



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs



2005 HIKE FOR HOSPICE PALLIATIVE CARE

FINAL REPORT



The **GlaxoSmithKline**
Foundation

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Introduction

The purpose of this report is to provide comprehensive details regarding the 2005 Hike for Hospice Palliative Care. The report includes the components of the Hike, a summary of questionnaire responses, recommendations for 2006, and all corresponding appendices.

2005 represented the third year for Hike for Hospice Palliative Care and it was the most successful ever from a participatory, monetary and organizational level.

Organizational Summary

The Canadian Hospice Palliative Care Association (CHPCA) is the national voice for hospice palliative care in Canada. It is a bilingual, national charitable non-profit association whose mission is the pursuit of excellence in care for persons approaching death so that the burdens of suffering, loneliness and grief are lessened.

CHPCA strives to achieve its mission through:

- collaboration and representation;
- increased awareness, knowledge and skills related to hospice palliative care of the public, health care providers and volunteers;
- development of national norms of practice for hospice palliative care in Canada;
- support of research on hospice palliative care; and
- advocacy for improved hospice palliative care policy, resource allocation and supports for caregivers.

CHPCA works in close partnership with other national organizations and will continue to move forward with the goal of ensuring that all Canadians, regardless of where they may live, have equal access to quality hospice palliative care services for themselves and their family.

CHPCA's membership, of more than 3,000, is comprised of individuals (professionals, formal, informal, family caregivers and volunteers) as well as hospice palliative care programs and services from every province and territory. CHPCA represents more than 450 hospice palliative care programs or services in Canada who employ tens-of-thousands of paid and volunteer staff working in home care programs, nursing homes, free-standing hospices, long-term care centres, and hospitals. The voluntary Board of Directors is made up of representation from each of the 11 provincial hospice palliative care associations as well as 5 at-large positions.

The Project

2005 marked the third year for the Canadian Hospice Palliative Care Association's Hike for Hospice Palliative Care. The slogan for the 2005 Hike was 'Come Hike With Us'. The Hike is traditionally held the first Sunday in May and this year was no exception with the Hike occurring May 1st with approximately 5,000 people representing 90

hospice palliative care organizations across Canada. Although called a hike, for most sites the event is simply a walk through a local park or neighbourhood; however, some sites took the name literally as was the case with the Shuswap Hospice Society in Salmon Arm who organized a 5 hour hike up the Enderby Cliffs.

The purpose of the Hike is not only to raise much needed funds for hospice palliative care in Canada, but also to raise awareness of the many challenges faced by hospice palliative care and to promote the phenomenal work that all volunteers and professionals in the field perform daily.

Nationally, it has been advertised that the money raised may provide expert medical care to help with pain and other symptoms, information about financial and legal services, planning with loved ones for a team approach to care, telephone counselling in crisis situations, respite care to give at-home caregivers a break and ongoing bereavement support after the death of a loved one.

95% of Canadians say they want quality hospice palliative care at the end of their life, yet currently less than 15% have access to it because of the lack a long-term, well-funded, sustainable national strategy. As services are mostly delivered at the provincial level, there are a number of inequities in what is available from province to province and often within the province itself. The national strategy provides a framework for hospice palliative care programs and services that all Canadians should have access to regardless of where they live. Funds raised through the Hike can ensure that more Canadians receive the end-of-life care they wish for. 100% of the funds raised remain in the community in which the Hike occurred.

The Hike appears to be building momentum, with an increase of over 13% in Host participation compared to a 4% increase between 2003 and 2004. In 2004 there were 80 registered sites and in 2005 there were 90.

The CHPCA distributed 6,731 bilingual posters and 34,752 bilingual brochures. An estimated 5,000 Canadians participated in the 2005 Hike, raising approximately \$525,000.

