

02.230TS Health Communication and Behaviour Change

Raising Palliative Care Awareness Amongst Caregivers in Singapore

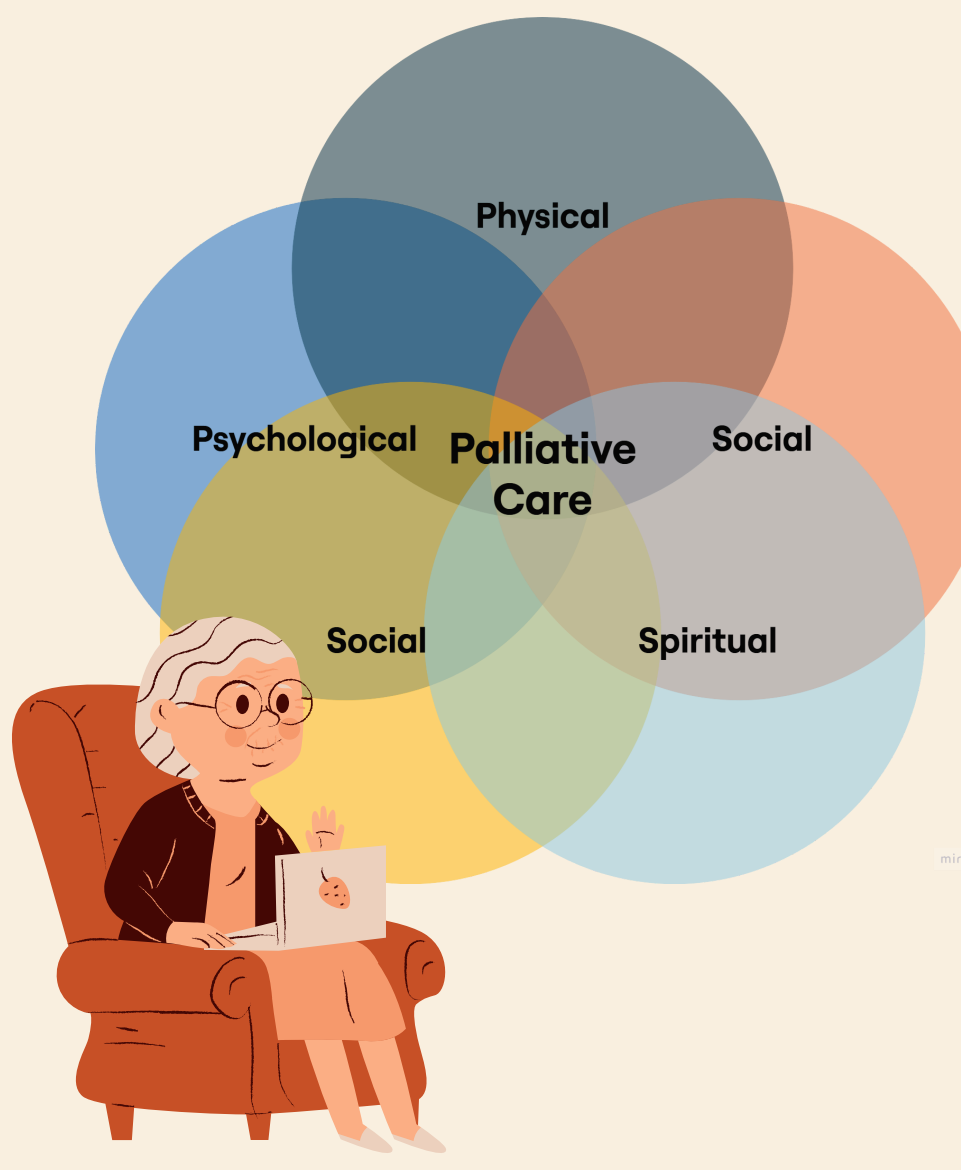
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Introduction

Palliative care takes a holistic, patient-centred approach to improve the quality of life for patients and their families facing life-threatening illnesses.

Palliative care includes:

- Addressing physical, psychological, social, and spiritual needs
- Controlling and improving patient symptoms
- Providing support systems



Global Statistics & Misconceptions in Singapore

- 56 Million People require palliative care a year
- Only 14% Receive palliative care

- 48% Believe it hinders curative treatment
- 62% Believe it is for last 6 months of life
- 56% Believe it is only for dying patients

Needs Statement

Caregivers need to be aware of the eligibility, goals and benefits of Palliative Care to better utilise the services provided by Palliative Care organisations in Singapore.

