

Canadian Hospice Palliative Care Association

Advance Care Planning Day Report 2016

June 2016

Advance Care Planning Day 2016 Campaign

1. Introduction

To begin, Advance Care Planning is a process of reflection and communication. It is a time for you to reflect on your values and wishes, and to let your substitute decision maker know what kind of health and personal care you would want in the future if you were unable to speak for yourself. It is applicable to everyone, not just those who are sick and/or elderly.

Since 2012, April 16th has marked the day for National Advance Care Planning in Canada, serving as a reminder not only to start these important conversations with your substitute decision maker(s), but to review your wishes, if applicable. Each year, as part of Advance Care Planning (ACP) day, we choose unique campaign themes which guide the development of materials and resources for the ACP day toolkit.

2. Overview of ACP Day 2016 Campaign

Without a doubt, this year's ACP Day (April 16th) was a success. With the assistance of Channel 3 Communications, "Speak Up" developed resources for two ACP day campaigns: "What's Your Excuse" and "Are you a Substitute Decision Maker." These resources were translated and used by a variety of stakeholders across the country.

In addition, both print and radio media engaged with the Speak Up team to promote ACP Day coverage. A new social media platform called "Thunderclap" was used this year as a way to deliver a unified message through Facebook, Twitter, and Tumblr on ACP day. Our goal of 100 pledges was exceeded. A survey was sent to the stakeholders following April 16th to gather information about the nationwide ACP Day events. The outcomes are listed below.

3. Sales of resources

Many of our Stakeholders purchased Speak Up resources for their local use on and around April 16th. The results of these sales are seen below.

Resource	Quantity Sold January-April 2016
Wallet Card	2,700
Bookmark	2,300
Ontario Quick Guide	60
National Quick Guide	200
National Workbook	330
Just Ask Discussion Guide	1,020
Just Ask Conversation Card	375
General ACP Poster	325
How do I do ACP Poster	500
Did you know? Poster	70
Head in the sand Poster	100

4. Partners'/Stakeholders' Activities

Thirty-six organizations reported their ACP Day activities to us.

Organization	Type of Organization	Activity
British Columbia Centre for Palliative Care	Regional health authority, LHIN, etc.	<u>Advance Care Planning e-package</u> Package was developed for organizations in B.C. Resources and stories were shared widely.
British Columbia Interior Health	Regional health authority, LHIN, etc.	ACP Day was published on the regional website, in newsletters, and in newspaper articles. Media talks and community-hosted activities were also supported.
Bruyère Continuing Care	We are a complex continuing care hospital.	Ran a notice across the information site about National ACP Day, but since it was on a Saturday, an entire ACP Awareness Week the week of May 2 nd - 6 th was completed.
Canadian Breast Cancer Network	Community based service organization	ACP Day was included in the organization's newsletter.
Canadian Partnership Against Cancer		Lunch and learn for ACP Day with 40 people. The Speak Up tools and videos were shown. The CHPCA wordlist and Ontario Power of Attorney forms were handed out. Attendees were directed to the Speak Up website. Conversation Care Cookies were also used and an explanation was provided about the IHI work. An email was sent to all of the members of the PEOLC Network of CPAC about the National ACP Day Toolkit.
Canadian Virtual Hospice	National Website (palliative, end-of-life care, loss and grief)	Social Media Engagement (Twitter, Facebook, LinkedIn, Google Plus).
Canadian Working Group on HIV and Rehabilitation	Community based service organization	ACP Day messages were shared via the agency Twitter and Facebook pages.
The Centre for Education and Research on Aging & Health (CERAH), Lakehead University	University	Social media engagement using the Speak Up national campaign materials. Additionally, participated in the Thunderclap initiative and the Look Who's Talking campaign. Finally, an education session for health care providers - face to face, via the Ontario telemedicine network and webcast across Ontario was provided.
Center for Studies in Aging & Health	Knowledge Transfer & Exchange Center. Research	Partnered and collaborated with Providence Care Hospital to promote ACP Day the week of April 11-16 by posters, handouts and wallet cards at the main entrances of the three sites. Partnered with the Communication Department to inform staff and the