The following sites raised \$10,000 or more:

Hospice of Maycourt – Ottawa, ON	\$42,000	265 participants
Crossroads Hospice Society, Port Coquitlam and Port Moody, BC	\$25,000	165 participants
St. Joseph's Lifecare Foundation, Brantford, ON	\$25,000	200 participants
Dorothy Lea Hospice, Etobicoke, ON	\$22,500	121 participants
The Council on Palliative Care, McGill University, Montreal, QC	\$24,000	100 participants
Friends of Hospice – Nepean, ON	\$20,100	125 participants
Canuck Place Children's Hospice and the Vancouver Hospice Society, Vancouver, BC	\$18,000	150 participants
Bayview Community Hospice, Toronto, ON	\$17,373	16 participants
(A significant # of people received pledges but did not hike)		
Hospice and Palliative Care Manitoba - Winnipeg, MB	\$14,500	100 participants
Burnaby Hospice Society, Burnaby, BC	\$14,000	120 participants
Hospice Niagara – St. Catharines, ON	\$13,021	110 participants
Sudbury Regional Palliative Care Association, Sudbury, ON	\$13,000	80 participants
Nanaimo Community Hospice Society – Nanaimo, BC	\$11,000	100 participants
Maison de la Source Gabriel – Val d'or, QC	\$10,000	100 participants

The Hike was coordinated by a Project Coordinator who functions under the direct supervision of the Administrative Coordinator. Priorities are determined by the Executive Director in consultation with the Administrative Coordinator and the Project Coordinator. The Project Coordinator is empowered with decision-making authority with respect to the duties and objectives assigned and makes such decisions in consultation with the Administrative Coordinator when appropriate. The Project Coordinator was the point of contact between CHPCA and each host site.

The Project Coordinator's responsibilities included the following:

- Coordinate the tendering process and work of contracted services not provided in-house (print material, posters, brochures, T-shirts and translation)
- Maintain control of expenditures in consultation with the Executive Director
- Coordinate the creation of materials
- Distribute materials as per agreed upon timelines
- Provide support to host organizations and sponsors
- Document planning and implementation
- Provide necessary information and resources to Host Sites
- Update the administrative materials for the Host Sites
- Write articles for the CHPCA newsletter (AVISIO) and Web Sites advertising the event
- Register each Host Site
- Liaise between the CHPCA and individual Hike sites
- Coordinate the content posted on the CHPCA web site
- Coordinate the distribution of print materials to individual Host Sites
- Provide progress reports to the Administrative Coordinator
- Evaluate the event
- Prepare the final report
- Submit the final report to Administrative Coordinator prior to submission to the Executive Director and event sponsors

The 2005 Hike for Hospice Palliative Care was once again made possible through the continued support of Founding Sponsor, The GlaxoSmithKline Foundation. The Foundation is committed to finding creative ways to achieve community wellness. The Foundation supports and works with many organizations, primarily in the areas of health, science, education and hospice palliative care.

**Hospice at Maycourt,
Ottawa, Ontario**



**A very young hiker
in Sudbury, Ontario**



**Having lots of fun
in Sudbury, Ontario**

**Registration in Carbonear,
Newfoundland**



Hike Sites – 2005

As detailed below, there were 90 participating sites in 2005. Although that was a 13% increase from 2004, there are still many large gaps across Canada. A recruitment drive needs to be planned with emphasis on Nunavut, Yukon, Northwest Territories, Alberta, Saskatchewan, Quebec, and New Brunswick. The greatest increase in host site participation in 2005 was in Ontario; in 2004 there were 30 host sites and in 2005 there were 39, an increase of 34%.

