

Palliative Care Report

Prepared for TTC Advertising

By



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M e t h o d o l o g y & L o g i s t i c s

Study Sample

- A total of 275 randomly selected residents of Sudbury – Manitoulin area 30 years of age and older were interviewed.

Survey Method

- The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. A total of 20% of all interviews were monitored and the management of Oraclepoll Research supervised 100%.

Logistics

- The surveys were conducted between the days of September 28th and November 30th 2006. Initial calls were made between the hours of 6:00 p.m. and 9:00 p.m. Subsequent callbacks of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 7 times (from 10:00 a.m. to 9:00 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact. If no contact was made at a number after the seventh attempt, the number was discarded.

Confidence

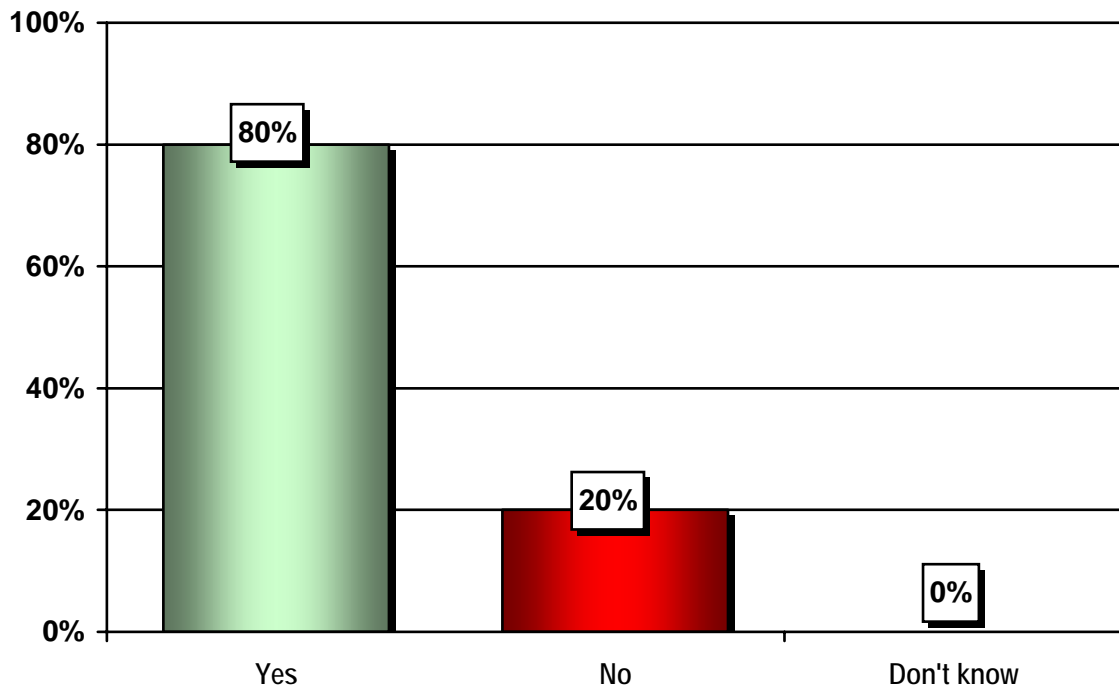
- The margin of error for the 275-person survey is $\pm 5.9\%$, 19/20 times.

Executive Summary

Palliative Care

Respondents were first asked if they were familiar with the term palliative care.

Are you familiar with the health-related term "palliative care"?

