

Tayside Power of Attorney Campaign Impact Report

(November 2014 - April 2015)

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Tayside Power of Attorney Campaign

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Executive summary

This report provides a summary of the activities undertaken during the Tayside Power of Attorney (POA) Campaign 2014/2015.

In April 2014, NHS Tayside received £25,000 from the Joint Improvement Team (JIT) to make improvements to Anticipatory Care Planning (ACP). The funding was directed to start the Tayside Power of Attorney Campaign. This decision was made following an invitation from NHS Greater Glasgow and Clyde and Glasgow City Council to join their successful Power of Attorney Campaign. Coincidentally Lanarkshire were also in receipt of JIT funding and also accepted the invitation to join the POA campaign.

Representative from NHS Tayside, the three Local Authorities, Solicitors for Older People Scotland and Alzheimers Scotland, formed a Task and Finish Group (TFG) to take the work forward. Activities included television and radio advertisements, newspaper articles and a range of engagement events.

Initial results are very promising. Statistics from the Office of the Public Guardian Scotland, where POAs are registered, show that the number of POAs registered in Tayside for the first quarter of 2015 was 529. This is a significant improvement upon the average number of POAs registered per quarter in 2014 which was 307. It is also notable that Glasgow, who have had a longer sustained campaign, noted a marked increase (34%) in the total registrations for 2014.

Tayside has been invited to join Glasgow, Ayrshire and Arran, Lanarkshire, West Dunbartonshire and East Renfrewshire and participate in the 2015 media POA campaign.

Recommendations

The Tayside POA Project team:

- Ask for recognition and endorsement of the achievements noted in this report, all of which have been made in the last six months.
- Recommend that Tayside join the 2015 POA campaign. This will maximise the momentum already established around the importance of having a POA and contribute to the achievement of Action 3 of the Scottish Government's Multiple Conditions Action Plan which focuses on ACP ⁽¹⁾. In turn this will enable the citizens of Tayside to enjoy the societal benefits which eventually flow as a result of planning for the future.
- Request that the three Tayside partnerships share the cost (10K) to join the 2015 media campaign with several other Scottish areas. This will enhance 'brand recognition' through additional TV advertisements and ensure the Tayside POA webpage remains live.

Acknowledgements

The Tayside Power of Attorney Task and Finish Group would like to thank JIT for providing the funding to support the initial Tayside POA campaign. We gratefully acknowledge the support from NHS Great Glasgow and Clyde, Glasgow City Council and Enterprise Screen in developing our resources.

We would also like to take this opportunity to thank Solicitors for Older People Scotland and Tayside member firms for offering their support and expertise throughout this campaign. Lastly we would like to thank staff in Local Authority Libraries who kindly hosted the 'Ask the expert' sessions.

Situation and Background

For over 5 years, NHS Tayside has been raising awareness and embedding the concept of Advance Care Planning. Part of Anticipatory Care Planning (ACP) involves a process of discussion between an individual and their care provider about their preferences, wishes, beliefs and values about future care. Its purpose is to provide guidance to inform and record future care decisions in the event that the individual has lost capacity to make these decisions. It should be offered during routine clinical practice (2, 3). This important concept is gaining momentum throughout health and social care settings and is a cross cutting theme recognised within the Scottish Government's 20:20 Vision (4). In addition Action 3 of the Scottish Government's Multiple Conditions Action Plan focuses on ACP (1).

ACP can increase personal and carer resilience, reduce dependence on statutory services, reduce emergency attendances or admissions to hospital, and improve the way we support flow across the whole system.

Despite the widespread use of the phrase, 'next of kin' this term is not recognised by law. The next-of-kin has no official power to make any decisions regarding medical care. They can only advise, and cannot override any previously stated wishes of the patient nor prevent the medical team acting in what they consider to be the best interests of the patient. In order for next-of-kin to be able to make decisions about future medical care, power of attorney, where such powers are delegated to another person, under the provisions of the Adults with Incapacity (Scotland) Act 2000, is required. These powers give a named individual the legal authority to make specific financial and welfare decisions about the person's life if they lost the ability to make decisions for themselves.