		public of the benefits of ACP on the hospital website and posted a brief statement about the Center's work on ACP education over the past year in the SE LHIN. Additionally, the organization shared wallet cards and Ontario Speak Up workbooks with the local hospital.
College of Family Physicians	National organization	See Figure 1 below.
The Council on Aging in Ottawa	Charitable organization to improve quality of life of seniors	Luncheon with Sharon Carstairs providing keynote address. Speak Up bookmarks were distributed.
Erie St. Claire LHIN	Regional health authority, LHIN, etc.	Press release shared using Speak Up material.
Fraser Health Authority	Regional health authority, LHIN, etc.	To reach the 12 communities of the health authority, a communications plan has been developed. The following groups are being targeted: primary care physicians, acute care physicians and general health providers. Additionally, targeted letters will be sent to the 12 mayors of the authority's regions and their MLAs. The letters will have both national and Fraser Health information about ACP Day. Finally, a board meeting is trying to be scheduled with the Fraser Health Board and Executive, stickers that say "are you a SDM?" will be created and a social media strategy will be created.
Fraser Northwest Division of Family Practice	Fraser Northwest Division of Family practice (A non profit of GP's supported by the Ministry of Health and Doctors of BC)	260 health care providers attended the organization's mini-ACP fair in the lobby of the Royal Columbian Hospital. The attendees were asked, "Did you know you are probably a TSDM? Would you be prepared?" After the discussions with attendees, they received coffee, chocolate and a zany photo in the photo booth wearing "ACP Matters" buttons.
Hamilton Health Sciences	Clinical Ethicist	Hamilton Health Sciences completed the following events: <ul style="list-style-type: none"> • Article published in the Hamilton Spectator and Waterloo Record • A poster was printed and displayed in all areas of the six HHS sites • A memo describing the importance of ACP was sent out to all leadership to bring awareness to ACP Day. • The public relations department also creating another poster for the McMaster Children's hospital that was targeted towards the staff engaging in their own ACPs with their loved ones.

		<ul style="list-style-type: none"> • The public relations department supported a one-hour twitter session to bring public awareness to ACP within our community and among the HSS followers. • An ACP button was created for the HHS intranet homepage that stored the interactive twitter discussion for staff to view. During the twitter session the ACP and SDM videos were tweeted. • The ethics department created an ACP tab on the ethics at HHS intranet website that contains a brief definition of ACP and a number of resources available for staff to access for their own learning and to provide for their patients and families. • The following site contains the Speak-up campaign toolbox and additional materials and videos published by Speak-Up. • The public relations department created a video, published on Vimeo which was shared on Twitter and uploaded on the ethics at HHS intranet site. The video discusses the importance of ACP. • Ethics Grand Rounds on April 13th titled “what’s your excuse” brought awareness to staff and physicians on the use of ACP created by patients, the role of the SDM and resources they could use and share with family, friends and patients. This presentation was telecasted to 13 other sites across the LHIN. • HHS is partnered with a local Royal Bank investment group to present at a local community seniors achievement centre about the importance of a POAPC and the difference between the POAPC and POA finances. The talk also addressed the importance and process of ACP and the latter part of the presentation discusses resources available including the Speak-Up workbook (paper and new Ontario version on-line). 80 people were in attendance. RBC has set up a number of other local presentations that they have asked up to collaborate on in bring awareness to the role of the SDM and the process of ACP.
Health Care Reform	Palliative Care charity	Newsletter around ACP Day reference to Speak Up website and resources
Horizon Health Network New Brunswick	Regional health authority, LHIN, etc.	Display three Speak Up videos in lobby of building for 60 + people.
Hospice Waterloo Region	Hospice/hospice	Four education and engagement activities were