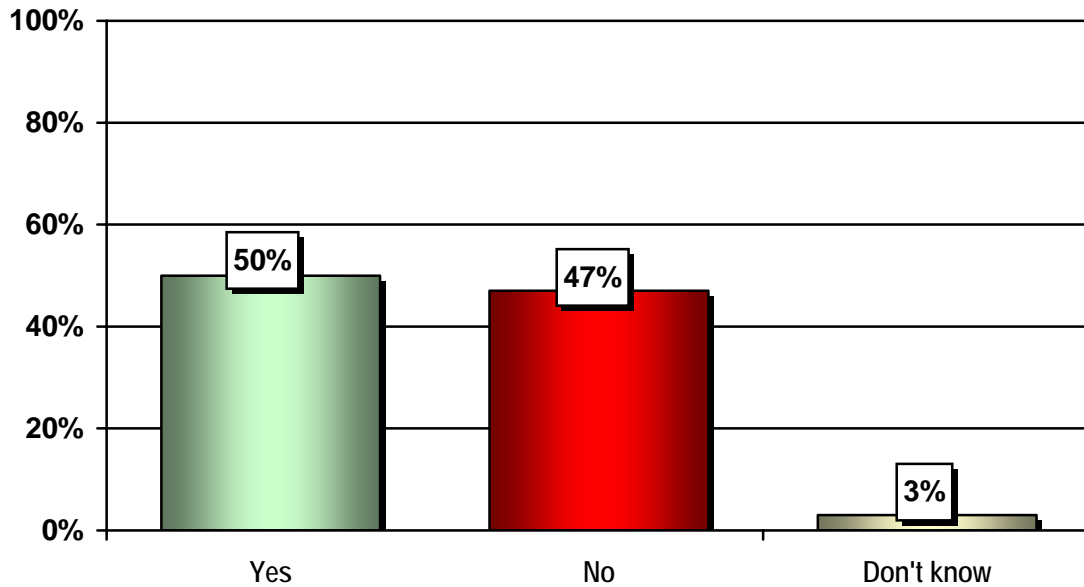


Eight in ten residents surveyed stated that they were aware of the term palliative care with more females (87%) than males (66%) being aware of the term. Those aware of term were then asked what it meant to them with 51% stating to take care of the terminally ill, 20% take care of the elderly, 14% taking care of those ill, 3% home care, 2% support for families and 1% long term care. 10% were unsure or did not know what the term meant.

Hospice Services

Respondents were then asked about hospice services.

Are you familiar with the health-related term "hospice care"?

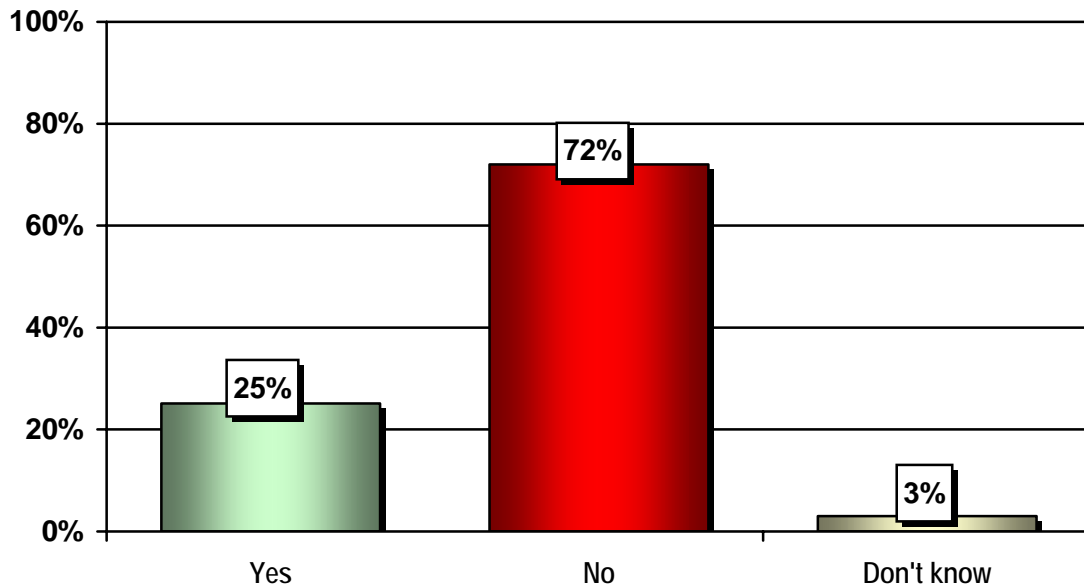


Slightly less than half or 47% of respondents were aware of the term hospice care. Once again more females (57%) than males (34%) were aware of the term as were 45-54 year olds (59%). 34% of those aware of the term stated that it is a residence for the terminally ill, 19% a place to care for the ill, 8% a shelter and 8% home care. A total of 14% did not know what the term meant.

Hospice Palliative Care

Respondents were also asked about hospice palliative care.

Are you familiar with the health-related term "hospice palliative care"?

