

# Sandwell Better Endings – End of Life Care Strategy 2021 – 2026:

## Aim: To deliver 6 promises for people in Sandwell

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### Improving Awareness

- Raising general awareness about death, dying and inequalities in different communities
- Helping local organisations keep up to date to better support people
- Helping people make informed choices (e.g. dying where they want to die)

#### Key Outcome:

To ensure people who are approaching the end of life can access the right information at the right time, in the right place

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### Ensuring Communication

- Communicating key messages about death and dying with statutory, voluntary and community organisations and the public
- Developing information on the services and support available in a variety of formats

#### Key Outcome:

To make talking about death and dying less of a taboo subject.  
To ensure those at the end of life have the opportunity to plan ahead, receive good end of life care and be able to die in accordance with their wishes

3

### Providing Education Opportunities

- Develop and identify education opportunities for patients and the public, including children and young people
- Promote e-learning for volunteers, patients and the public

#### Key Outcome:

To ensure patients / the public have access to a range of educational opportunities around death and dying

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### A Skilled Workforce

- Encourage ALL organisations to identify their own training needs
- Identify existing resources
- Developing 'train the trainer' approaches for the community / voluntary sector, residential homes etc.

#### Key outcome:

To ensure professionals coming in to contact with those at end of life will receive the support, awareness and training needed, from knowledgeable and skilled professionals and via other channels

5

### Service Development

- Explore opportunities to enable seamless delivery of integrated care across different organisations
- Ensure wider reach to support seldom heard communities
- Work with partners to explore the compassionate neighbours approach and better collaboration

#### Key outcome:

To ensure earlier intervention via continuous service improvement and opportunities to reach out as widely as possible.  
To improve people's end of life care experience regardless of organisation  
To achieve key multi-organisational outcomes for end of life care as identified by the Integrated Care Partnership Boards

6

### Policy

- Support local organisations, both statutory and community / voluntary to review and develop policies that support the delivery of high-quality End of Life care and bereavement support aligned to the national 'Ambitions for End of Life care'

#### Key outcome:

To ensure that key local organisations lead by example in the review and implementation of policies  
To ensure those living and working in Sandwell can benefit from agreed policies