In December 2013, a development event was organised to progress ACP in Tayside and share good practice. Dr Anne Hendry from the Joint Improvement Team (JIT) spoke at this event. A strong emergent theme from the day was the need to raise public awareness about ACP. Following the meeting, Dr Hendry contacted Sally Wilson (Locality Integration Programme Manager, Angus) and Helen Dryden (Palliative Care Clinical Lead, Angus) with the news that JIT would release £25,000 to enable Tayside to work with colleagues in Lanarkshire (who

also received funding) to develop a public awareness raising/engagement campaign around aspects of anticipatory care.

In August 2014 Tayside was invited to join the successful Power of Attorney campaign which had been initiated in Glasgow by Health and Social work departments supported by an experienced media consultant, Enterprise screen.

The use of available resources, including access to TV advertising, website, promotional material and expertise, was thought to be a cost effective and efficient way of raising public awareness across Tayside. The Tayside campaign concentrated on promoting the slogan, “start the conversation” thereby raising public awareness of the importance of discussing and starting the process of appointing an attorney to deal with welfare and financial matters.

Prior to the campaign launch the project leads met the Glasgow team and media consultants to talk through timelines and costs of the proposed Tayside work. This provided a unique opportunity to tap into previous exemplar work and allowed Tayside to share learning about helpful ways to transmit the message.

A flurry of communication ensued with a variety of staff across NHS Tayside and the three Local Authorities, Public Guardians Office and The Scottish Law Society. The general consensus was that this was a much needed initiative in Tayside and support was obtained to progress the work. Due to their previous experience and involvement in Anticipatory Care work-streams, Helen Dryden, Clinical Lead for Palliative Care, Angus and Sally Wilson, Locality Integration Improvement Manager, Angus were nominated as project leads to take the initiative forward.

Components of the Tayside Campaign

A POA Task and Finish Group was formed with representatives from NHS Tayside and the three Local Authorities in Tayside. Solicitors for Older People Scotland provided legal advice. They were recommended by the Law Society of Scotland as having experience in processing and discussing Power of Attorney. See Appendix 1 for full TFG membership.

Television

32 x 30 second advertisements ran from 17 - 29 November 2014. This featured a married couple who found themselves dealing with an unexpected situation. The husband was hospitalised for a number of weeks due to a stroke. Despite being married for many years the wife was unable to access her husband's bank account in order to pay for their daughter's imminent wedding. If they had organised POA their story would have been different.

A second TV campaign consisted of 42 x 30 second advertisements and ran from 1 – 12 and 22 – 30 December 2014. Three generations of the same family were featured which highlighted that no matter what age you are it is important to talk about the future and Power of Attorney.

The advertisements could also be accessed by YouTube and there were links via Facebook and Twitter.

Radio

73 x 30 second daily advertisements featured on Radio Tay from 17 November to 14 December 2014, ranging from 17 per day to 20 per day. In addition 83 'filler' slots were provided which equated to an over delivery of 54.2% of the booked campaign at no extra cost.

Two features were also included on local Hospital Radio and Bridge FM.

Website

A dedicated Tayside page was developed in the www.mypowerofattorney.org.uk website. A copy of the Tayside landing page is illustrated below:



Tayside Power of Attorney Information Booklet

A Tayside POA booklet was developed which was based on the information previously developed by the Glasgow campaign. This provided some background information on the campaign, provided answers to some frequently asked questions and explained the legal process related to POA including how to access Legal Aid.

Posters

Two posters were developed, see Appendix 2. These were distributed across all Tayside hospitals, Local Authority establishments, GP surgeries and local pharmacies.

Press coverage

A number of articles highlighting the campaign featured in local newspapers – see Appendix 3 for details. Information about the campaign was also taped for inclusion in December issue of a local talking newspaper.

Featured articles were included in Angus Carers Newsletters and NHS and Council newsletters.

Social Networking

You Tube, Twitter and Facebook were all utilised to maximise public awareness and engagement of the campaign

Public and staff engagement events across Tayside

During 2014/15 a series of events were offered to staff and the public.



Members of the Public Attending Forfar Library roadshow (Appendix 4)

Tayside Public Participation Meetings

In November 2014 the POA Project Managers met with 12 members of the Tayside Public Participation Group to review the promotional materials. They tested the phone line and offered feedback regarding the TV and radio adverts and posters,; a lively discussion followed.