	coalition	organized: one for health/community leaders; one for health care providers; one for general public and one for rural older adult dining program, approximately 300 people attended. A social media ad campaign which directed individuals to the organization's updated website which has a focus on substitute decision makers. The social media campaigns resulted in an increase to the website over a two week period. Additionally, media coverage through newspapers, radio and television took place. Over 50 organizations received local ACP campaign kits to be used for displays and staff dissemination.
Health Prince Edward Island	Regional health authority, LHIN, etc.	Statement by a Minister in the House on importance of ACP.
Hotel-Dieu Grace Healthcare	Patient Advocate	In two locations in the hospital there were exhibits with books, brochures, and Youtube videos on display.
Leamington and Area Family Health Team	Family Health Team	Submitted two submissions to the Look Who's Talking campaign. The EMS education and an all staff meeting was held for the Family Health Team.
Life and Death Matters	Palliative Care Education	A blog post was created and shared widely. Care Planning Cookies were given to patients, families on April 15 th at Renfrew Victoria Hospital.
Michael Garron Hospital	Hospital	Showed "What's your excuse" Speak Up video in closed circuit hospital TV for month of April.
National Healthcare Decisions Days Initiative	National Not-for-Profit	Sent email to all members of the NHDD initiative with a link to Speak Up materials.
North Simcoe Muskoka Palliative Care Network	Regional health authority, LHIN, etc.	At an office building in downtown Orillia, a large chalkboard wall will be assembled. On the chalkboard it will say "before I die I want to..." the public is invited to fill in the chalkboard. ACP materials have been circulated.
Nova Scotia Cape Breton Health Authority	Regional health authority, LHIN, etc.	Public education blitz with two large cake slabs that reached approximately 120 people.
Nova Scotia Hospice Palliative Care Association	Hospice coalition	Nova Scotia Liberal caucus, Iain Rankin, MLA for Timberlea-Prospect, is encouraging Nova Scotians to consider the virtues of <u>advance care planning</u> in the event of a medical emergency.
The Outcare Foundation	Palliative Care Education	Newsletter on ACP Day, reference to Speak Up website.
Palliative Manitoba	Non-profit charitable organization	We participated in the thunderclap and shared ACP Day materials on social media (Twitter and Facebook). Earlier in the year the organization held an ACP Continuing Education evening for our volunteers who companion individuals on the PC program. Handouts were shared with volunteers at the organization's office and educational resources.
Pallium Canada	National Not-for-Profit	The organization supported the Thunderclap campaign and through social media on ACP Day.
Regina Qu'Appelle Health	Regional health	An article was published in the organization's e-link

Region	authority, LHIN, etc.	publication which is published weekly by the RQHR Communications Department. ACP Day material was also shared on the RQHR social media (Facebook and Twitter) and finally a scrolling link on the RQHR internal website which lead to a template to complete a SDM form or an advance care plan, National Speak Up resources were used.
Saint Elizabeth Health Care	National social enterprise and health care providers	The organization installed a Reflection Room at the Hospice Palliative Care Ontario conference in Markham, Ontario. The Reflection Room provides an opportunity for people to pause, reflect, remember and tell stories of their experiences with dying and death. We believe that storytelling will help us collectively to move from a death-avoiding to a death-discussing society.
Swan, Carty, Little & Bonham LLP	Law firm	Shared Speak Up news release with clients on firm's website.
VON Middlesex-Elgin	Community based service organization	An information session was held on April 25 th with nine individuals in attendance.



Figure 1.

5. Media

Radio:

- 630 CHED Edmonton, the Ryan Jespersen Show. Louise Hanvey, project director of Advance Care Planning Project in Canada participated in an interview regarding the national Speak Up campaign which aired Saturday April 16th. <http://www.630ched.com/the-ryan-jespersen-show/>
- News Talk 770 radio in Calgary, More Than Money show. This is a finance and lifestyle program, aimed primarily at a 50+ demographic which is transitioning to, or is already into retirement. It is co-hosted by Dave Popowich & Faisal Karmali. Louise Hanvey, director of the Advance Care Planning Project in Canada, was a guest on the radio show which aired Saturday April 16th. <http://www.newstalk770.com/schedule-3/>

Print:

28 print articles were identified.

Print Source	Date Published	Title Article and Content
Black Burn News	April 18 th 2016	<u>Advance Care Planning Improvements in Wellington County</u> Last year the Waterloo Wellington Local Healthcare Integration Network (LHIN) approved a \$1.2 million three year investment to ensure residents have greater access to information about advance care planning and to increase the quality of palliative care.
British Columbia Medical Journal	April 13 th 2016	<u>Promoting conversations for Advance Care Planning Day (April 16th)</u> The BC Centre for Palliative Care to lead a province-wide initiative to promote ACP in partnership with ACP leaders, health care providers, patients, and care givers, as well as ordinary citizens across BC.
Burnaby Now	April 14 th 2016	<u>Burnaby Hospital urges people to plan ahead for the care they want...and don't want</u> as National Advance Care Planning Day approaches on April 16, he is urging people, while they are still well enough, to talk to their families about what they want and don't want doctors to do for them if they ever get too sick to speak for themselves.
The Catholic Register	April 13 th 2016	<u>Ontario pledges more end-of-life care, says MPP</u> If the Supreme Court of Canada says Canadians have a right to a doctor's help in committing suicide, Ottawa South MPP John Fraser says we also have a right to timely access to quality palliative care.
The Chronicle Online	April 5 th 2016	<u>Pair of Speak Up information sessions designed to raise awareness about substitute decision making</u> Do you know who would make your medical decisions if you weren't able to make them yourself? More importantly, does that person know what your wishes are? Many people don't know the answers to those questions, and it's something the VON St. Thomas-Elgin, the West Elgin Community Health Centre and the national Speak Up campaign are working