Province	Organization	City

BC – 23	Burnaby Hospice Society	Burnaby
	Castlegar Hospice Society	Castlegar
	Crossroads Hospice Society	Coquitlam
	Eastshore Hospice	Crawford Bay
	Elk Valley Hospice	Fernie
	Fort Nelson Hospice/Palliative Care Society	Fort Nelson
	Fort St John & District Palliative Care Society	Fort St John
	Hornby & Denman Community Health Care Society	Hornby Island
	Kamloops Hospice Association	Kamloops
	Kaslo & Area Hospice	Kaslo
	Central Okanagan Hospice Association	Kelowna
	Nanaimo Community Hospice Society	Nanaimo
	Nelson & District Hospice Society	Nelson
	Alberni Valley Hospice Society	Port Alberni
	Crossroads Hospice Society	Port Moody
	Oceanside Hospice Society	Qualicum
	Quesnel & District Palliative Care Association	Quesnel
	Richmond Community Hospice Foundation	Richmond
	Shuswap Hospice	Salmon Arm
	Surrey Hospice Society	Surrey
	Canuck Place Children's Hospice and Vancouver Hospice Society	Vancouver
	Victoria Hospice & Palliative Care Foundation	Victoria
	Central Caribou Hospice Palliative Care Society	Williams Lake
AB – 1	High Prairie & District Holistic Palliative Care Society	High Prairie
MB – 15	Carberry Palliative Care	Carberry
	Deloraine Palliative Care Committee	Deloraine
	Hamiota Hospice Palliative Care Committee	Hamiota
	Tri-Health Center Palliative Care Team	Killarney
	Minnedosa Palliative Care	Minnedosa
	Reston Palliative Care Committee	Reston
	Riverdale Palliative Care	Rivers
	South East District Palliative Care Program IRHA	Selkirk
	Shoal Lake Palliative Care Committee	Shoal Lake
	Central District palliative Care Team	Steinbach
	Health Corner / South Eastman Health	St. Malo
	Southwest District Palliative Care Inc.	Stonewall
	Virten & District Palliative Care	Virten
	Vita & District Palliative Care	Vita
	Hospice & Palliative Care Manitoba	Winnipeg
ON – 39	Durham Hospice	Ajax / Whitby
	Hospice Simcoe	Alliston
	Hospice Simcoe	Barrie
	Hospice Quinte	Belleville
	Hospice Caledon	Bolton

	St. Joseph's Lifecare Foundation / Stedman Community Hospice	Brantford
	Grey Bruce Palliative Care Hospice Association	Bruce Peninsula
	Campbellford and District Palliative Care Services	Campbellford
	VON Eastern Counties Branch	Cornwall
	The Dorothy Ley Hospice	Etobicoke
	VON Palliative Care Volunteer Program	Exeter
	West Niagara Palliative Care Services	Grimsby
	SIRCH Community Hospice	Haliburton
	Dr. Bob Kemp Hospice	Hamilton
	Equipe resources communautaire en soins palliatifs de Hearst/Palliative Care Community Resources Team	Hearst
	Hospice of Waterloo Region	Kitchener
	Evergreen Hospice	Markham
	Hospice of Peel	Mississauga
	Friends of Hospice Ottawa	Nepean
	Palliative Care Network for York Region	Newmarket
	Near North Palliative Care Network	North Bay
	The Hospice at May Court	Ottawa
	Service d'entraide communautaire pour les personnes âgées francophones	Ottawa
	Grey Bruce Palliative Care Hospice Association	Owen Sound
	Hospice West Parry Sound	Parry Sound
	Hospice Huronia	Penetanguishene
	Hospice Peterborough	Peterborough
	Algoma Residential Community Hospice (ARCH)	Sault Ste. Marie
	Huron Hospice Volunteer Service	Seaforth
	Hospice Niagara	St. Catharines
	Sudbury Regional Palliative Care Assoc	Sudbury
	Serenity House Hospice Inc.	St. Thomas
	Hospice Georgina	Sutton
	VON Oxford	Tillsonburg
	Bayview Community Hospice	Toronto
	Perram House	Toronto
	Trinity Home Hospice	Toronto
	Hospice Vaughan	Woodbridge
	VON Hospice Oxford	Woodstock
PEI – 2	Hospice Palliative Care Association of PEI	Charlottetown
	Hospice Palliative Care Association of PEI	Summerside
QC – 2	Maison de la Source Gabriel Inc.	Val d'Or
	The Council on Palliative Care - Royal Victoria Hospital	Montreal
NS – 6	Nova Scotia Hospice Palliative Care Association	Bridgewater
	Nova Scotia Hospice Palliative Care Association	East Hants
	Nova Scotia Hospice Palliative Care Association	Halifax

	Nova Scotia Hospice Palliative Care Association	Kentville
	Nova Scotia Hospice Palliative Care Association	Sydney
	Nova Scotia Hospice Palliative Care Association	Truro
NF – 2	Avalon Health Care Institutions Board	Carbonear
	Western Healthcare Corporation	Corner Brook



And they are off.....