We received positive feedback on the message and some good ideas for dissemination. We were pleased to note that 11 out of 12 members of this group already had Power of Attorney, so they were knowledgeable about the process.

The POA Project Managers met the group again on 21 April 2015, at the end of the campaign, to share initial results. They acknowledged the significant progress that had been made in a relatively short time.

Dedicated phone line

A dedicated phone line was set up with a recorded message prompting people to leave their details if they wished to request a Tayside information booklet.

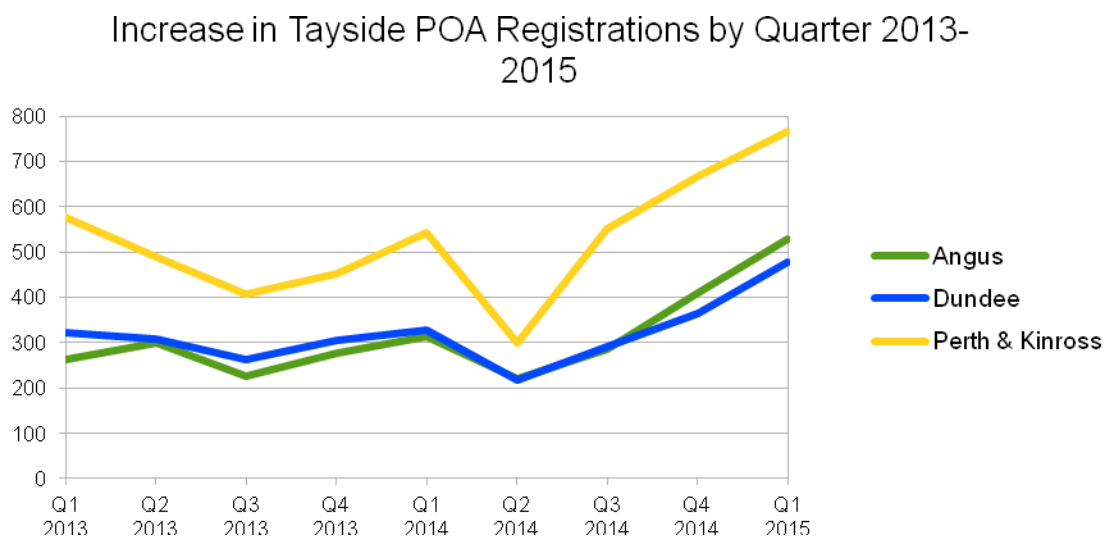
Parliamentary Motion

A parliamentary motion was raised in the Scottish parliament in December 2014 (Appendix 5). The Project Leads subsequently contacted the Cabinet Secretary for Health, Wellbeing and Sport and the Shadow Cabinet Secretary to alert them to the Tayside campaign and received notes of support. A response was received from Jenny Marra, MSP, who was in support of the campaign, Appendix 6.

Results

The results of the campaign are presented below starting with the impact of the Tayside campaign relating to registrations. This is followed by information highlighting the individual components of the campaign and then by qualitative feedback from those directly involved.

Graph 1. Quarterly POA registrations with the Office of the Public Guardian (Scotland), 2013 – 2015.



The above graph indicates the highest ever amount of Tayside registrations in the last quarter of 2014. Although this is impressive, it is in part due to the Office of the Public Guardian (Scotland) employing additional staff and offering overtime to deal with the high volume of applications.

Figures for the first quarter of 2015 illustrate the number of registrations have continued to rise and this may be more directly linked to the impact of the campaign.

Graph 2 and Table 1 below illustrate the increases in registrations across Tayside for first quarter of 2015 compared to the previous two years.

Graph 2.