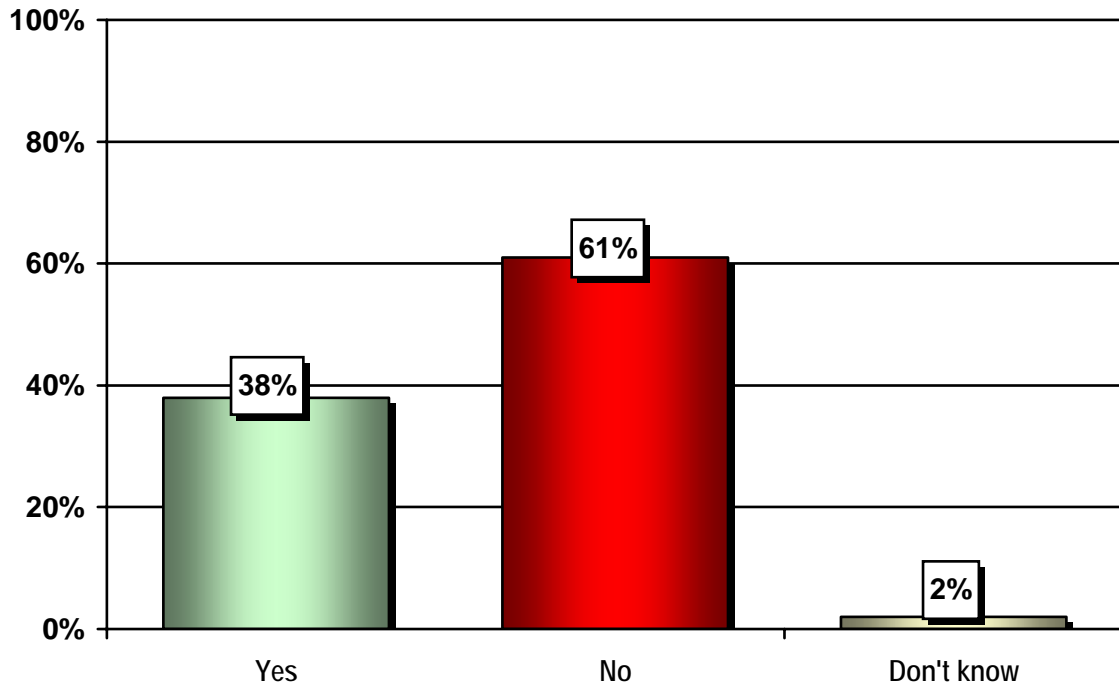


Only one-quarter of those surveyed were aware of the health related term hospice palliative care, with awareness being highest among 45-54 year olds (33%) and females (28%) compared to males (18%). When asked what it meant, those aware of the term named a place to take care of the terminally ill (25%), a home for the dying (16%), a place to get palliative care (12%), home care for the dying (7%) and long term care for the elderly (6%), while 10% did not know.

Respite Care

Respondents were asked if they were familiar with the term Respite Care.

Are you familiar with the health-related term "respite care"?



A total of 38% of area residents are aware of the term respite care. 48% of those aware of the term said it meant relief care for the family, 13% stated short term out of home service, 7% temporary family care, 6% home care , 5% long term care and 4% nursing home care.

Organizations or Institutions

Respondents were read the following pre-amble and were then asked to name organizations that offer palliative care. Up to six responses were accepted from each respondent.

“In the Sudbury-Manitoulin region, there are a number of organizations and institutions that offer “palliative care” — which is defined as “compassionate companionship and support provided to the terminally ill and their families”.

“What organizations or institutions are you aware of that offer these services in our community?”

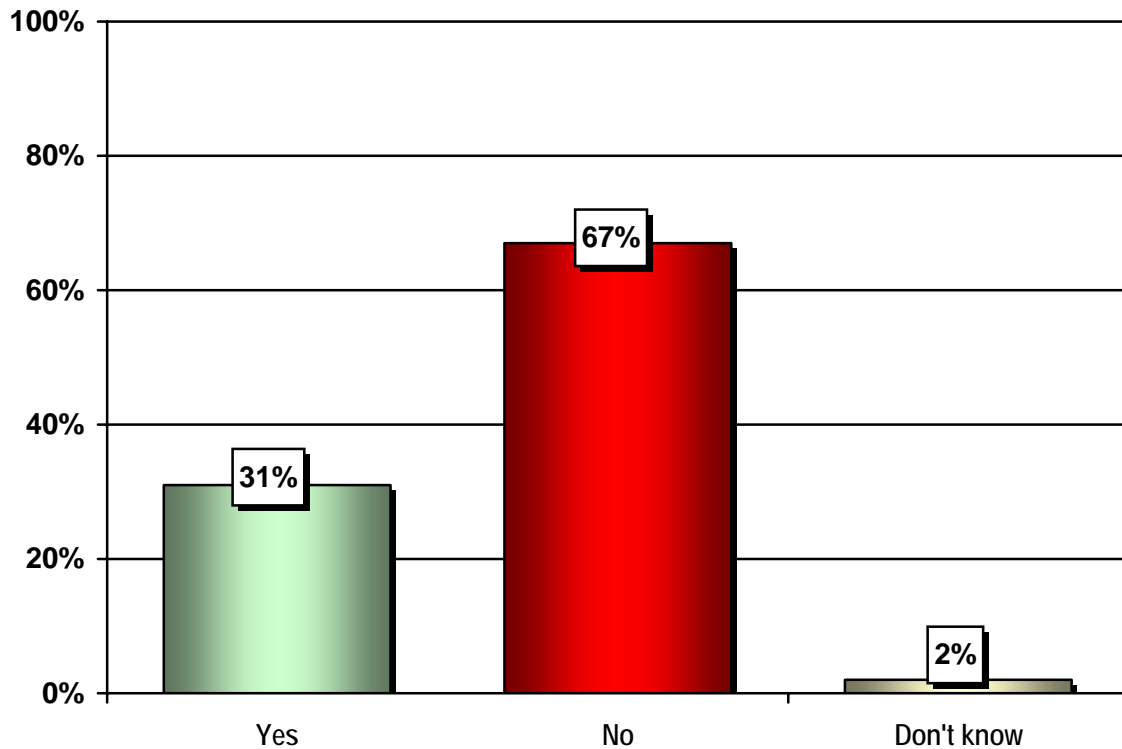
<i>Top 10 Organization or Institutions Named</i>	
<i>Don't know</i>	59%
1. Hospital	14%
2. Sudbury Regional Palliative Care Association (SRPCA)	6%
3. Northeastern Ontario Regional Cancer Centre	4%
4. Pioneer Manor	4%
5. Extendicare Falconbridge	3%
6. St. Joseph's Villa	3%
7. Extendicare York	3%
8. Community Care Access Centre	2%
9. Victoria Order of Nurses (VON)	2%
10. Manitoulin Centennial Manor	2%

