



**Canadian Hospice Palliative Care Association**

**Association canadienne de soins palliatifs**



**2006 HIKE FOR HOSPICE PALLIATIVE CARE**

**FINAL REPORT**



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## **Introduction**

The purpose of this report is to provide comprehensive details regarding the 2006 Hike for Hospice Palliative Care. Conclusions of this report are based on a survey of 54 host sites conducted after the Hike for Hospice Palliative Care and from internal observations of operations and administration of the project. The report includes the components of the Hike, a summary of questionnaire responses, recommendations for 2007, and all corresponding appendices.

2006 represented the fourth year for Hike for Hospice Palliative Care and 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 CHPCA's 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

2006 marked the fourth edition of the Canadian Hospice Palliative Care Association's Hike for Hospice Palliative Care. The slogan used for the 2006 Hike was 'Come Hike With Us', the same as the previous edition. The Hike is traditionally held the first Sunday in May and this year was no exception with the Hike occurring May 7<sup>th</sup> with approximately 6,000 people representing 84 hospice palliative care organizations across Canada.

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.

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 of a long-term, well-funded, sustainable national strategy.<sup>1</sup> 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. A 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.

In 2006, the CHPCA distributed 6,500 bilingual posters. An estimated 6,000 Canadians participated in the 2006 Hike, raising a record \$675,000 (approx).

### The following sites raised \$15,000 or more:

1. Hospice of Maycourt – Ottawa, ON	\$52,550
2. Crossroads Hospice Society, Port Coquitlam and Port Moody, BC	\$37,000
3. St. Joseph's Lifecare Foundation, Brantford, ON	\$30,552
4. Dorothy Ley Hospice, Etobicoke, ON	\$27,000
5. Friends of Hospice – Nepean, ON	\$25,000
6. Hospice Peterborough – Peterborough, ON	\$24,000
7. Hospice Niagara – St. Catharines, ON	\$21,000
8. Casey House Hospice – Toronto, ON	\$20,000
9. Dr. Bob Kemp Hospice, Stoney Creek, ON	\$17,425
10. Nanaimo Community Hospice Society, Nanaimo, BC	\$16,000

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<sup>1</sup> Quality End-of-Life Care: The Right of Every Canadian, The Senate of Canada, 2000

The Hike for Hospice Palliative Care was coordinated by a Project Coordinator who functioned under the direct supervision of the Administrative Coordinator at CHPCA. Priorities were determined by the Executive Director in consultation with the Administrative Coordinator and the Project Coordinator. The Project Coordinator was empowered with decision-making authority with respect to the duties and objectives assigned and made 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 2006 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. 2006 also saw the introduction of Bayshore Home Health as exclusive Home Care Sponsor. Bayshore Home Health branches were encouraged to participate with local hike sites and help them raise money and awareness for hospice palliative care.

## Hike Sites – 2006

As detailed below, there were 84 participating sites in 2006. Although that was slight decrease of participating sites from 2005, this is primarily due to a grouping of sites from previous years in order to maximize fundraising dollars and awareness in general.

There are still underrepresented regions in Canada. A recruitment drive needs to be planned with emphasis on Nunavut, Yukon, Northwest Territories, Alberta, Saskatchewan, Quebec, and New Brunswick.

### **British Columbia**

Oceanside Hospice Society  
Nelson & District Hospice Society  
East Shore Hospice  
Shuswap Hospice Society  
Central Okanagan Hospice Association  
Fort St. John & District Palliative Care Society  
Victoria Hospice and Palliative Care  
Nanaimo Community Hospice  
Richmond Hospice Association  
Quesnel District Palliative Care Association  
Crossroads Hospice Society  
Prince George Hospice Society  
Alberni Valley Hospice Society  
Canuck Place Children Hospice  
Fort Nelson Hospice/Palliative Care Support Group Society  
Castlegar Hospice Society  
Elk Valley Hospice Society  
Hornby & Denman Community Healthcare Society  
South Okanagan Palliative Care  
Kamloops Hospice Association  
Burnaby Hospice Society  
Vancouver Hospice Society