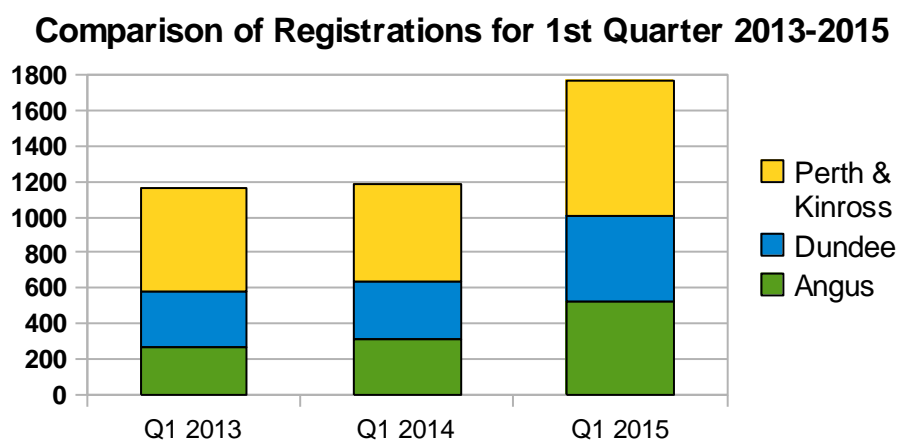


Table 1. Tayside Registrations per location for First Quarter of 2013-2015

	Angus	Dundee	Perth & Kinross	Q1.Tayside total
Q1 2013	264	321	576	1161
Q1. 2014	313	329	543	1185
Q1. 2015	529	478	767	1774

Legal Aid

One of the key messages of the campaign was to raise awareness that many people could be entitled to legal aid to help them with the costs of arranging power of attorney. Table 2 displays the number of people applying for legal aid in 2014 and compares this with figures for the first two months of 2015.

Table 2. Figures from Scottish Legal Aid Board relating to applications for POA

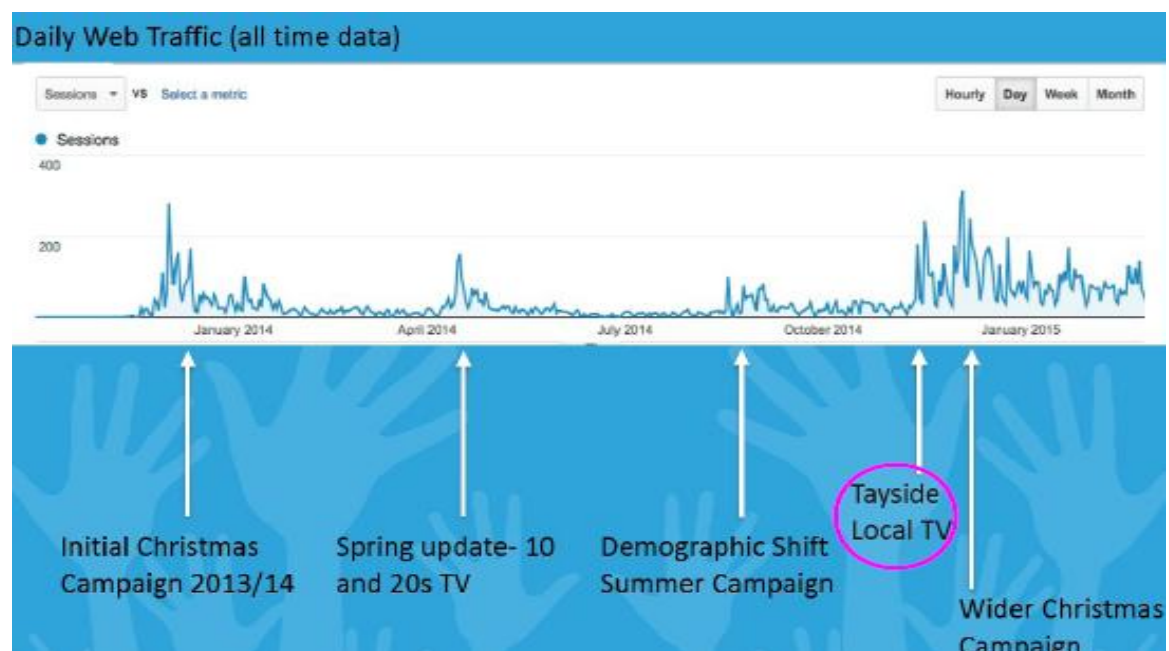
	2014	2014 average per month	Jan 15	Feb 2015	Running total 2015
Angus	15	1	3	6	9
Dundee	34	3	4	5	9
Perth and Kinross	53	4	7	5	12
Total	102 (12 months)	8	14	16	30 (2months)

Impact of the multimedia campaign

The success of the multimedia campaign can be evidenced by the number of visits to the POA webpage, following Tayside joining the main campaign in

December 2014, see Table 3 below. This activity was sustained throughout January 2015.