		hard to change.
Digital Journal	April 4 th 2016	Advance care planning asks “Are you an SDM?” Someday, you may need to make medical decisions on behalf of a family member or friend, perhaps during a time of crisis. Would you know what to say or do?
Digital Journal	April 11 th 2016	<u>ACP asks “What’s your excuse?”</u> I'm too busy. It's bad luck. I'm too young. Those are just a few of the reasons that Canadians have for not having conversations with loved ones about what might happen if they couldn't make medical decisions for themselves. But now there's a perfect time to get talking – April 16th, also known as National Advance Care Planning Day.
The Fountain Pen	April 15 th 2016	<u>Health Unit offers Advance Care Planning Program</u> In 2015, as part of the Waterloo Wellington LHIN strategy to improve palliative care and give more residents the ability to die at home or in whichever location best matches their wishes - the Waterloo Wellington LHIN Board of Directors approved a \$1.2 million investment over three years for the development of a local initiative to provide residents with greater access to information about ACP.
Fraser Health Newsroom	April 11 th 2016	<u>No guarantees in life</u> Whether it be the end of a long, fulfilled life or one shortened by illness, each of us has the power to decide how we wish to live until that time. What matters to us? This is where the Advance Care Planning (ACP) process becomes important.
Fraser Health Newsroom	April 13 th 2016	"Trust me, you won't regret taking the time to talk" A thorough Advance Care Planning process includes ongoing conversations with close family/friend(s) and health care providers and is an essential element to ensuring health care treatments align with personal values and goals.
Fraser Health Newsroom	April 13 th 2016	<u>I want to live well, until I die</u> More and more doctors are starting to appreciate the merits of offering palliative care earlier rather than later. That way, we can not only relieve suffering, but prevent suffering in the first place. How? By identifying and treating the physical, psychosocial and spiritual pain that we know accompanies this natural process of dying.

Globe and Mail	April 19 th 2016	<u>End-of-life care: Assist your loved ones with clear instructions</u> If you want your wishes respected, you have to express them. Most Canadians don't do so. There are actually good workbooks available, free of charge online, that help get the process started.
The Hamilton Spectator	April 20 th 2016	<u>Planning for end of life: Having the conversation, before it's too late</u> Two of the most critical components of advance care planning are identifying a substitute decision maker, and communicating your wishes, values and health preferences with them.
Interlake Today	April 7 th 2016	<u>What is expected of you when you are a substitute decision maker</u> A substitute decision maker, or SDM, is an individual chosen to make medical decisions on behalf of another person if they are unable to do so for themselves. It's an important part of advance care planning, a process of reflecting on and communicating your future health care wishes to others. Legal requirements regarding SDMs are different in each province and territory.
Inside Ottawa Valley	April 24 th 2106	<u>Cookies kickstart conversation about advance care planning at RVH</u> Renfrew Victoria Hospital (RVH) championed National Advance Care Planning Day on Friday, April 15, by handing out 'care planning cookies' to inpatients, visitors and staff. Inside each fortune-style cookie was one of 17 questions intended to stimulate discussion about living and dying well, and what a person's wishes would be.
Langley Times	March 29 th 2016	<u>Planning for a Healthy and Wealthy Future</u> Day-long workshop facilitated by Cari Hoffman to discuss the concept of advance care planning and substitute decision making for health care decisions.
McMaster Optimal Aging Portal	April 4 th 2016	<u>Advance care planning and intensive care: Planning ahead for your end of life wishes</u> Procrastination is one of the main reasons people do not have an advance care plan. If you live in Canada, Dr. Howard recommends checking out the ' Speak Up ' campaign for advance care planning. Taking time now to plan for the possibility of these events can save you and your family from unwanted stress.
McMaster Optimal Aging Portal	April 7 th 2016	<u>Transitioning to end of life care: Communication is key</u> With both an aging population and an increase in treatment options to keep us living longer than ever before, it is time to rethink end-of-life care and communication. When elderly people become ill, it can be challenging for healthcare professionals to recognize when a patient is ready for the transition from curative care (managing and treating illness) to palliative care.
Northumberland Today	April 18 th 2016	<u>NHH providing information for Advance Care Planning</u>