Hikers in Carberry, Manitoba



Resources

The following resources were disseminated to all Hike sites:

- Poster – 11x17, supreme matte text 100lb, process colour, 6,500 copies ordered.
- Brochure – 8.5x17, supreme matte text 70lb, five panel fold (not folded when shipped to host sites since overprinting was required, 34,000 copies ordered.
- Planning guide – This document covered the logistics of how to organize a Hike.
- Media release template – The purpose of this document was to provide assistance to host organizations in creating their own local media release.
- National media release – This document was disseminated to the CHPCA national media list on April 28th and to all Hike sites.

- “I am walking In Honour of and In Memory of” placards – If groups chose to, they could print this document and disseminate to Hike participants to list the name of whom they were walking in honour or memory of.
- Canned Ad graphics – Since most sites do not have the capability to create graphical ads to send to their local newspapers, CHPCA provided generic graphics and the Hike site simply just needed to provide the text to accompany it.

Kim Guilbeault, a private graphic design contractor, designed the poster, brochure, placards and canned advertisements. Custom Printers printed the posters and brochures and arranged the shipping. All other resources were created by Tammie Winsor, the Project Coordinator and e-mailed to host sites directly from CHPCA.

A copy of each resource is attached in the appendix section.



A family affair

**A lucky prize winner at
Hospice Niagara’s hike in
St. Catharines, Ontario**



Summary of Questionnaire Responses

46 questionnaires were returned representing 51 sites since some of the sites hosted more than one hike. This represents a 57% return rate.

The questionnaire consisted of fifteen questions. The questions and responses were as follows:

Question #1

Did you have Media Coverage? Yes No

TV, Radio, Newspaper

32% of respondents had TV coverage.

43% of respondents had radio coverage.

83% of respondents had newspaper coverage.

17% of respondents had no media coverage.

Each site was responsible for soliciting their own media. A strong desire for a national media campaign has been stressed by many of the sites; however, CHPCA currently does not have the financial means to invest in this endeavour. It is the hope of the CHPCA that further funding can be sought for the 2006 Hike which can be applied to a national media campaign.

Question #2

List any prominent dignitaries that were part of your Hike

30% of the sites had prominent dignitaries present; consisting mostly of mayors, city councillors, MLAs, and MPs. Some of dignitaries included:

1. Honourable Sharon Carstairs, Senator
2. Ron Cantelon, MLA, BC
3. Walt Cobb, MLA, BC
4. Lui Passaglia, BC Lions
5. James Moore, MP, Port Moody-Coquitlam-Port Coquitlam, BC
6. Rick Gibson, Mayor, William's Lake, BC
7. Sindi Hawkins, Minister of State for Intergovernmental Relations, BC
8. Jim Gouk, MP, Castlegar, BC
9. Mike O'Connor, Mayor of Castlegar, BC
10. George Abbott, MP, Salmon Arm, BC
11. Barry Anderson, City Councilor, Carberry, MB
12. James Bezan, MP, Selkirk Interlake, MB
13. Greg Dewar, MLA, MB
14. Jim Rondeau, Minister of Industry, MB

15. Michael Di Biase, Mayor, Vaughan, ON
16. Bruce Cronk, retired well known local cardiologist, Belleville, ON
17. Marolyn Morrison, Mayor of Caledon, ON
18. Kim Devoought, Chairman Outcare Foundation, Ottawa, ON
19. Kevin Jenkins, Mayor of Stratford, PEI
20. Pat Binns, Premier, PEI
21. Robert Ghiz, Leader of the Opposition, PEI
22. Gael Page, President, Canadian Hospice Palliative Care Association, Halifax, NS
23. George Butt, Mayor of Carbonear, NL

A number of board members, presidents, and executive directors of the participating Hike sites were also present.



**Senator Sharon Carstairs
officially kicks things off in
Halifax, Nova Scotia**

Question # 3

What were some of the key elements of your Hike?

