
WORKSHOP ABSTRACT

Integrating health promotion and palliative care: improving determinants of health and well-being in the context of serious illness and the end of life

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Background: Growing evidence shows that using a health promotion approach in palliative care can have a positive impact on health outcomes in patients, their families and communities, yet, the relevance and importance of stimulating health and well-being in the context of serious illness and the end of life is often still not understood or recognized.

Objectives: With this workshop we aim to 1) provide more knowledge on the integrated approach of health promotion and palliative care, focusing on its practical applications and the partnerships it entails, 2) reflect with the participants about the added value of this integration throughout individual life courses, within communities and society as a whole, 3) discuss if and how this approach could be applied in the work or organization of the participants.

Format: The speakers will first give a brief overview of the conceptual overlap between health promotion and palliative care, their integration and the professional developments that have resulted from this. After, three short presentations on concrete examples of this integration in practice will be given with an emphasis on the different types of partnerships involved. To stimulate the group discussion on the added value of integrating health promotion and palliative care, we follow with a fictional life story of a person who at different times of her life is confronted with serious illness, loss and the end of life. Afterwards, participants are invited to reflect and debate on the relevance and potential of this approach in their own line of work. We end with a short summary of key messages and offering participants the chance to give final reflections and feedback on the subject as well as structure of the workshop.

For whom?: Anyone active in the policy, practice, advocacy or research surrounding palliative and end-of-life care and/or health promotion.

Time schedule (90' duration):

- part 1 (5'): 'Introduction' by Anne-Lore Scherrens
- part 2 (5'): 'Integrating health promotion and palliative care: from conceptual overlap towards new partnerships and promising applications in practice' by Marjolein Matthys
- part 3 (15'): 'Three short (3x5') presentations offering concrete examples (the Belgian 'My Care My Voice' intervention, the Swedish DöBra cards and the development of a public awareness

Matthys: Integrating health promotion and palliative care: improving determinants of health and well-being in the context of serious illness and the end of life

campaign on palliative care in Flanders, Belgium)' by Anne-Lore Scherrens, Marjolein Matthys and Leen Van Brussel

- part 4 (25'): Departing from a fictional life story and applying a socio-ecological lens, group discussion on the added value of the integrated approach of health promotion and palliative care
 - part 5 (25'): Group discussion on the relevance and potential of the integrated approach in the context of the participants' work
 - part 6 (10'): Closing reflections (participants and speakers)
- (5' extra)