### **Alberta**

High Prairie Palliative Care Society  
Hospice Calgary Society

### **Manitoba**

Hospice & Palliative Care Manitoba  
Southwest District Palliative Care, Inc.  
Hamiota District Health Centre Palliative Care Committee

Killarney Palliative Care Committee  
Riverdale Palliative Care  
Carberry District Palliative Care  
Rosburn Palliative Care Volunteers  
Deloraine Area Palliative Care Committee  
Shoal Lake-Strathclair Health Centre  
Birtle Health Centre  
Reston Palliative Care Committee  
Virden & District Palliative Care  
Health Corner Resource Centre - De Sallaberry  
Medical Health Centre

### **Ontario**

Hospice Simcoe  
Palcare Network for York Region  
Bayshore Home Health - Sarnia  
Hospice Vaughan  
Campbellford & District Palliative Care Services  
Hospice Georgina  
VON Oxford  
Hospice Peterborough  
Dorothy Ley Hospice  
Bayview Community Hospice  
The Hospice at Maycourt  
Hospice Niagara  
Dr. Bob Kemp Hospice  
Friends of Hospice Ottawa  
St. Joseph's Lifecare Foundation  
Service d'entraide communautaire pour les personnes âgées francophones  
Serenity House Hospice Inc.  
Evergreen Hospice  
Hospice Toronto

Huron Hospice Volunteer Service  
Hospice Huronia  
West Niagara Palliative Care Services  
The Sudbury Regional Palliative Care Association  
The Philip Aziz Centre  
SIRCH Community Hospice and Consulting  
Saint Elizabeth Health Care  
Hospice of Peel  
Grey Bruce Palliative Care Hospice Association  
Casey House  
Hospice West Parry Sound  
Palliative Care Victoria  
Hospice Quinte  
Hospice Muskoka  
Hospice Wellington

Perram House  
Pickering Manor for Hospice Palliative Care  
Canadian Progress Club Durham Region  
VON Perth-Huron

### **Quebec**

Association des soins palliatifs de l'est du Québec (ASPEQ)

Maison de la Source Gabriel

### **Nova Scotia**

Hospice Society of Greater Halifax

### **PEI**

Hospice Palliative Care Association of PEI

### **Newfoundland Labrador**

Palliative Care Comm. Carbonear General Hospital

## **Resources**

The following resources were disseminated to all Hike sites:

- Poster – 6,500 copies ordered.
- A CD of the National Radio PSA created for this year
- Hike In-a-Box Toolkit – This document covered the logistics of how to organize a Hike as well as fundraising and team building best practices.
- How to get more air time for your PSA - Guidelines
- 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 28<sup>th</sup> and to all Hike sites.

Kim Guilbeault, a private graphic design contractor, designed the poster. All other resources were created by Jean-Bruno Villeneuve, the Project Coordinator and e-mailed to host sites directly from CHPCA.

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

## Survey Results Highlights

1. An overwhelming percentage of host sites received media coverage (87.5%). Most of which was given by newspapers (85.7%), radio (71.4%) and television (64.3%). Host sites seem to generate a fair amount of local media hype for their event and, in a large majority, benefit from media coverage.
2. This year's printed materials were well received in general. In addition to printed materials, each site received an audio CD of a national Public Service Announcement (PSA) and was encouraged to lobby their local radio stations to play the PSA. It should be noted that all radio stations across the country received the PSA from CHPCA (distributed with the assistance of a national distribution company) in advance of the event, and reports indicate that the PSA was played at various radio stations across Canada.
3. 60% of respondents found that 10 weeks prior to the event was a reasonable delay for the shipment of materials to host sites. Nonetheless, next year's target should be 12 weeks in order to give smaller organizations a better chance to distribute the materials and promote their event whether they live in an urban or rural area.
4. This year's electronic materials were very well received and organizers found them extremely useful in general. With the growing importance of the internet in event promotion, emphasis should be put on promoting the use of internet for the distribution of materials, both nationally and locally.
5. Finally, 87.2% of respondents say they plan to host a hike for next year, while 12.8% say they are uncertain. It should be noted that none of the respondents reported that they do not plan to host a hike for next year.