CHPCA does not dictate how each site organizes their Hike; the purpose of CHPCA is to provide guidance. Although many of the Hikes have similar activities, one Hike is very different from another. Below is a list of various elements of several of the Hikes across Canada as described in the 2005 questionnaires:

Recruitment

- Sent letter to 2004 participants to invite them to participate in the 2005 Hike
- Clients participated in the Hike
- Corporate challenge issued
- Recruited corporate teams - some teams had names and dressed in costume
- Organized a pre-hike with an elementary school class followed by a discussion in their class on hospice palliative care
- Partnered with local community groups to organize the Hike

Sponsors

- Obtained corporate sponsor to cover the cost of T-shirts
- Local businesses donated refreshments and prizes
- Tents were donated

Refreshments

- Complimentary BBQ
- Complimentary chicken fajita lunch
- Coffee, juice, cookies, and doughnuts available at the start of the event
- Bottles of water given out along route
- Picnic following event
- Lunch was provided at a local restaurant at the half-way point
- Hospital auxiliary provided lunch

Prizes

- Prizes awarded for greatest number of pledges
- Nature quiz – winner received prize
- T-shirts were awarded as prizes
- Prizes awarded to youngest and oldest hiker
- T-shirt awarded with specific amount in pledges i.e. \$100
- A bike was awarded to the youth with the greatest number of pledges and hotel accommodations were awarded to the adult with the highest amount of pledges

Activities & Entertainment

- Massage therapists donated services to walkers at end of event
- Dove release
- Auction
- Two routes offered – 1K and 6K; three routes offered – 10K, 15K, 20K
- Hike warm-up led by local fitness centre staff
- Children’s entertainment including: clown, puppet show, facepainting, magician
- Clown put gold dust on participant’s faces
- Boy Scout Pipe Band performed
- Hikers affixed “I am walking in memory of / in honour of” leaves to a large wooden painting of a tree
- Created clothesline with “I am hiking for” cards pinned to it
- Woodlands hike lead by a naturalist
- Hike incorporated with volunteer retreat
- Hikers carried banners
- Hike was in conjunction with a derby (card game)
- Fire engine onsite
- Chamber band performed
- Pre-registration as well as Hike Day registration
- Five hour mountain hike led by two guides
- Board members volunteered at event

- Contact information collected for prize draws. Information will be used for future fundraising events
- Jazz band performed
- Receipts were prepared by volunteers while participants hiked
- Partnered with three other hospices

There were very talented face painters at the South East District Palliative Care Program event in Selkirk, Manitoba



Question # 4

How would you rate the usefulness of this year's printed materials:

	Not Useful				Extremely Useful	Did not use
	1	2	3	4	5	
Poster	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brochure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The poster received a rating of **4.25** out of 5.
7% of respondents did not answer and 7% did not use the poster.

The brochure received a rating of **3.76** out of 5.
11% of respondents did not answer and 13% did not use it.

Overall, respondents felt that the poster and brochure were very professional, attractive products. The main concern with the brochure that was repeated by the majority of the respondents was that it was difficult to fold due to the size, 8.5X17. Some sites would also prefer that poster and brochure were not bilingual; however, as a national bilingual organization all products must be produced in both official languages and the cost is too high to produce two separate brochures.

Question # 5

The promotional material was shipped to all registered sites the week of February 14th, ten weeks prior to the Hike. Is ten weeks adequate time to promote your Hike?

Yes No

If no, how much time is required:

Six Months Five months Four months

Three months Other _____

78% of respondents felt ten weeks was adequate

9% of respondents felt four months was required

9% of respondents felt five months was required

4% of respondents felt six months was required

The CHPCA will continue to disseminate the promotional materials as early as possible. Ten weeks before the event will be the absolute latest that materials will be sent to each site.

The printing company, Custom Printers, was responsible for the shipment of the posters and brochures to all sites. There were issues with three sites not receiving their materials on time but by all other accounts this was a very efficient way to disseminate the materials. CHPCA incurred additional charges for this service.

Question #6

How would you rate the usefulness of this year's Electronic Materials:

	Not Useful				Extremely Useful	Did not use
	1	2	3	4	5	
Pledge form	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hike Planning Guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I am walking in honour / memory of placards"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canned Ad graphics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Web banners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Media release template	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The pledge form received a rating of **4.5** out of 5.

9% of respondents did not use this resource.

