

# Consumer presentations

**What:** Engaging with the community and consumer groups through ACP presentations

**Why/rationale:** Using existing community group structures to introduce and increase awareness of and acceptance of ACP among the general public, including:

- service groups (eg, Probus, Zonta, and Rotary)
- church groups
- patient support groups
- Age Concern
- retirement villages
- Christchurch City Council groups.

**Who:** Canterbury DHB

**Benefits/value added:**

- Opportunity to socialise ACP to the general public.
- Opportunity to introduce ACP to patient support groups and voluntary agencies for which ACP is most relevant.
- Consistent ACP messaging.
- Consumer engagement helps to drive GP support of the ACP process. We find that when members of the public (who have attended an ACP presentation) approach their GP wanting to create an ACP it:
  - reinforces that ACP is something people are keen to do
  - gives the practice teams the opportunity to refine their ACP systems and processes with willing patients
  - enables the practice teams to become familiar with ACP, experiences the benefits of the conversations and increases confidence for them to start the discussions with other patients in their practice
  - can provide the impotence for a practice to contact the ACP team for more information/education/support with ACP
- Community presentations enable us to compile a large network of consumers and community organisations who are willing to distribute ACP resources (eg, ACP-day resources) and provide consumer feedback.

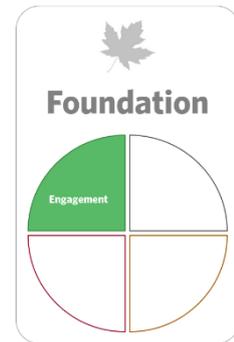
**Risks/challenges:**

- Significant staff commitment to deliver these sessions – often in evenings or out of traditional working hours and in sites across the district.
- Community venues can vary (take a projector, screen and extension cords for a PowerPoint presentation).

## Steps: How this looked on the ground

### **Foundation**

1. Created a 'master' PowerPoint presentation which:
  - introduces the concepts of ACP to consumers
  - outlines the basics of ACP legalities
  - explains the processes for creating and sharing an ACPlan in our district
  - provides answers to 'frequently asked questions' about ACP.
2. Approached several community groups who have speakers and offer to present ACP.
3. Delivered ACP presentation.
4. Ensured ACP resources are available for consumers at the end of the presentation.

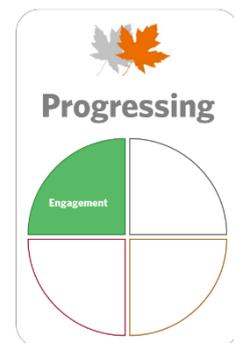


### **Progressing**

1. Generated demand: delivering a presentation to one community group generated invitations to present to another. We only approached two groups to present at the beginning of 2014. All other consumer presentations have been scheduled after being approached by someone who had heard us speak or had heard of others who had found the sessions useful/informative.

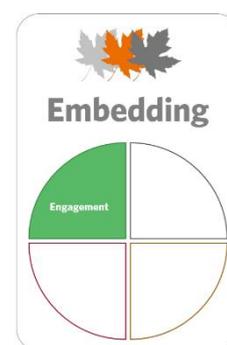
Note: have a business card or contact details available to give out at the end of a presentation for interested people.

2. Refined presentations according to group, including:
  - different length of presentations for different time slots
  - different examples and patient stories relevant to the group to reinforce messaging.
3. Included slides promoting ACP resources and upcoming ACP events:
  - ACP day
  - website links to the [Canterbury 'Health Info' Pages](#)
  - website links to the [ACP website](#).



## **Embedding**

1. We have been invited back to speak to groups for a second or third time, including a number of retirement villages who have an annual ACP session embedded into their entertainment schedule.
2. Invited to have an ACP stand at several consumer days:
  - Age Concern Canterbury's 'Positive Aging Expo' with more than 5000 attendees
  - Aranui health day.
3. Presentations have provided an opportunity to socialise updates to resources (eg, introduction of the national 'My Advance Care Plan & Guide') to the community.
4. An ACP entry included in the [Christchurch City Council Cultural and Community Directory for Older Adults](#).
5. A number of members of the public who attended an ACP presentation have contacted the ACP facilitators to request resources to distribute.



### **Impact:**

- More than 100 consumer presentations have been delivered by the Canterbury ACP facilitators since 2014.
- We are now averaging 40 views per week on the [HealthInfo ACP pages](#) (total of 2,071 users in 2017).
- Majority (99/124, 80%) of general practices in Canterbury have supported one or more patients to complete an electronic ACPlan.

### **Future opportunities:**

To date the ACP facilitators have lead most of these sessions. There is a huge opportunity to involve more ACP trained staff (eg, L2s to become more involved and help deliver these presentations).

### **Similar examples from others:**

[3.0 A cup of tea with ACP – Taranaki DHB](#)