

Kia kōrero | Let's talk advance care planning

The first public facing advance care planning campaign was launched in February. The Health Quality & Safety Commission is leading a five year strategy with support from DHBs. The five streams of work are promotions, resources, training, monitoring and evaluation and implementation. The campaign had a strong Māori focus and was primarily launched on digital platforms enhanced by a public relations strategy also. This approach and the campaign itself will be presented.