59% of respondents were unable to name an organization or did not know of any, while only 6% recalled unaided the Sudbury Regional Palliative Care Association (SRPCA).

Sudbury Regional Palliative Care Association

Respondents were then asked specifically if they were familiar with the Sudbury Regional Palliative Care Association.

Are you familiar with the Sudbury Regional Palliative Care Association?



When asked specifically if they had heard of the Sudbury Regional Palliative Care Association, 31% stated that they had. Those most aware of the SRPCA were 55-64 year olds (34%), and females (34%) compared to males (25%).

A total of 26% of those aware of the SRPCA had heard of it in the media, 21% through a family or friend, 12% via advertising or a promotion, 9% had family that used their services, 8% at the hospital and 7% at work.

Sudbury Regional Palliative Care Association Services

Respondents familiar with the SRPCA (31%) were asked if they thought each of the following services are offered by the Sudbury Regional Palliative Care Association.

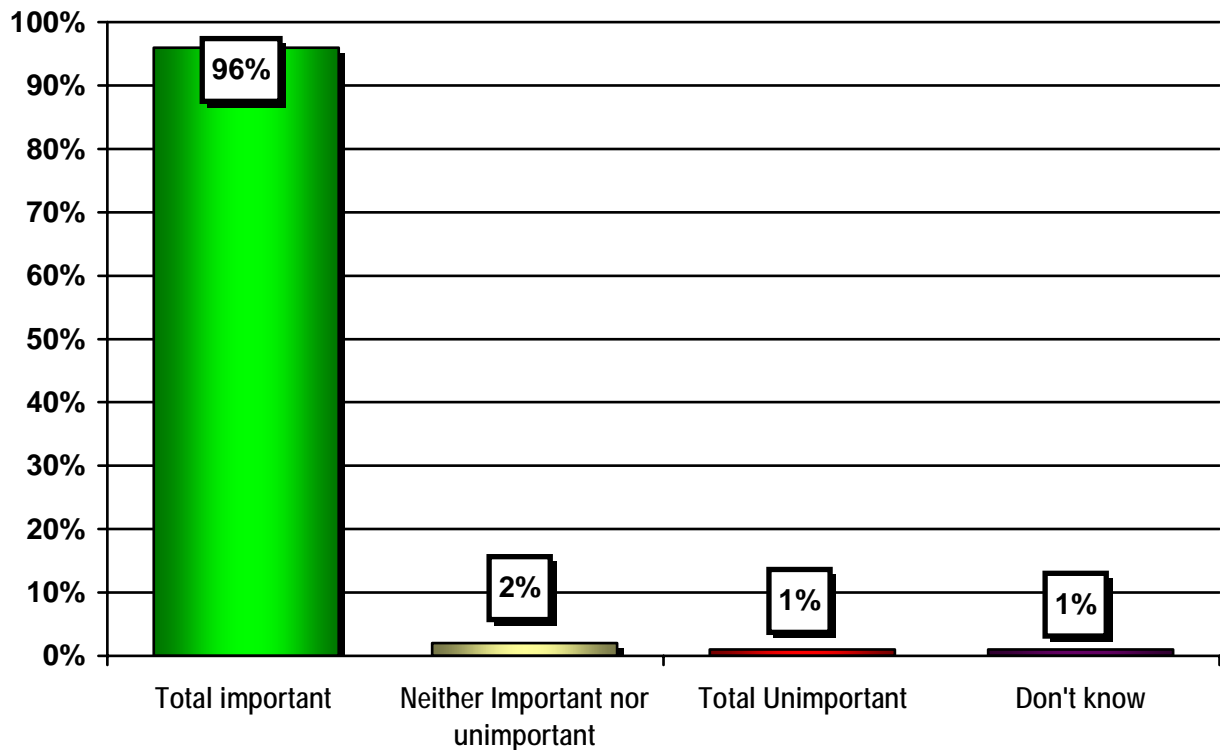
<i>“Of the following list please indicate Yes or No to which services you believe are offered by the Sudbury Regional Palliative Care Association”</i>	
Providing volunteer companionship and support for the terminally ill in their home	83%
Providing volunteer companionship and support for the terminally ill in a hospital or long term care facility	79%
Acting on behalf of the terminally ill and their families to help access community support services	79%
Educating volunteers, professionals and students on how to provide support services to the terminally ill	75%
Helping families through their grieving period after the loss of a loved one	74%