		Death comes to us all, and this month Northumberland Hills Hospital is providing information about when you might need someone to make decisions about your health.
Northumberland View	April 13 th 2016	<u>Raising Awareness about the importance of Advance Care Planning</u> Northumberland Hills Hospital Professional Practice Leader Kayleen Peters and Dmitri Goold, a Nurse Practitioner with the Central East Community Care Access Centre's NPSTAT program, are sharing information with providers and community members at NHH as well as several local long-term care homes and primary care offices.
Orillia Packet & Times	April 18 th 2016	<u>Event focuses on importance of having care plan in place in the event of death</u> The goal of the event -- an initiative of the collective Advance Care Planning Champions of North Simcoe Muskoka -- was to raise awareness of advance care planning for anyone older than 16, said Amy Pritzker, community engagement lead with the North Simcoe Muskoka Hospice Palliative Care Network.
Orillia Today	April 15 th 2016	<u>Advance care planning no reason to be 'creeped out': Orillia agency</u> According to Amy Pritzker, community lead for the North Simcoe Muskoka Hospice Palliative Care Network, the subject of advance care planning may be one of the most important talks a person can have with family and friends.
Press Release Rocket	April 12 th 2016	<u>Women's College Hospital names Kathy Kastner of Best Endings Competition Winner, aligned with National Advance Care Planning Day</u> In preparation for her upcoming book, Death Kills And Other Things I've Learned From The Internet, Kastner accompanied Dr Sandy Buchman on home palliative visits to learn more about how people process what is happening when their loved one is dying.
Retired Scarborough Education Leaders Newsletter	April 16 th 2016	<u>Earl Campbell Look Who's Talking Submission</u>
Sudbury Star	April 15 th 2016	<u>Death Café will discuss taboo subject</u> The North East Local Health Integration Network is holding the event to stimulate conversation about death and dying. The session is not about grief support or counseling, but to discuss in a group an often taboo subject.
Sudbury Star	April 20 th 2016	<u>Last Days Planning</u> A pilot project launched in January at Health Sciences North is taking that discussion to patients and their families on the eighth floor of Ramsey Lake Health Centre's inpatient cardiology unit. The advance care planning pilot project will involve patients aged 85 and older, encouraging them to think about how they want to spend the last days of their lives.

Swan Lake Village Magazine	April 16 th 2016	<u>Earl Campbell Look Who's Talking Submission</u>
Vernon Morning Star	April 13 th 2016	<u>Too few Canadians discussing future care</u> Recent polls have revealed that fewer than 50 per cent of Canadians have talked with their loved ones and nearly 40 per cent are actually 'creeped out' by the conversation.

6. Website Analytics

The success of this year's ACP Day is also visible in the statistics of our website www.advancecareplanning.ca. The number of visits to the website increased in the months leading to ACP day (we launched our 2016 Campaign kit in February) and so did the number of new visits to the website. There is also a notable increase compared to last year's stats.

	Visits 2014	Visits 2015	Visits 2016	New Visits 2014	New Visits 2015	New Visits 2016
January	3,261	4,741	5,028	2,337	3,307	3,248
February	3,652	5,532	8,507	2,483	3,782	5,168
March	4,591	7,013	7,182	3,055	4,641	4,222
April	6,837	8,987	9,804	4,798	6,266	6,715

Here is an overview of the ACP Day website statistics since 2013 to show the process of growth:

	April 16 th , 2013	April 16 th , 2014	April 16 th , 2015	April 16 th , 2016**
Visits*	814	821	1,267	430
Pageviews	2,465	2,532	4,053	949
New Visits	598	605	979	354
Top Outside Referrals	n/a	1. Appleby College Medical 2. uhn	1. Facebook 2. Twitter	1. Facebook 2. Twitter

*On an average day we have between 100 and 200 visits to our website.

**This year April 16th was a Saturday.

Our campaign kit webpage received a lot of traffic from February-April 2016 with over 2,300 page views.

GOOGLE ANALYTICS

Stats across your web properties



*Statistics from March 16-May 1, 2016

7. Look who's talking

As a way to help normalize the conversations on advance care planning, a “Look who's talking” page was featured on the Advance Care Planning website. We asked Canadians to take photos of them chatting with their family members and/or friends about their advance care plan, and to provide a personal quote to accompany each photo. To date, we have had over 30 submissions, some of which have come from high profile community members such as Kathleen Wynne, Eric Hoskins, and John Fraser. Hospice Palliative Care Ontario was integral in their support to the success of this campaign.