Overall, this resource was well received. It was recommended by one respondent to consider using pledge envelopes. The CHPCA will investigate the additional cost of

doing so. At present this resource does not create an expense as it is an electronic file document. However, CHPCA could source the item and provide ordering details to the host sites in the event they wish to order them.

The Hike planning guide received a rating of **4.4** out of 5.

24% of respondents did not use this resource. Those that utilized the Hike planning guide found it to be a very helpful resource as they organized their event.

The “I am walking in honour / memory of” placards received a rating of **3.8** out of 5.

Those that used this resource found it very useful, other sites opted to create their own resource such as a cardboard cut-out leaf. 51% of respondents did not use this resource.

The canned ad graphics received a rating of **3.7** out of 5.

47% of respondents did not use this resource. Those that used this resource found it very practical since they did not have the resources to create the graphics in the ad themselves.

The web banners received a rating of **3** out of 5.

60% of respondents did not use this resource. Greater emphasis must be put on the benefit of advertising the Hike for Hospice Palliative Care on each site’s website.

The media release template received a rating of **4** out of 5.

22% of respondents did not use this resource. The media release template was felt to be a very useful resource by those that utilized it.

Question # 7

How would you rate the ease in navigating the National Hospice Palliative Care Week pages on the CHPCA website, www.chpca.net:

Very difficult			Very Easy	Did Not Access
1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Hike web page received a rating of **3.6** out of 5 for ease of navigating.

33.3% of respondents did not access the site. It is possible that the reason one-third of respondents did not access the website was because all required resources were emailed.

Question # 8

How would you rate the T-shirt company, Colortext, in:

	Weak				Excellent	NA
	1	2	3	4	5	
Promptness in responding to calls or emails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of ordering t-shirts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of t-shirts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of t-shirts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery of t-shirts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Overall the T-shirt company, Colortext, rated **4.6** out of 5.

47 organizations ordered T-shirts for a total of 4,008 T-shirts ordered. All respondents that ordered T-shirts felt that Colortext was a very professional, responsive company that provided an excellent product at a very reasonable price. The T-shirts were \$5.00 + tax and this included the cost of personalizing with logos, organization name, etc and delivery. The only concern expressed was that the T-shirts arrived to most sites the week before the Hike leaving no room for error. There were two sites that received their T-shirts without personalization; as such it is recommended by Colortext that the T-shirt order form be updated to include a checkbox for logos.

Question # 9

How would you rate Canadian Hospice Palliative Care Association in:

	Weak				Excellent
	1	2	3	4	5
Ease in registering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promptness in responding to calls or emails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coordination of Hike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communication with sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to help with challenges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Overall CHPCA received a rating of **4.6** out of 5. Respondents were very impressed with the level of professionalism and organization this year. The concern that was repeatedly

voiced was that the CHPCA must organize a national media campaign. Otherwise the consensus was that the 2005 Hike was the most successful to date.

Question # 10

Is the Hike for Hospice Palliative Care a useful way to raise:

	Yes	No
Awareness	<input type="checkbox"/>	<input type="checkbox"/>
Funds	<input type="checkbox"/>	<input type="checkbox"/>

89 % of respondents felt that the Hike is a useful way to raise awareness.

4% of respondents felt that the Hike is not a useful way to raise awareness.

7% of respondents did not answer the question.

Overall, respondents felt the Hike was a useful way to raise awareness. Those that did not feel the Hike was a useful way to raise awareness felt that way because of the lack of media exposure and attendance.

91% of respondents felt that the Hike is a useful way to raise funds.

7% of respondents felt that the Hike is not a useful way to raise funds.

2% (one questionnaire) was spoiled as both yes and no were selected.

Overall, respondents felt that the Hike is a useful way to raise funds. Some did not feel the Hike was a useful way to raise funds because they had a low participation rate, as such minimum funds were raised.

Question # 11

What challenges did you face in developing your hike?

	Yes	No
Cost of insurance	<input type="checkbox"/>	<input type="checkbox"/>
Securing sponsorship	<input type="checkbox"/>	<input type="checkbox"/>
Recruitment of participants		
Recruitment of volunteers	<input type="checkbox"/>	<input type="checkbox"/>
Others (please specify)	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Cost of insurance was a challenge for **2%** of the respondents.

