Project • Carers Q (unmanned booth) • CareSearch • COTA-Q • Dementia Australia Q • Diversicare • Donate Life • Golden Age Advisory • Good Shepherd Nursing Home RACF | <ul style="list-style-type: none"> • Integrated Living • Loreto Home for Aged Care RACF • Morleys Funerals • NAPHL • NQPHN • Paediatric Palliative Care Services • PalAssist/CCQ • PCA • Right at home • Townsville Hospital Foundation • TSV City Council • TSV Community Legal Service • Volunteering North Queensland • Wellness Directions (Sandra - OILS) • Wilson Ryan Grose Lawyers |
|--|---|



WHAT DID THE EXHIBITORS TELL US?

A total of 17 formal feedback responses were received (47% response rate) plus informal feedback throughout the event:

- 100% of exhibitors said that they enjoyed the Expo
- 94% of respondents said that they would exhibit again and/or recommend the Expo to a friend or colleague
- 93% said that the Expo was 'Excellent' or 'Good' value for money.
- 93% said that the Expo experience was 'Excellent' or 'Good'.
- 71% of exhibitors heard about the Expo directly from Palliative Care Queensland. The remaining 29% heard about the Expo through their work in palliative / end-of-life care.
- 71% said they'd like to see this Expo running annually in North Queensland, preferably Townsville, to continue the momentum.

Exhibitors regularly commented on the excellent networking opportunities provided by the Expo. This is a stand-out benefit of the Expo and needs to be promoted more rigorously moving forward.

'I enjoyed the opportunity to meet people - new contacts - and to meet in person people with whom I had already had some contact.'

'Lovely space and great support.'

'The venue was excellent and accessible for everyone.'

'I was so busy that I missed the free Barista Coffee!'

'My favourite aspect was the opportunity to interact with so many different people and being able to hear different stories and help people to find the info they need.'



Education Aspect

Meeting the Expo aim to:

- share information, stories and best practice in relation to palliative and end of life through breakfast sessions, a round table and expert panel sessions.
- facilitate networking opportunities for local service providers, community organisations, groups and members.

‘Thank you for organising this important education event.’



EDUCATION SESSIONS: BREAKFAST SESSIONS

The Education aspect to the Expo was sponsored by the Connecting End of Life Care in Townsville project, administered by Palliative Care Queensland and funded by Northern Queensland Primary Health Network.

An invite-only breakfast session was held from 0830-1000 on both Friday 29 and Saturday 30 June 2018.

Friday 29 June: Providing quality and compassionate end-of-life care in aged care

With guest speakers:

- A/Prof. Laurie Grealish, Associate Professor in Subacute and Aged Nursing, Griffith Uni & Gold Coast Hospital and Health Service
- Dr Jason Mills, Lecturer, School of Nursing, Queensland University of Technology

Facilitator:

- John Haberecht, Palliative Care Queensland President

This session was attended by 30 out of the 37 who formally registered.

Saturday 30 June: Providing excellent palliative care throughout Townsville

With guest speakers:

- Dr Michael Chapman, Director of palliative care at Canberra Hospital and Health Services
- Dr Richard Corkill, Clinical Director of Palliative Care Services Townsville and Palliative Medicine Specialist

Facilitator:

- John Haberecht, Palliative Care Queensland President

This session was attended by 31 out of 39 who formally registered.



EDUCATION SESSIONS: EXPERT PANEL SESSIONS

157 people attended the Expert Panel Sessions across the two days. We received 70 formal feedback responses about these sessions (45% response rate).

Program:

- **1030: Planning Ahead – Advance Care Planning**
Conversations, Advance Care Planning, key documents, why planning ahead is so important
- **1130: A good death is not an oxymoron**
The importance of being a compassionate community, valuing elders & people living with disability and supporting carers
- **1230: Navigating the aged and health system**
How to I navigate these systems for myself, my parents or for friends.
- **1330: Talking to children about dying**
Tips for including and communicating with children about life, loss, dying and grief. Relevant for all (especially parents & educators)

Guest Speakers:

- | | |
|--------------------------|---------------------|
| • A/Prof Laurie Grealish | • Julie Sutherland |
| • Ali Nott | • Kima Rodgers |
| • Anna Cody | • Lee-anne Pedersen |
| • Debbie D'Urso | • Mark Tucker-Evans |
| • Dr Jason Mills | • Shyla Mills |
| • Dr Michael Chapman | • Sue Manton |
| • Dr Richard Corkill | • Susan Bird |
| • Dr. Sarah Winch | • Susan Gravier |
| • Jackie Tarabay | |

The expert panel sessions were facilitated by PCQ State Council Members.