8. Twitter Analytics

We had very a successful ACP day on April 16th. The hashtag (#ACPDay2016) was picked up very quickly this year with organizations and groups, such as the Brain Tumour Foundation of Canada, College of Family Physicians Canada, Ontario Medical Association, Virtual Hospice, Alberta Health Services, Ontario Ministry of Health and Long Term Care, Palliative Manitoba, Cancer Care Ontario, Canadian Breast Cancer Network, Canadian Partnership Against Cancer, The Royal College of Physicians and Surgeons of Canada, Fraser Health. The following are the social network metrics for ACP Day.

Followers:

- As of March 10th, we had 2,317 followers on twitter
- As of May 11th, we increased to **2,439** followers.

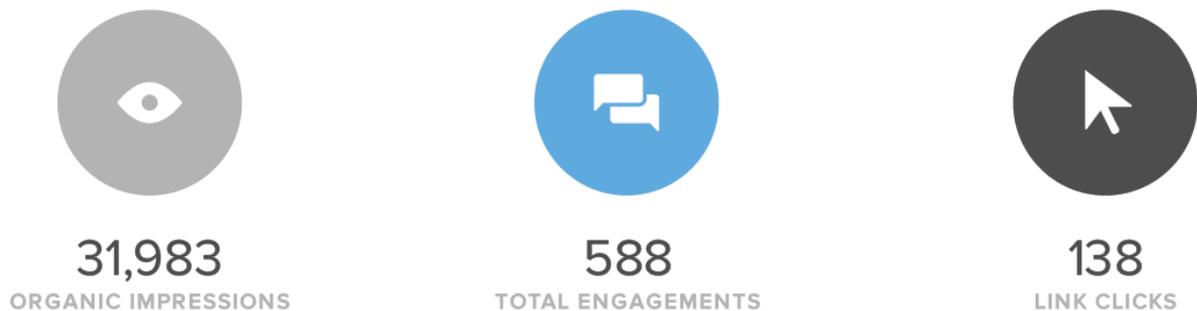
April 16, 2016 (Saturday):

- 8 tweets from ACP account on ACP Day
- 36 re-tweets of our ACP Day tweets
- Organic Impressions: 3,902 (number of times users saw our tweets on Twitter)
- Link Clicks: 24 (number of times users clicked on URLs)

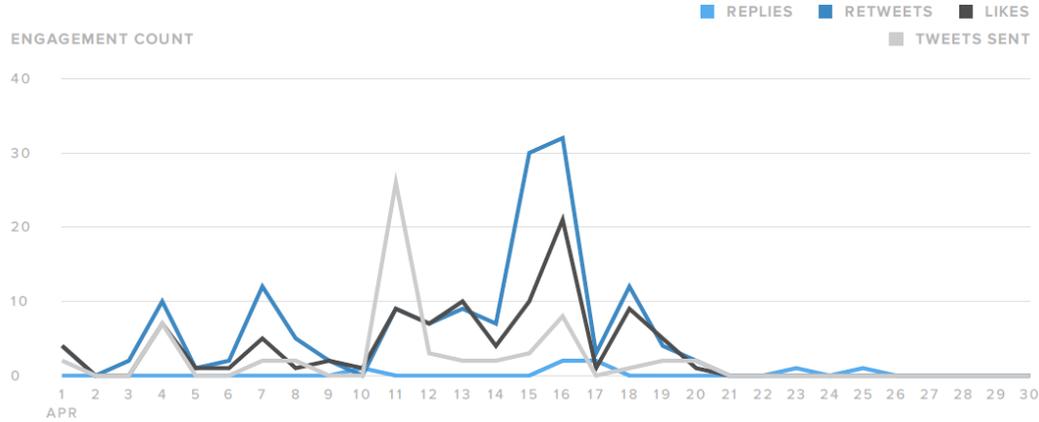
April 2016:

In April, there was a surge in organic impressions (the number of times a user saw our tweets on Twitter) and engagements (the number of times a user interacted with a tweet – clicks, retweets, replies, follows, likes, links, etc.). [See Twitter Activity Overview]