It is a requirement of the CHPCA that all sites receive insurance to cover their event. Typically the sites simply require an insurance rider which costs approximately \$125. According to the respondents, the cost was only a challenge for one site. In addition to

the rider the CHPCA requires that all sites sign an insurance liability waiver form agreeing to indemnify and hold the CHPCA harmless from any and all liability (personal, physical and/or financial) related to the organization and operation of the Hike.

Securing sponsorship was a challenge for **54%** of the respondents.

Securing sponsorship was a challenge for many of the sites. The greatest challenge stated by respondents was that many other events are occurring at the same time that also solicit sponsorship and those events are better known due to national media campaigns.

Recruitment of participants was a challenge for **61%** of the respondents.

Recruitment of participants was the greatest challenge of all sites. Respondents felt it was the lack of media exposure that affected the low turnouts at some of the events as well as competing against other fundraising events that occurred at the same time.

Recruitment of volunteers was a challenge for **20%** of the respondents.

The recruitment of volunteers did not prove to be a great challenge for most of the sites as they had a pool of volunteers to draw upon from other programs offered.

Other challenges indicated were:

- Other events occurring the same weekend (11%)
- Lack of media exposure (11%)
- Inclement weather (9%)
- Difficulty finding a translator for overprinting of the brochure and poster text (2%)
- Lack of dignitary presence (2%)
- Difficulty printing brochures and posters in-house (2%)
- Difficulty working with canned ad (2%)
- Difficulty finding entertainment (2%)

Question # 12

The Hike is typically the first Sunday in May; however, in 2006 the Hike is scheduled for Sunday, April 30th so that it precedes National Hospice Palliative Care Week which will take place May 1st to May 8th, and does not conflict with Nursing Week, May 6th to May 12th.

Does this present a conflict for your organization? Yes No

If Yes, would you prefer the Hike to be on Sunday, May 7th?

Yes No

27% of respondents stated that hosting the Hike on April 30th created a conflict for their organization.

41% of respondents prefer to have the Hike on Sunday, May 7th.

Although the percentages of those who felt hosting the Hike on April 30th presented a conflict and those that preferred to host the Hike on May 7th were high, since only 57% of Hike sites completed the questionnaire the CHPCA felt that a poll should be conducted to ascertain if the Hike should take place on April 30th or May 7th. An electronic poll was sent to all 2005 Hike sites on May 27th asking if they preferred April 30th or May 7th for the 2006 Hike. The result of the poll was overwhelmingly in favour of hosting the Hike on May 7th. As such the 2006 Hike for Hospice Palliative Care is scheduled to take place on Sunday, May 7th, 2006.

Question # 13

Do you plan to host a Hike for Hospice Palliative Care in 2006?

Yes No Uncertain

89% of respondents plan to host a Hike in 2006

11% of respondents were uncertain if they would host a Hike in 2006

Based on these statistics the 2006 Hike should be the biggest yet.

Question #14

How can the CHPCA make the Hike for Hospice Palliative Care more successful in 2006?

The main recommendation to improve the hike is to launch a national media campaign; this comment was made by 50% of the respondents.

Other recommendations included:

- Secure national sponsors with branches that can support Hikes at a local level (6.8%).
- Design the brochure and poster for easier site customization (6.8%).
- Provide a prize incentive program (2.3%).
- Supply signage / banners (2.3%).
- Change the date to later in the spring (2.3%).

Question # 15

In about 50 words, please sum up your Hike day including any additional comments and/or suggestions that you may have.

The answers to this question have been incorporated throughout the report.

Recommendations

There are many recommendations throughout this report. This section summarizes those recommendations and includes additional recommendations from the CHPCA.