Those surveyed were aware that the SRPCA offered each of the above noted services and especially providing volunteer companionship in the home and hospital as well as helping to provide access to community support services.

Importance of Support Services

Respondents were asked about the importance of having easy access to compassionate companionship and support services that are free-of-charge and delivered by trained volunteers.

In your opinion, how important is it for the terminally ill and their families to have easy access to compassionate companionship and support services that are free-of-charge and delivered by trained volunteers?



A very high 96% of respondents stated that it is important (6%) or very important (90%) to have easy access to compassionate companionship and support services that are free-of-charge and delivered by trained volunteers compared to only 1% that did not feel it was important.

R e s u l t s b y Q u e s t i o n

Q1. Are you familiar with the health-related term "palliative care"?

		Valid Percent
Valid	Yes	80.0
	No	19.6
	Don't know	.4
	Total	100.0

IF NO OR DON'T KNOW GO TO Q3

Q2. What in your opinion, what does the term "palliative care" mean?

		Valid Percent
Valid	Take care of the terminally ill	50.5
	Take care of the elderly	19.5
	Taking care of those that are ill	13.6
	Don't know	10.0
	In home care	2.7
	Support families of the terminally ill	1.8
	Long term care	1.4
	Private institution	.5
	Total	100.0

Q3. Are you familiar with the health-related term "hospice services"?

		Valid Percent
Valid	Yes	49.8
	No	46.9
	Don't know	3.3
	Total	100.0

IF NO OR DON'T KNOW GO TO Q5

Q4. What in your opinion, what does the term "hospice services" mean?

		Valid Percent
Valid	Residence that care for the terminally ill and the dying	34.3
	Place to care for people with illness & need care	19.0
	Don't know	13.9
	When attendant goes to the house of patient	8.0
	Shelter	8.0
	Similar to palliative care	4.4
	Help for families that have relatives of the terminally ill	3.6
	A home for AIDS patients where they can be looked after	2.2
	Something like Extencicare	2.2
	Younger group of people with long term illness	1.5
	Taking care of the elderly	1.5
	Place provided for people who can't afford hospitalization	.7
	Service for women who have been abused	.7
	Total	100.0

Q5. Are you familiar with the health-related term "hospice palliative care"?

	Valid Percent
Valid Yes	25.1
No	71.6
Don't know	3.3
Total	100.0

IF NO OR DON'T KNOW GO TO Q7

Q6. What in your opinion, what does the term "hospice palliative care" mean?

	Valid Percent
Valid A place to take care of the terminally ill	24.6
A home that is available for people that are dying	15.9
A place where people can get palliative care	11.6
Don't know	10.1
In home service that is available for terminally ill	7.2
Long term care for the elderly	5.8
A combination of both palliative care and hospice	4.3
End of life care and care for people at their home	4.3
A place where AIDS patients are looked after	2.9
Volunteer care for palliative	2.9
Place for family members stay during ill patients get care	2.9
Nursing home for the elderly	2.9
Something related to un-medical support	1.4
Medically trained staff for care	1.4
Go to the hospital	1.4
Total	100.0

Q7. Are you familiar with the health-related term "respite care"?

		Valid Percent
Valid	Yes	37.5
	No	60.7
	Don't know	1.8
	Total	100.0

IF NO OR DON'T KNOW GO TO Q9

Q8. What in your opinion, what does the term "respite care" mean?

		Valid Percent
Valid	Relief care for the family / caregiver	47.6
	Don't know	18.4
	Short term out of home services	12.6
	Temporary care to support the families	6.8
	Care given in the home	5.8
	Long term care	4.9
	A nursing home/ seniors home	3.9
	Total	100.0

Palliative Care – Report

In the Sudbury-Manitoulin region, there are a number of organizations and institutions that offer “palliative care” — which is defined as “compassionate companionship and support provided to the terminally ill and their families”.