Twitter Activity Overview



Audience Engagement



ENGAGEMENT METRICS	TOTALS
Replies	7
Retweets	153
Retweets with Comments	21
Likes	99
Engagements per Follower	0.2
Impressions per Follower	13.2
Engagements per Tweet	9.5
Impressions per Tweet	515.9
Engagements per Impression	1.8%

The number of engagements increased by
▲ 1,737.5%
 since previous month

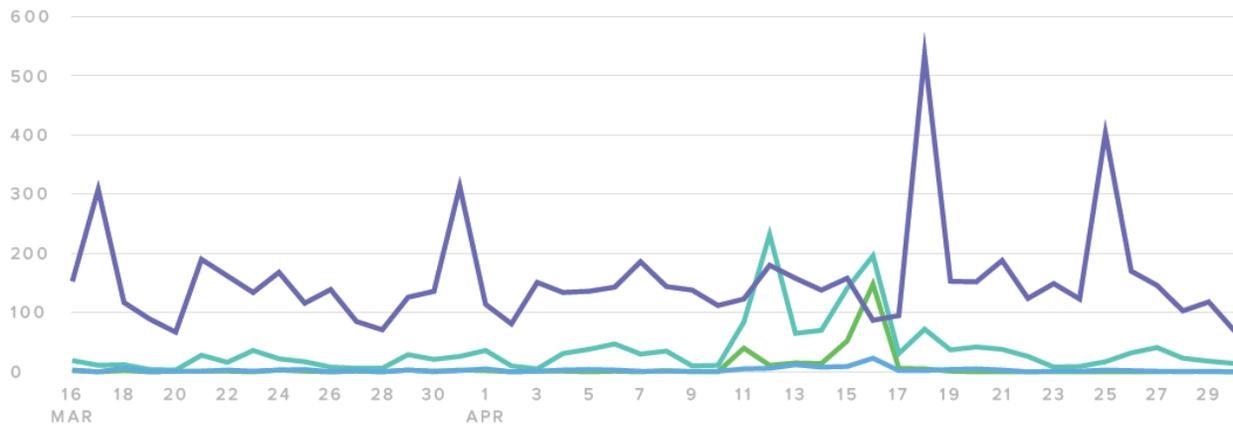
The number of impressions per Tweet increased by
▲ 672.2%
 since previous month

Twitter Listening Report (March 16-April 30, 2016)

The following charts and figures provide a look at the trending keywords on Twitter leading up to and after ACP Day 2016. We tracked keywords: ACPDay2016, Advance Care Planning, Advance Care Plan, Speak Up. The charts show a spike of activity/volume of tweets using these keywords leading up to ACP Day. There was a growth trend of 1,182.6% for #ACPDAY2016 and 171.6% for #AdvanceCarePlanning. This is determined by calculating change between volume of tweets in the first and second halves of the report period.