Table 3: Number of views to POA webpage January 2014 – January 2015



Radio

Audience figures from the Radio Joint Audience Research (RAJAR), the official body in charge of measuring radio audiences in the UK, revealed that the campaign reached 216,509 listeners in Tayside. This equates to 54.2% of all people in the Radio Tay transmission area.

Information booklets

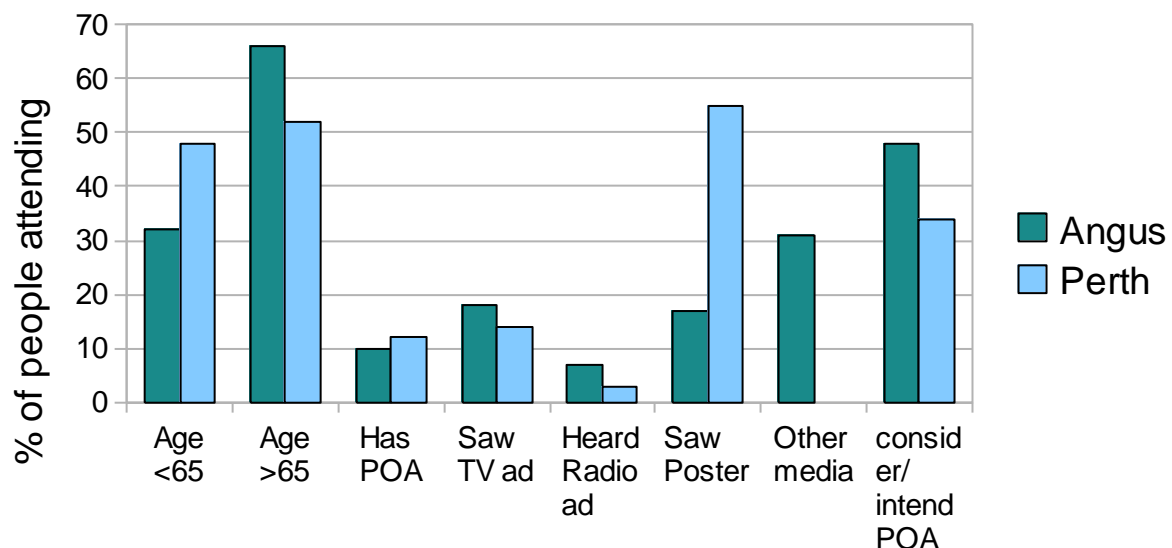
1000 booklets were published and over 850 have been distributed across Tayside.

Public and staff engagement

Graph 3 below illustrates some interesting details about people who attended the 'Ask the Expert' sessions in Perth (n=56) and Angus (n=122). Please note that figures are reported as percentages to allow comparison.

Graph 3: Results from Angus and Perth 'Ask the Expert' Sessions

Angus & Perth Residents (n=178) at Power of Attorney Events Feb 2015



Dedicated phone line

21 calls were received. 12 callers requested Tayside POA booklets.

Patient Stories: Benefit of having a Power of Attorney (Tayside solicitor)

Mrs. X is an 87yr old widow who was unfortunately recently diagnosed with mild cognitive impairment. She and her family were alerted to the Tayside campaign when she saw a copy of the NHS Tayside poster "The future is in your hands". She contacted this office as a direct result and we were able to guide her through the process of arranging a power of attorney. We were able to offer home visits as Mrs. X was unable to make it into our office. Looking into her financial situation we assessed that she was eligible for legal advice and assistance and this covered the total cost of Power of attorney.

In a short period of time we were able to put in place financial and welfare Power of Attorney for her naming her two sons. The financial powers have been of immediate help to her and she has the added comfort of knowing her trusted sons will be able to make decisions for her if her condition deteriorated further. As well as POA during discussions it became apparent that no will was in place and this was written with the total cost covered by legal aid. This again gave her and the family reassurance that all her affairs are in order after she dies.