Q9. What organizations or institutions are you aware of that offer these services in our community? Combination of Mention 1 - 6

		Valid Percent
Valid	Don't know	47.2
	Hospital	14.3
	Sudbury Regional Palliative Care Association (SRPCA)	5.8
	NE Ont. Regional Cancer Centre	3.8
	Pioneer Manor	3.8
	Extendicare Falconbridge	3.2
	St. Joseph's Villa	2.9
	Extendicare York	2.6
	Community Care Access Centre	2.3
	Victoria Order of Nurses (VON)	2.0
	Manitoulin Centennial Manor	1.7
	Maison la Paix	1.5
	Churches	1.5
	Wikwemekong nursing home	1.2
	Meals on Wheels	.9
	Bayshore home health	.9
	Finlandia	.6
	Residential Hospice	.6
	Retirement homes	.6
	Manitoulin Lodge	.6
	Elizabeth Centre	.3
	United Way	.3
	Women's Auxilary	.3
	Victims services	.3
	We care homecare	.3
	March of Dimes	.3
	Algoma Manitoulin Palliative care service	.3
	Total	100.0

Q9. What organizations or institutions are you aware of that offer these services in our community? Mention 1

	Valid Percent
Valid Don't know	58.9
Hospital	14.2
Sudbury Regional Palliative Care Association (SRPCA)	6.9
NE Ont. Regional Cancer Centre	2.5
Victoria Order of Nurses (VON)	2.5
Community Care Access Centre	1.8
Extendicare Falconbridge	1.5
Manitoulin Centennial Manor	1.5
St. Joseph's Villa	1.1
Pioneer Manor	1.1
Maison la Paix	1.1
Wikwemekong nursing home	1.1
Extendicare York	.7
Meals on Wheels	.7
Churches	.7
Bayshore home health	.7
Residential Hospice	.4
Women's Auxilary	.4
Victims services	.4
Retirment homes	.4
We care homecare	.4
Manitoulin Lodge	.4
March of Dimes	.4
Algoma Manitoulin Palliative care service	.4
Total	100.0

Q9. What organizations or institutions are you aware of that offer these services in our community? Mention 2

		Valid Percent
Valid	Hospital	19.4
	Extendicare Falconbridge	13.9
	Pioneer Manor	13.9
	Churches	8.3
	Community Care Access Centre	5.6
	NE Ont. Regional Cancer Centre	5.6
	Extendicare York	5.6
	St. Joseph's Villa	5.6
	Sudbury Regional Palliative Care Association (SRPCA)	2.8
	Elizabeth Centre	2.8
	Manitoulin Centennial Manor	2.8
	Maison la Paix	2.8
	Residential Hospice	2.8
	Wikwemekong nursing home	2.8
	Meals on Wheels	2.8
	Retirement homes	2.8
	Total	100.0

Q9. What organizations or institutions are you aware of that offer these services in our community? Mention 3

		Valid Percent
Valid	Pioneer Manor	21.1
	NE Ont. Regional Cancer Centre	15.8
	Extendicare York	15.8
	Hospital	10.5
	St. Joseph's Villa	10.5
	Community Care Access Centre	5.3
	Extendicare Falconbridge	5.3
	Maison la Paix	5.3
	United Way	5.3
	Manitoulin Lodge	5.3
	Total	100.0

Q9. What organizations or institutions are you aware of that offer these services in our community? Mention 4

		Valid Percent
Valid	Extendicare York	28.6
	Finlandia	28.6
	Hospital	14.3
	NE Ont. Regional Cancer Centre	14.3
	Extendicare Falconbridge	14.3
	Total	100.0

Q9. What organizations or institutions are you aware of that offer these services in our community? Mention 5

		Valid Percent
Valid	St. Joseph's Villa	60.0
	Pioneer Manor	20.0
	Bayshore home health	20.0
	Total	100.0

Q9. What organizations or institutions are you aware of that offer these services in our community? Mention 6

		Valid Percent
Valid	Manitoulin Centennial Manor	100.0

Q10. Are you familiar with the Sudbury Regional Palliative Care Association?

		Valid Percent
Valid	Yes	31.0
	No	66.7
	Don't know	2.4
	Total	100.0

IF NO OR DON'T KNOW GO TO Q13

Q11. How did you become aware of the Sudbury Regional Palliative Care Association?