Keyword Volume

VOLUME, BY DAY



ACPDAY2016
acpday2016

Advance Care Planning
advance-care-planning

AdvanceCarePlan
advancecareplan

SpeakUp
speakup

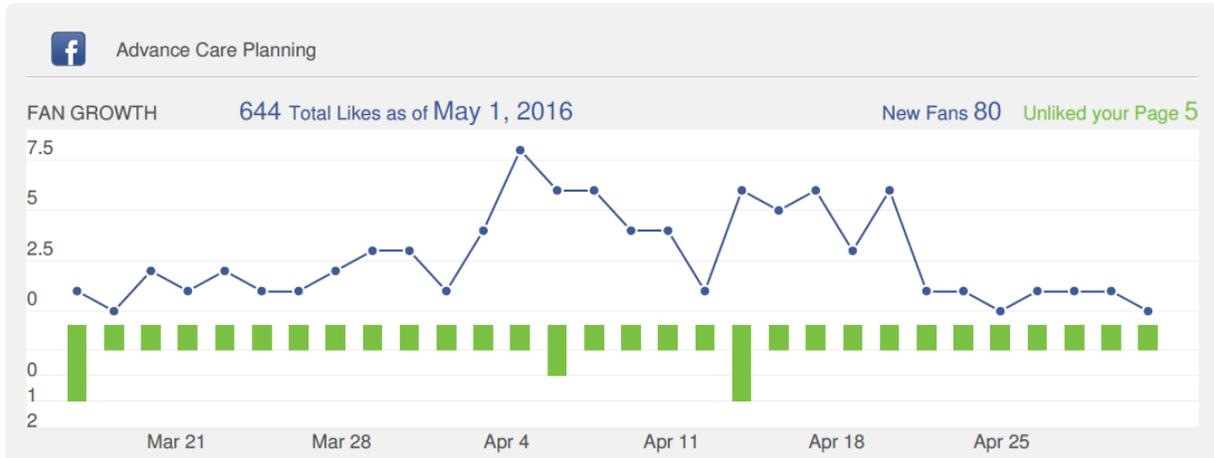
Stats by Keyword

Twitter Keyword	Average per Day	Total Volume	Growth Trend
ACPDay2016	7	318	1,182.6%
Advance Care Planning	37	1,713	171.6%
AdvanceCarePlan	3	138	93.6%
SpeakUp	154	7,086	13.5%

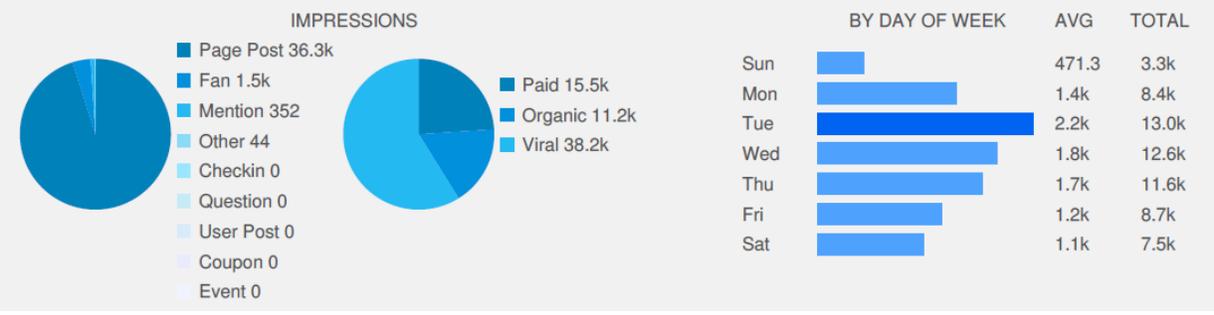
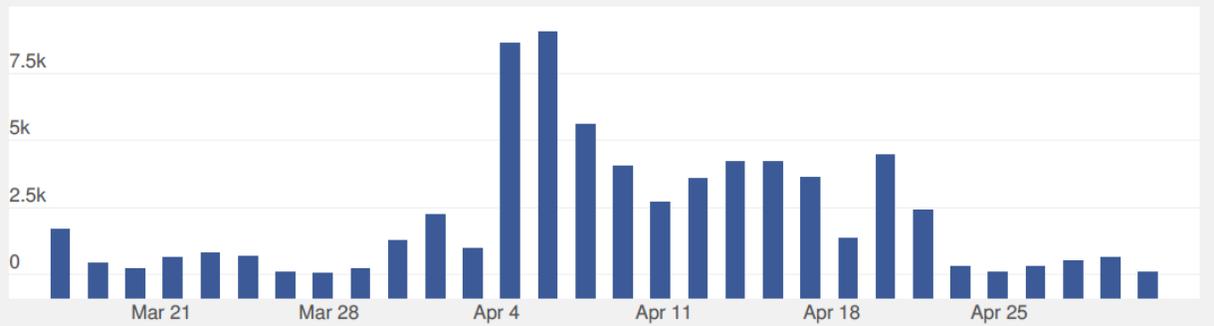
9. Facebook Analytics (March 16 – May 1)

- As of March 10th, we had 569 fan likes.
- As of May 1st, we had an increase in fan growth to 644 likes.
- Page Impressions: 65, 215 by 41,247 users (total number of times any Facebook user (fan or non-fan) saw any content associated with our Page)

FACEBOOK PAGE REPORT from March 16, 2016 - May 1, 2016



PAGE IMPRESSIONS Impressions 65,215 by 41,247 users



10. Thunderclap

On April 16, a unified message from all of our supporters broadcasted simultaneously on social media and made a big impact. It helped us get heard across the country by saying something together.

Statistics for our Thunderclap:

Advance Care Planning in Canada

La planification préalable des
soins au Canada

Speak Up · Parlons-en

Start the conversation about end-of-life care | Dialogue sur les décisions de fin de vie

Unique Supporters	136 of 100
Total Percentage Complete	136% of Goal
Total Social Reach	128, 895 people
Total Facebook Supporters	90
Total Twitter Supporters	61
Total Tumblr Supporters	1