Objective

- **Raise awareness** of palliative care amongst caregivers
- **Open caregivers up** to difficult conversations involved with end-of-life planning
- Provide caregivers with **palliative care guidance resources**
- Enlist **help of experts** to give additional guidance and reassurance



Target Audience

Working adults (aged 40-59) who are primary caregivers of their aged parents

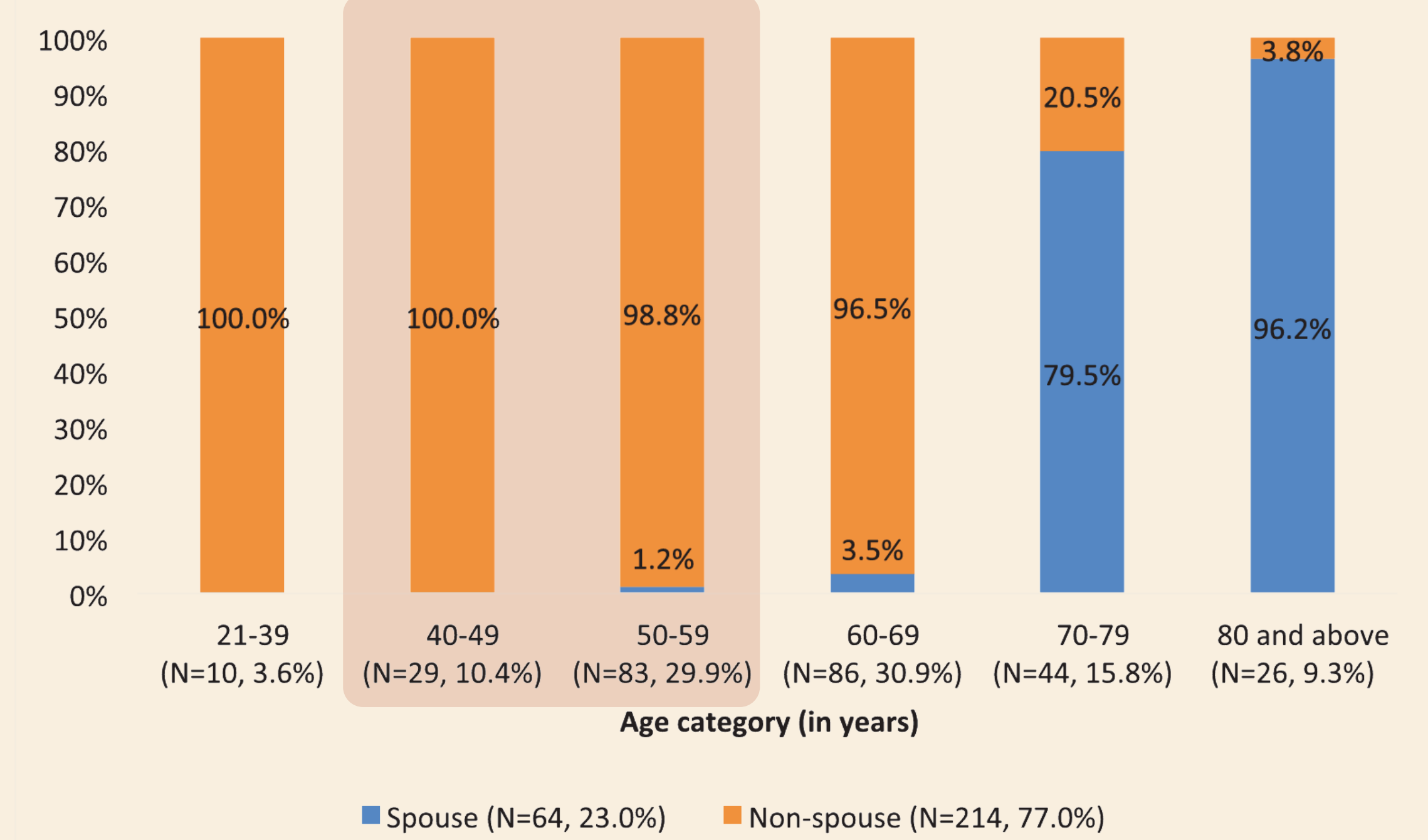


Fig: Caregivers' relationship with the care recipient by caregiver age category

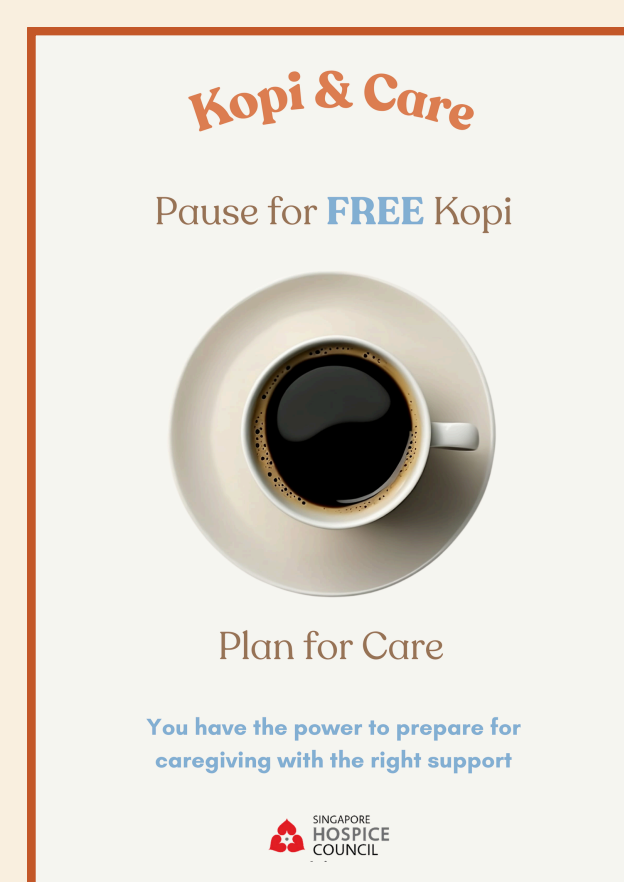
Proposed Plan

Coffee truck in CBD giving free coffee



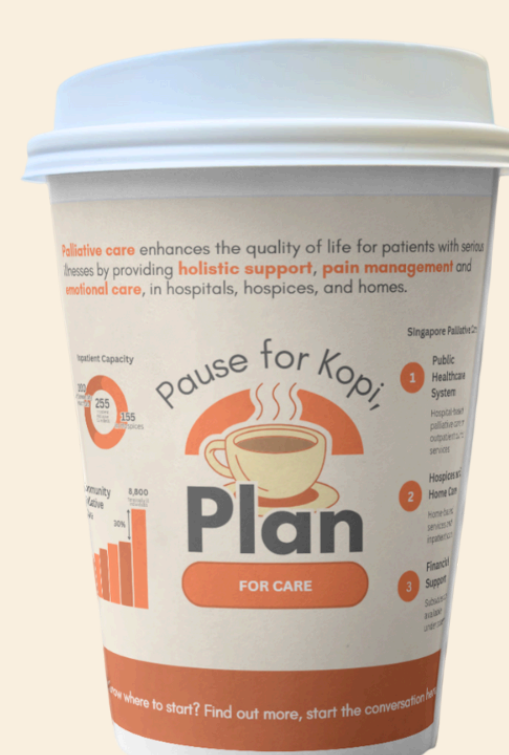
Captures attention of target audience through peripheral route processing

Coffee Truck Posters



Captures attention through peripheral route processing and displays self-efficacy messages

Informative Coffee Cups & Reusable Tumblers



Captures attention through peripheral route processing and prompts central route processing

Kopi Conversations



Leverages on casual conversations and questions to activate central route processing

Videos & Flyers of Real-life Stories



Lowers resistance to attitude change through identification with story characters

Evaluation

Pre- and Post-Campaign Surveys

How

- Distribute surveys before and after they receive coffee
- Assess their awareness and understanding of palliative care

Feasibility

- Surveys are simple, quick to implement, and provide clear, actionable insights into the campaign's impact, requiring minimal resources for data collection.



Tracking Participation & Engagement

How

- Use registration system to keep track of the number of people who engage with campaign, collect coffee, and listen to information about palliative care.

Feasibility

- This method is straightforward to set up, easy to monitor, and provides direct data on the number of people reached, allowing for a clear measure of campaign engagement.

References

Lim-Soh, J., Azman, N. D. B., Quach, H. L., Goh, V. S. M., & Malhotra, R. (2023). A profile of family caregivers of older adults in Singapore. Ministry of Health Singapore. (2023). *National strategy for palliative care (NSPC) report*.