Patient Stories: When there is no Power of Attorney is in place (nurse)

One health professional described how looking after a young woman following a medical emergency requiring intensive care made her reflect on the importance of having a Power of Attorney.

“Being 45 years old myself and fit and well dealing with this situation has made me evaluate my status and that of my partner and family. I have a will that is updated every five years and life insurance in the event of my death, but nothing in the event that I am incapacitated to make my own decisions. This situation was extremely stressful for the family and stressful to be part of. Not having the knowledge to help in a timelier manner with the situation was frustrating. Gathering the information and advising the family on what to do, where to go and who to contact was very time consuming and I felt helpless at times. The family had to do a lot of the ground work themselves and this was upsetting to watch as they were already dealing with a very sick daughter and care of their granddaughter as well as financial worries.

It was a steep learning curve and I now know of contacts and procedures to follow in the event of a similar situation occurring again.. I also realise the importance of conversations before crisis.”

Feedback from the front-line.

“I feel that the majority of patients/families understand what Power Of Attorney is now, and the number of patients with POA has increased dramatically in the last year. Several families have volunteered this information very early on in the hospital journey. It makes the patient's journey and discharge planning much smoother and quicker avoiding the need for additional meetings”

Consultant Physician (Medicine for the Elderly) & ACT Teaching Lead for Angus

Feedback from Solicitors for Older People Scotland

“Solicitors for Older People Scotland, and our Tayside member firms, were delighted to be involved in the Tayside Power of Attorney Campaign. The project was led with great energy and enthusiasm, and this rubbed off on all participants. It was good within the working group to see professionals from different backgrounds all contributing.

We felt it was particularly useful for the public also to see health professionals and solicitors working together and “singing from the same hymn sheet”. There needs to be more and more of this if we are to get “legal anticipatory care planning” - if I might call it that - into the forefront of the thinking of older adults – and in fact all adults if possible.

Like all educational messages – repetition is the key. To achieve a real culture change here, and enjoy the societal benefits which eventually will flow, we need to repeat projects such as this for several years and throughout Scotland.”

Future activities

8 additional ‘Ask the expert’ sessions have been arranged in local libraries in Angus and further public meetings have been arranged in Dundee.

Key learning points

The short term working group was asked to comment on the process of being involved in a multi-agency campaign. The following table highlights key themes from their feedback.

What worked well	Challenges and what could have been improved?
Working with motivated colleagues and sharing work	Adding this intensive project to an already busy day job.
Enthusiastic working group	There were different levels of engagement between the three partnerships.
Learning from different agencies	Negotiating multiple 'permissions' across the NHS and three local authorities was challenging at times.
Learning more about media (TV and radio advertising and social media methods of engagement.)	Huge volume of emails and communication required
Fast turnaround and helpful staff at printing company	Navigating the complex procurement process. There was anxiety relating to prompt payment of invoices and possible penalties.
The success of roadshows Meeting the public and building positive links with local solicitors and mental health team	Negative response from some professional groups who were concerned about an increased workload.
Achieving so much in such a short time frame.	Reassurance that the good work will continue

Recommendations for the future

- The Tayside POA Group strongly recommends that Tayside join the 2015 POA campaign. This will maximise the momentum already established about the importance of having a POA and contribute to the achievement of Action 3 of the Scottish Government's Multiple Conditions Action Plan which focuses on ACP.
- The Tayside POA group also request that the three Tayside partnerships share the cost (10K) to join the 2015 campaign with several other Scottish areas. In turn this will enable the citizens of Tayside to enjoy the societal benefits which eventually flow as a result of planning for the future.
- Any future campaigns would benefit from a transparent process for initiating such a campaign.