## Recommendations

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

1. **Media** – 2006 featured a national ad campaign in 6 major newspapers across Canada. Some sites were concerned that we did not reach local news papers and therefore, the national campaign was not beneficial for them in the end. It is recommended that CHPCA seek national sponsorship with a national media group for 2007 in order to allow resources to be allotted for local media coverage.



2. **Funders** – 2006 saw the arrival of Bayshore Home Health as exclusive Home Care Sponsor. It is recommended that other national sponsors be solicited in order to guarantee the sustainability of the event and provide local hike sites with additional support.
3. **Brand Recognition** – The Hike for Hospice Palliative Care is not branded. This may affect the recognition of the brand and also, from a growing number of host sites, a lack of regard for the “national and federated nature” of the event. In order to maximise on its potential to attract sponsors and also to guarantee a constant and adequate image of the brand, it is recommended that CHPCA seek legal counsel to register the brand ®.
4. **Local Teams** – The Hike In-a-Box Toolkit for 2006 featured a section of team building and its advantages for fundraising. However, survey results show that most locations still consider recruiting participants one of their major problems. Therefore, more emphasis should be put on Team Building Best Practices in next year’s guide.
5. **Promotional Items** – In future years the CHPCA may want to make promotional items available for Hike sites to choose from. According to the survey results, respondents recommend that pens be considered for 2007.
6. **T-shirt Company** – The T-shirt company was generally well received and produced a quality product. However, it should be stressed with the manufacturer contracted for the 2007 Hike that an improved system for returning phone calls and e-mails should be established. Also, the Project Coordinator should explore the possibility of having separate t-shirt sizes for men and women.
7. **Poster and pledge forms** – The CHPCA was satisfied with the work of its design and printing contractors. It is recommended that the Pledge Forms be printed for 2007, if there is no national on-line pledge system available. Comments received from this year’s survey indicate that the electronic pledge forms encountered additional unexpected costs for some Hike sites.
8. **Sponsorship Package** – A sponsorship package (i.e. local Case for Support with an official letter from CHPCA) should be created for host sites in 2007 to provide guidance to groups approaching local corporations, business, and organizations for local sponsorship.
9. **Website** – It is highly recommended that CHPCA look for funding to create a separate website for The Hike for Hospice Palliative Care. This website should feature online-registration, online materials and guidelines as well as a national online pledge system where all participants will be able to enter their pledges and make sure that the money goes to the program or service provider to which they are affiliated.

**10. National Advisory Committee** – The advisory committee was extremely useful in evaluating the materials and getting feedback from the two sponsors. It is recommended that the committee be struck again next year.

## **Conclusion**

The 2006 Hike for Hospice Palliative Care was an extremely successful event. With the consideration and implementation 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 and CHPCA's Hike for Hospice Palliative Care Home Care Exclusive Sponsor, Bayshore Home Health, 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 2007 National Hike for Hospice Palliative Care is Sunday, May 6<sup>th</sup> 2007.

## **List of Appendices**

- A. Participation Agreement
- B. Authorization Form
- C. Application to Participate
- D. Liability Waiver – Host Sites
- E. Liability Waiver - Participants
- F. Hike In-A-Box Toolkit
- G. How to get more air time for your PSA - Guidelines
- H. Host Sites – Master List
- I. Poster
- J. Pledge Form
- K. T-shirt Graphics
- L. Media Release Template
- M. News Release
- N. News Release #2
- O. Media Clips
- P. AVISO Article – Winter Issue # 46
- Q. AVISO Article – Summer Issue #47
- R. Follow-up Evaluation Results