1. **Media** - Although the Hike has grown year over year, it still lacks high participation levels; of the 74 sites that reported their participation levels 62% of the sites had less than 50 participants. In an effort to enhance participation, greater media coverage is required. At present it is the responsibility of each site to create media interest; however, national coverage is required. Recruitment of additional sponsors is necessary for CHPCA to include this in 2006.
2. **Funders** – To ensure the long-term sustainability of the Hike additional sponsors must be sought.
3. **Brand Recognition** – The Hike for Hospice Palliative Care is not a household name. This is due to the fact that the event is just in its third year and there is no national media exposure. Recruitment of national sponsors will work toward increasing brand recognition.
4. **Local Teams** – The recruitment of teams tremendously boosts participation numbers and awareness of hospice palliative care issues in the community. Greater emphasis must be placed on the recruitment of teams in 2006.
5. **Promotional Items** – Since many sites will have leftover T-shirts from 2005 in 2006, consideration should be given to offering other promotional items for purchase such as water bottles or hats. Additionally, the possibility of offering banners for purchase should be explored.
6. **T-shirt Company** – The T-shirt company, Colortex, was very well received and produced a quality product. It is recommended CHPCA continue to work with Colortex. It is recommended that Colortex ensure that all sites have their T-shirts a minimum of two weeks before the event. A recommendation put forth by Colortex is to add a checkbox on the T-shirt order form so that sites can indicate weather personalization is required.
7. **Poster and Brochure** – Kim Guilbeault, the poster and brochure graphic designer and Custom Printers, the printing company, should both be considered to produce the posters and brochures for the 2006 event. The poster should be adjusted so that an 8.5 X 11 sheet may be affixed to the space designated for overprinting. The brochure should be adjusted so that it can be easily folded, i.e. accordion fold, unlike this year's brochure.

8. **Sponsorship Package** – A sponsorship package should be created for host sites in 2006 to provide guidance to groups approaching corporations, business, organizations, etc for donations.
9. **Registration Process** – The internal registration process was very smooth and the registration documents proved to address most information required. It is recommended in 2006 that the following fields be added to the host site application field:
 - Financial Goal
 - Hike location
 - Registration Fee
10. **Online Registration** – Several sites expressed that they would have liked to provide online registration to preregister hikers; however, they did not have the means to set this up. The CHPCA should explore the possibility of an online registration program for 2006.
11. **Online Resources** - A URL should be provided so that sites can access all required documents from the website rather than filling up host site inboxes with large attachments.
12. **CHPCA Website** – The Hike for Hospice Palliative Care pages on the CHPCA website should be expanded to include a resource section for registered sites to access so that they may download resources.
13. **Host Site Websites** – In reviewing several of the host site websites it was noted that the 2005 Hike for Hospice Palliative Care was not advertised. It is recommended that the CHPCA encourage those host sites with websites to update them with current Hike information as early as possible to encourage greater participation.
14. **Advisory Committee** – It is recommended that the CHPCA form an advisory committee with some of the Hike sites to receive feedback on plans for the 2006 Hike.
15. **Buddy Program** – Since 2006 will represent the fourth year for many Hike sites, the CHPCA may want to initiate a buddy program so that some of the newer sites can get in contact with them and learn from those with several years experience.

Conclusion

The 2005 Hike for Hospice Palliative Care was an extremely successful event. With the implementation of many of the recommendations outlined in this report this event will continue to be a great resource to raise awareness of hospice palliative care in Canada

and greatly needed funds for hospice palliative care programs in communities across Canada where the Hike occurs.

Many thanks to all of those who participated in the success of the 2005 National Hike for Hospice Palliative Care. Special thanks as well to the CHPCA national founding sponsor, The GlaxoSmithKline Foundation, for their continued support to make events such as the Hike for Hospice Palliative Care possible. The CHPCA looks forward to your continued support in 2006.

The date for the 2006 National Hike for Hospice Palliative Care is Sunday, May 7th 2006.

List of Appendices

- A. Participation Agreement
- B. Authorization Form
- C. Application to Participate
- D. Liability Waiver – Host Sites
- E. Liability Waiver - Participants
- F. Hike Planning Guide
- G. Host Sites – Master List
- H. Poster
- I. Brochure
- J. Pledge Form
- K. “I am walking in memory of” Placard
- L. “I am walking in honour of” Placard
- M. Canned Ad Graphics
- N. Web Banner
- O. T-shirt order form
- P. T-shirt Graphics
- Q. Media Release Template
- R. News Release
- S. Aviso Article – Winter Issue # 46
- T. Aviso Article – Summer Issue #47
- U. Letter to Parliament
- V. Follow-up Evaluation Form