

Talking about end-of-life: The last taboo topic

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It used to be taboo to talk about contraception and same sex relationships, but not so today. Yet when it comes to talking about preferences for end-of-life care people squirm and change the subject. By not planning, discussing and making known one's preferences, people are risking having the very ending they can't bear thinking about. Health Issues Centre (HIC) is an Australian consumer health peak-body and aims to ensure consumers have a voice in healthcare decision-making and the information they require to make informed health decisions. In particular, HIC seeks to hear the voices of the marginalized, diverse and vulnerable through a Model of Consumer Influence.

Using a social listening methodology (eight focus groups), HIC identified that a consumer awareness campaign around end-of-life decision making was going to need a re-envisioned

approach. More posters, brochures and even a better form weren't going to encourage people to have the important conversation about end-of-life care preferences, let alone develop an advance care plan. In response, HIC has developed innovative ways of engaging with consumers using art, performance, Vox-pop videos and workshops to create a safe, humorous and contemplative environment to encourage end-of-life conversations.

Incorporating videos, this presentation will explore two such interventions: Unspoken: What will become of me? (a touring art and performance event which has travelled to over ten locations in 2018); and Is this what I would want in the end? (a wax model of an elderly lady requiring intensive care).

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