	Valid Percent
Valid Through the media	26.3
Family, relative or friend	21.2
Advertising/promotion	12.1
Family has used their services	9.1
Hospital	8.1
Through work (works in healthcare)	7.1
Don't know	5.1
Friends or relatives have used their services	4.0
Volunteer	4.0
Other community health service	1.0
Took some of their courses	1.0
Through a golf tournament	1.0
Total	100.0

Q12. Of the following list, please indicate Yes or No which services you believe are offered by the Sudbury Regional Palliative Care Association:

Q12a. Providing volunteer companionship and support for the terminally ill in their home

		Valid Percent
Valid	Yes	82.8
	No	7.1
	Don't know	10.1
	Total	100.0

Q12b. Providing volunteer companionship and support for the terminally ill in a hospital or long term care facility

		Valid Percent
Valid	Yes	78.8
	No	9.1
	Don't know	12.1
	Total	100.0

Q12c. Acting on behalf of the terminally ill and their families to help access community support services

		Valid Percent
Valid	Yes	78.8
	No	8.1
	Don't know	13.1
	Total	100.0

Q12d. Helping families through their grieving period after the loss of a loved one

		Valid Percent
Valid	Yes	73.7
	No	11.1
	Don't know	15.2
	Total	100.0

Q12e. Educating volunteers, professionals and students on how to provide support services to the terminally ill

		Valid Percent
Valid	Yes	74.7
	No	8.1
	Don't know	17.2
	Total	100.0

Q12f. Anything else?

		Valid Percent
Valid	Yes	11.1
	No	78.8
	Don't know	10.1
	Total	100.0

Q12f. Anything else?

		Frequency
Valid	It would be nicer to have easier access to these services	1
	Support system is needed	1
	Essential service to help people who are grieving and mourning	1
	Probably help financially	1
	I thing palliative care includes ill people like MS victims and others, not necessarily dying	1
	As volunteers we would like them to subsidies our gas because most of us are retired	1
	Associated with churches	1
	Take patients to medical appointments, have good resources	1
	They help you if you need special equipment such as beds	1
	I believe they may be involved with VCARS	1
	Someone is very helpful that is there	1

Q13. In your opinion, how important is it for the terminally ill and their families to have easy access to compassionate companionship and support services that are free-of-charge and delivered by trained volunteers?

		Valid Percent
Valid	Not important	.7
	Neither important nor unimportant	2.2
	Important	6.5
	Very important	89.5
	Don't know	1.1
	Total	100.0

C r o s s t a b u l a t i o n s

		Q1. Are you familiar with the health-related term "palliative care"?		
		Yes	No	Don't know
D1. Which of the following age categories may I place you in?	30-44	83.1%	16.9%	
	45-54	77.8%	22.2%	
	55-64	79.5%	20.5%	
	65 & over	79.1%	19.4%	1.5%

		Q1. Are you familiar with the health-related term "palliative care"?		
		Yes	No	Don't know
D2. Gender	Male	65.9%	33.0%	1.1%
	Female	86.6%	13.4%	

		Q3. Are you familiar with the health-related term "hospice services"?		
		Yes	No	Don't know
D1. Which of the following age categories may I place you in?	30-44	50.7%	46.5%	2.8%
	45-54	58.7%	38.1%	3.2%
	55-64	53.4%	45.2%	1.4%
	65 & over	37.3%	58.2%	4.5%

		Q3. Are you familiar with the health-related term "hospice services"?		
		Yes	No	Don't know
D2. Gender	Male	34.1%	63.6%	2.3%
	Female	57.2%	39.0%	3.7%

		Q5. Are you familiar with the health-related term "hospice palliative care"?		
		Yes	No	Don't know
D1. Which of the following age categories may I place you in?	30-44	22.5%	74.6%	2.8%
	45-54	33.3%	65.1%	1.6%
	55-64	21.9%	72.6%	5.5%
	65 & over	23.9%	74.6%	1.5%

		Q5. Are you familiar with the health-related term "hospice palliative care"?		
		Yes	No	Don't know
D2. Gender	Male	18.2%	80.7%	1.1%
	Female	28.3%	67.4%	4.3%

		Q7. Are you familiar with the health-related term "respite care"?		
		Yes	No	Don't know
D1. Which of the following age categories may I place you in?	30-44	40.8%	57.7%	1.4%
	45-54	41.3%	55.6%	3.2%
	55-64	38.4%	58.9%	2.7%
	65 & over	28.4%	71.6%	

		Q7. Are you familiar with the health-related term "respite care"?		
		Yes	No	Don't know
D2. Gender	Male	22.7%	77.3%	
	Female	44.4%	52.9%	2.7%

