



All Ireland Institute of
Hospice and Palliative Care



TOPLINE Report on Public Awareness Raising
Palliative Care Week 2014, October 6-11

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OMNIBUS SURVEY – main slides in Appendix A

- Awareness of Palliative Care/Palliative Care Week was strong in both jurisdictions, but especially so in the Republic of Ireland, where over two in five (42%) claimed to be aware of it. Saliency was also high in the North, albeit at a lower level (26%).
- In terms of the most effective media used during the campaign, radio attracted by far the most reach in the Republic – one in four heard of the campaign via this medium. What is striking is the effect of Local radio – one in seven of the population in the South (14%) cited this as a source. TV was also prominent, with eight percent of Southerners claiming to have heard it being discussed on TV.
- The information sources in Northern Ireland were slightly more balanced – Northerners did not nominate any particular medium as being significantly ahead of others.
- Among those who were aware of Palliative Care Week, the outcome was positive – Nearly four in five Southerners felt they were more informed as a result of the campaign, with nearly two thirds (63%) of Northerners feeling similarly.
- Taking a step back, the overriding consensus in both regions was that Palliative Care is both beneficial for anyone with an non-curable disease, and that it supports family, friends and carers both *during* and *after* an illness.
- Understanding of the various strands of Palliative Care was consistently higher in the South.
- Encouragingly, among those aware of the campaign, their understanding of this Care was significantly higher in nearly all instances, in both regions. These significant gaps in awareness suggest that the October campaign was successful in educating the public of the function and purpose of this service.

KEY RELATIONSHIPS

- One to one meetings with Minister Kathleen Lynch, the Public Health Agency, the Northern Ireland Health and Social Care Trusts and the HSE in which engagement and support was secured
- Ministers for Health in NI and RoI engaged and quoted in two campaign press releases
- HSE and PHA engaged and quoted in one press release
- Web link to campaign placed on Home Page of PHA and HSE websites
- Campaign details issued on internal HSE bulletin to 60,000 staff
- Large volume of positive messages and feedback received and strong sentiment of engagement and support across the sector.
- Dozens of events held across the island.

ADVERTISING

- €64,000 spent on radio, newspaper and online advertising North and South
- An estimated €150,000 of media advertising delivered against the spend
- An estimated advertising reach of 1.2m people (900,000 RoI and 300,000 NI)
- The advertising buy included:
 - 7 ads in *Irish Independent* (one free of charge)
 - 1 ad in *Sunday Independent*
 - 7 ads in *Belfast Telegraph*
 - 1 ad in *Irish News* (at knockdown rate)
 - 1 ad in *Newsletter* (full page at knockdown rate)

 - 26 radio ads on *Newstalk*
 - 12 radio ads split between *RTE Radio One* & *Lyric FM*

- 18 ads on RoI Regional Stations package
- 26 radio ads on *U105*
- 24 radio ads on *Downtown / Cool FM*
- 120 radio ads across NI *Q Radio Network*
- A week of online advertising in independent.ie (Irish Independent)
- Estimated 600 click throughs from online ads in Irish Independent (the expected norm for the package we bought is 300.)
- A week of online advertising on Belfast Telegraph.co.uk

MEDIA – summary of media coverage in Appendix B

- Three press releases issued to all media national, local and medical - print, broadcast and online - with versions tailored and issued separately for RoI and NI.
- PHA provided support with distribution on NI press materials
 - Approx 60 national and local newspaper articles, mix of North / South
 - Approx 25 radio interviews national and local, mix of North / South
 - TV coverage on RTE Morning Edition and TV3 Ireland AM

WEBSITE

(These figures are approximate)

- 4,000 visitors to campaign website www.palliativecareweek.com
- 7,500 page views
- Visitors - 40% from RoI, 33% UK and 22% USA

SOCIAL MEDIA

- 36 tweets issued by AIHPC
- 224 tweets from on Twitter with campaign hashtag #pallcareweek

PACKS, DATABASES & UPDATES

- Dedicated campaign information packs were designed and distributed including a communications toolkit, information leaflets, posters, bookmarks and document folders.
- A hard a soft copy campaign database developed and content distributed
- Four 'Campaign Update' emails were issue with campaign database
- Approximately 2,000 hardcopy packs distributed.