References

- 1) Many conditions, One life: Living Well with Multiple Conditions. Available online: <http://www.jitscotland.org.uk/resource/many-conditions-one-life-living-well-multiple-conditions/>
- 2) <http://www.nhs.uk/Planners/end-of-life-care/Documents/Planning-for-your-future-care.pdf> (Accessed 13/08/14)
- 3) Royal College of Physicians. 2009. Concise Guidance to Good Practice. No 12. Advance Care Planning.
- 4) Scottish Government 20:20 Vision. Available online: <http://www.gov.scot/Topics/Health/Policy/Quality-Strategy/routemap2020vision>

Appendix 1: Members of Tayside Power of Attorney Task and Finish Group

David Borrowman	Solicitors for Older People Scotland. Senior Partner Caesar & Howie, The Central Scotland Law Group
Ruth Buchan	Long Term Conditions Development Nurse. Perth
Alexis Chappell	Service Manager. Intake and First contact Dundee City Council
Terri Cushnie	Discharge Co-ordinator. Dundee discharge team
Rachel Milne	Dept Head of Nursing, Psychiatry of Old Age. Perth
Gaynyr Dickson	Communications Manager. NHS Tayside
Helen Dryden POA Project Lead	Palliative Care Clinical Lead, Angus CHP
Stuart Gall	Team Manager. Mental Health Officer Team. Social Work Department. Dundee
Marjory MacDonald	Marjory MacDonald Solicitors
Vivienne Malcolm	Solicitors for Older People Scotland
Jillian Richmond	Team Manager, Angus Council - People, Community Mental Health Team Older People
Lindsay Shaw	Alzheimer's Scotland
Gail Walker	Community Macmillan Nurse. Dundee Specialist Palliative care
Sally Wilson POA Project Lead	Locality Integration Programme Manager

Appendix 2: Posters used in the Campaign



www.mypowerofattorney.org.uk



the future is in your hands



Appendix 3: Tayside press coverage

Featured in	Date
The Courier	Friday 14 November 2014
The Courier	Monday 17 November 2014
The Courier (Angus edition)	Saturday 10 January 2015
Montrose Review	Wednesday 14 January 2015
The Courier (Angus edition)	Thursday 15 January 2015

Appendix 4: Calendar of Public/Staff Engagement Events 2014/2015

Tayside Event

Date	Location	Number attending
11 November 2014	Kings Cross Hospital Public Participant Group (PPG)	12
21 April 2015	Kings Cross Hospital PPG Group	12

Angus

Date	Location
20/01/15	Forfar Library
22/01/15	Whitehills Community Health and Care Centre
26/01/15	Arbroath Library
27/01/15	Montrose Library
29/01/15	Monifieth Library
23/02/15	Brechin Library
25/02/15	Stracathro – protected learning time for GPs
23/04/15	Reid Hall Health Long Term Conditions Event

Dundee

Date	Location
26/01/15	Lochee Library
29/01/15	Morrisons
13/02/15	Dundee House
05/02/15	Ninewells
06/02/15	Kirkton Asda
10/02/15	Broughty Ferry Library
17/02/15	Wellgate/Central Library

Perth

Date	Location
05/02/15	AK Bell Library, York Place, Perth

Appendix 5: Parliamentary Motion

Motion S4M-11839: Michael Russell, Argyll and Bute, Scottish National Party, Date Lodged: 09/12/2014

That the Parliament notes the campaign, My Power of Attorney, which is running in Argyll and Bute, Greater Glasgow and Clyde, Lanarkshire and Tayside, seeks to raise awareness of the importance of having a power of attorney

The campaign, a partnership between NHS boards, councils and third sector partnerships, will run throughout December 2014.

The media campaign has been designed to encourage residents to talk to trusted family and friends about establishing a power of attorney. This will be followed by a series of local community-based events and talks, which are scheduled to take place in early 2015.

We want Scottish residents, regardless of their age, to think ahead discuss with loved ones and make plans about the type of care that they would like if they were to become ill. Many people are unaware that if they become ill or injured and are unable to make decisions for themselves, no one else can do this on their behalf unless they have legally been given power to do so through a Power of Attorney.

Appendix 6: Email Response from Scottish Government:

“Jenny would like to thank you for email and is supportive of your campaign. Please do let us know if there are any ways in which she can support your campaign.”

Kind regards,

Roy

Roy O’Kane

Jenny Marra MSP

North East Scotland

Shadow Cabinet Secretary for Health, Wellbeing and Sport