Attendance:

Attendance rates were as follows:

	Friday	Saturday
Planning Ahead – Advance Care Planning	21	20
A good death is not an oxymoron	33	24
Navigating the Aged and Health System	16	23
Talking to children about dying	8	12



EDUCATION SESSIONS: PALLIATIVE CARE IN AGED CARE ROUNDTABLE



Co-hosted by Palliative Care Queensland (PCQ) and Council on The Ageing Queensland (COTA QLD), the Palliative Care in Aged Care Roundtable was a resounding success.

An invite-only event, it provided the opportunity for local stakeholders to discuss challenges, opportunities and visions for a sustainable model of Palliative Care in Aged Care Townsville. In addition, the Roundtable facilitated an informal discussion surrounding the

current model of palliative care service delivery in Residential Aged Care - specifically the 10 facilities captured in the CELC-T project.

Roundtable Attendance:

The Roundtable was attended by 21 of the 22 attendees who formally registered, including:

- Local members of the Townsville Community [Consumers, Clinical Leaders from Acute, Specialist Palliative Care, RAC, PHN, General Practice, Legal]
- Palliative Care Queensland
- Palliative Care Australia
- Council On The Ageing Queensland (COTA Qld)
- Canberra Hospital and Health Services

10 Key Challenges and 10 Opportunities were identified.

Palliative Care Queensland, Northern Queensland PHN and Townsville HHS made a commitment to follow up with 5 monthly meetings to ensure actions are followed up.



WHAT DID THE ATTENDEES TO THE EDUCATION SESSIONS TELL US?

The breakfast sessions proved to be a popular educational and networking opportunity for local health and aged care professionals.

The Expert Panel sessions were very positively received with many attendees commenting that the speakers were 'excellent'.

Everyone who attended the Palliative Care in Aged Care round table agreed that it was a highly valuable exercise, and something that they'd like to repeat before momentum is lost.

Summary of feedback:

- 99% of attendees said that the expert panel sessions 'Met' or 'Exceeded' their expectations
- 83% of attendees rated the presentations as 'Excellent'
- 57% of those who attended said that their knowledge of the subject area was 'poor' to 'average' at the start of each session. This decreased to just 6% after the session, with 94% of respondents reporting that their knowledge had increased to 'Good' or 'Excellent'.
- 54% of those who attended said that their confidence when discussing the subject area was 'poor' to 'average' at the start of each session. This decreased to just 12% after the session, with 88% of respondents reporting that their confidence levels had increased to 'Good' or 'Excellent'.

'Very informative.'

'All fantastic presentations.'

'Thank you for organising this important education event.'

'We need more events like these!'





Conclusion

'The expo was a great success'

This is demonstrated through the following measures of success:

1. Calculating the number of attendees

- 400 attendees - calculated through monitoring attendance at the education sessions, recording pre-registered attendees, tallying attendees who hadn't registered, and monitoring expo show bags.

2. Media and Social media reach/engagement

- **Media mentions** – ABC Radio (x2 interviews – Thursday and Friday)
- **Social media reach**
 - #GLGDexpo shared via Facebook, Twitter, Instagram and LinkedIn
 - #GLGDexpo earned over 456 tweet impressions
 - Facebook posts in 28 days leading up to and including GLGDExpo reached over 30,540 and engaged 5,659. Facebook followers increased by 190.

3. Sector participation

- 35 exhibitors
- 10 volunteers
- 20 expert speakers.

4. Positive feedback

- The majority of the feedback was positive as noted throughout this report, including 100% of survey respondents said they enjoyed the Expo.



5. Participation in activities, seminars, workshops

- **Compassionate Communities Lounge Area** –
The lounge area was considered a highlight of the Expo, as it created a relaxed and friendly atmosphere. The area tables always had attendees at them, volunteers engaged with these attendees throughout the day and feedback indicated that these conversations were considered some of the most ‘deep and important’ conversations at the Expo.
- **Education Breakfasts** – the invite-only education breakfasts were well attended and offered a valuable networking opportunity for local health care professionals. They also inadvertently increased attendance to the Expo by finishing as the Expo opened.
- **Expert Panel Sessions** – The expert panel sessions were well attended and feedback about both the calibre of speakers and topics was extremely positive.
- **Roundtable** – The Roundtable proved to be a highlight of the Expo allowing Key Stakeholders from Townsville to meet and network and discuss key challenges and opportunities for Palliative Care in Aged Care.

6. Aims of the expo were met...

- The following four aims were met as highlighted throughout this report
 - start conversations around loss, ageing, dying and grief in an open, honest and friendly environment, to help people understand that end of life shouldn't be a taboo subject.
 - showcase services and resources related to end of life in the form of exhibition booths, presentations, discussions and handouts.
 - facilitate networking opportunities for local service providers, community organisations, groups and members.
 - share information, stories and best practice in relation to palliative and end of life through breakfast sessions, a round table and expert panel sessions.

PCQ would like to thank all our sponsors, supporters, volunteers, speakers, exhibitors and attendees who made this event possible.