



Executive Summary

2021 Advance Care Planning Day B.C. Provincial Campaign

It's time to **talk**
about advance care planning

National Advance care planning Day, held annually on April 16, is a significant opportunity for BC Centre for Palliative Care (BCCPC) to promote advance care planning (ACP) across the province, through our community and health system networks, and directly to British Columbians.

2021 ACP Day Campaign Activities

Now in its fifth year, the BCCPC ACP Day campaign takes the national theme and tailors it to the needs of British Columbians and the work of the Centre.



For 2021, the Centre built on the national theme of *Advance care planning: An Essential Conversation for Everyone*, and contextualized it to BCCPC's **Think, Talk, Plan** approach to ACP. The result was a theme and visual identity specifically for British Columbians.

The theme and visual identity marked all campaign materials and was featured prominently on the [2021 ACP Day campaign landing page](#), which housed resources for community organizations and members of the public.

BCCPC's campaign outputs consisted of a combination of new elements and updated resources.

Newly developed public-facing resources include:

1. [My Wishes, My Care: Advance care planning Information Booklet](#)
2. Video: [Advance care planning is for Everyone](#)
3. Video: [Advance care planning: It's time to Think, Talk, Plan](#)
4. Personal stories: [Why ACP matters](#) (Kathy Kennedy's story)

Updated public-facing resources include:

1. ACP in BC Fact Sheet (updated with the results of 2020 public poll)
2. Conversation Starter (updated and translated to Punjabi, Simplified Chinese and Traditional Chinese as part of the Cultural Adaptation project)
3. ACP for Individual and Families webpages (updated and translated to Punjabi, Simplified Chinese and Traditional Chinese as part of the Cultural Adaptation project)

These new and updated resources, in combination with other existing resources, were brought together as a comprehensive toolkit for stakeholders interested in participating in the ACP Day campaign.

To engage stakeholders in the campaign, the project team undertook both broad sweeping communications to over 950 health system and community stakeholders, and a series of more targeted communications to over 200 stakeholders. **To promote ACP to the public**, the campaign messages and resources were profiled across all the Centre's social media channels through March and April, and Kathy Kennedy's story was pitched to 24 broadcast (radio and TV) outlets across BC.

ACP Day 2021 Campaign Results

The new and updated resources, along with a refreshed web presence and external promotion yielded positive results for the 2021 campaign.

The social media reach saw largest increases in all metrics when compared to 2019 (2020 stats are not being considered because of the last-minute detrimental effect of the newly declared pandemic that derailed last year’s planned campaign). In addition to social media, the two new videos enjoyed the highest viewer numbers of any video on the Centre’s YouTube channel, and visitor numbers (both unique and returning) for the main ACP and ACP Day web pages were likewise impressive.

British Columbians reached through BCCPC’s social media and ACP webpage

People reached through	2021	2019
↑ Twitter	4321 followers	4037 followers
	3386 profile visits	263 profile visits
	33.7K impressions	16.2k impressions
↑ Facebook	8,000 people reached	592 people reached
ACP videos on YouTube	1,030 views	
ACP Day landing page	2181	
Main page explaining ACP	2773	
ACP Resources	1888	

The media pitches generated one hit: a live seven-minute interview on *CBC One Daybreak Kamloops* with community development specialist Kathy Kennedy, based on her [testimonial](#) in the campaign kit.

A [post-campaign evaluation survey](#) received responses from 26 community-based organizations, who reported on the reach of their 2021 ACP Day campaign activities. The survey was opened from May 1 – May 30, 2021.

British Columbians reached through promotional activities conducted by 26 community organizations (as reported on the post-campaign evaluation survey)

People reached through social media promotions	People reached via Newsletter and other E-communications	Attendees at public conversation events + information sessions
~36,000	~ 18,000	1,563

Health system partners that we know they used BCCPC’s campaign resources:

1. BC Emergency Health Services shared the ACP videos with Community Paramedics across the province.
2. Providence Health Care used BCCPC’s key messages in a poster which was shared on Twitter on April 14.

Stakeholder Feedback

The project team received beneficial information on the value of the campaign toolkit from stakeholders in two ways: through the post-campaign evaluation survey and through spontaneous feedback in response to receiving the toolkit materials.

Feedback on the Campaign Toolkit

- *Thank you for the extensive range of materials in the campaign kit.*
- *Much better than previous program.*
- *Resources were very valuable.*
- *If we didn't have to juggle Covid-19 plans and responses I can imagine our campaign would have been bigger. I would have liked to have used more of the promotional social media items created by BCCPC.*

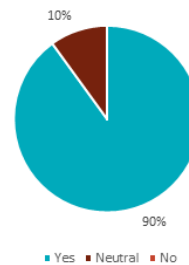
Feedback on ACP Videos

- *Nicely done. The videos are a clear, concise, informative and upbeat summary of ACP.* - Glen Timbers
- *Just wanted to give a big shout out to all of you BC-CPC for all the great advertising media that you guys share with us. This makes having an event such as ACP Day so easy. I have a Conversation Starter event planned for April 16th and an ACP 2-session workshop on April 17th and 24th. You guys are awesome!* - Diana Wood, Vice Chair, Terrace Hospice Society

Recommendations for ACP Day campaign 2022:

- Continue adaptation of the national ACP Day Campaign resources for British Columbia.
- Continue to build repository of stories, testimonies of the benefits of advance care planning.
- Extend invitation to stakeholders to participate in the toolkit development.
- Ensure the timely release of Campaign Toolkit by March 1st.
- Re-engage pharmacy contacts in January/February to distribute ACP resources to their clients.
- Enlarge community participation, including Rotary Clubs, Canadian Association of Retired Persons (CARP chapters in BC).
- Stay nimble, ready to adapt and pivot as necessary.

Graph 16: % of Agreement with statement: The components were easy to find and download



Graph 17: % of Agreement with statement: The co-branded resources were easy to use