		Q10. Are you familiar with the Sudbury Regional Palliative Care Association?		
		Yes	No	Don't know
D1. Which of the following age categories may I place you in?	30-44	17.5%	81.0%	1.6%
	45-54	31.0%	67.2%	1.7%
	55-64	40.6%	58.0%	1.4%
	65 & over	34.4%	60.9%	4.7%

		Q10. Are you familiar with the Sudbury Regional Palliative Care Association?		
		Yes	No	Don't know
D2. Gender	Male	25.3%	72.3%	2.4%
	Female	33.7%	64.0%	2.3%

Q12. Of the following list, please indicate Yes or No which services you believe are offered by the Sudbury Regional Palliative Care Association:

		Q12a. Providing volunteer companionship and support for the terminally ill in their home		
		Yes	No	Don't know
D1. Which of the following age categories may I place you in?	30-44	89.5%	10.5%	
	45-54	82.6%		17.4%
	55-64	87.5%	6.3%	6.3%
	65 & over	72.0%	12.0%	16.0%

		Q12a. Providing volunteer companionship and support for the terminally ill in their home		
		Yes	No	Don't know
D2. Gender	Male	80.8%		19.2%
	Female	83.6%	9.6%	6.8%

		Q12b. Providing volunteer companionship and support for the terminally ill in a hospital or long term care facility		
		Yes	No	Don't know
D1. Which of the following age categories may I place you in?	30-44	89.5%	5.3%	5.3%
	45-54	78.3%	8.7%	13.0%
	55-64	71.9%	12.5%	15.6%
	65 & over	80.0%	8.0%	12.0%

		Q12b. Providing volunteer companionship and support for the terminally ill in a hospital or long term care facility		
		Yes	No	Don't know
D2. Gender	Male	80.8%	3.8%	15.4%
	Female	78.1%	11.0%	11.0%

		Q12c. Acting on behalf of the terminally ill and their families to help access community support services		
		Yes	No	Don't know
D1. Which of the following age categories may I place you in?	30-44	89.5%		10.5%
	45-54	69.6%	13.0%	17.4%
	55-64	84.4%	6.3%	9.4%
	65 & over	72.0%	12.0%	16.0%

		Q12c. Acting on behalf of the terminally ill and their families to help access community support services		
		Yes	No	Don't know
D2. Gender	Male	73.1%		26.9%
	Female	80.8%	11.0%	8.2%

		Q12d. Helping families through their grieving period after the loss of a loved one		
		Yes	No	Don't know
D1. Which of the following age categories may I place you in?	30-44	78.9%	10.5%	10.5%
	45-54	69.6%	8.7%	21.7%
	55-64	78.1%	9.4%	12.5%
	65 & over	68.0%	16.0%	16.0%

		Q12d. Helping families through their grieving period after the loss of a loved one		
		Yes	No	Don't know
D2. Gender	Male	69.2%	11.5%	19.2%
	Female	75.3%	11.0%	13.7%

		Q12e. Educating volunteers, professionals and students on how to provide support services to the terminally ill		
		Yes	No	Don't know
D1. Which of the following age categories may I place you in?	30-44	84.2%	15.8%	
	45-54	78.3%	4.3%	17.4%
	55-64	75.0%	3.1%	21.9%
	65 & over	64.0%	12.0%	24.0%

		Q12e. Educating volunteers, professionals and students on how to provide support services to the terminally ill		
		Yes	No	Don't know
D2. Gender	Male	69.2%	7.7%	23.1%
	Female	76.7%	8.2%	15.1%

		Q12f. Anything else?		
		Yes	No	Don't know
D1. Which of the following age categories may I place you in?	30-44	15.8%	84.2%	
	45-54		91.3%	8.7%
	55-64	15.6%	68.8%	15.6%
	65 & over	12.0%	76.0%	12.0%

		Q12f. Anything else?		
		Yes	No	Don't know
D2. Gender	Male	11.5%	76.9%	11.5%
	Female	11.0%	79.5%	9.6%

		Q13. In your opinion, how important is it for the terminally ill and their families to have easy access to compassionate companionship and support services that are free-of-charge and delivered by trained volunteers?				
		Not important	Neither important nor unimportant	Important	Very important	Don't know
D1. Which of the following age categories may I place you in?	30-44	1.4%		9.9%	87.3%	1.4%
	45-54	1.6%	1.6%	3.2%	93.7%	
	55-64			2.7%	97.3%	
	65 & over		7.5%	10.4%	79.1%	3.0%

		Q13. In your opinion, how important is it for the terminally ill and their families to have easy access to compassionate companionship and support services that are free-of-charge and delivered by trained volunteers?				
		Not important	Neither important nor unimportant	Important	Very important	Don't know
D2. Gender	Male	2.3%	2.3%	9.1%	83.0%	3.4%
	Female		2.1%	5.3%	92.5%	