

Co-Production of an End of Life Care Partnership with the Orthodox Jewish Community in Salford



OVERVIEW

This project originated from a concern raised by a member Salford's Orthodox Jewish community regarding the provision of end of life (EOL) care provided to a relative in their home. To explore the systemic depth of this issue, a consultation and steering group were established, comprising of key health and social care partners in Salford, the VCSE sector and representatives and religious leaders from the Jewish community. A series of consultation meetings were held to explore the issues and cultural requirements around EOL care, which highlighted gaps in service provision.

To address these gaps the group agreed to the delivery of a pilot improvement project, the outcomes of which could be used to influence the EOL pathway for the Jewish community in Salford, with a particular focus on the Orthodox Jewish community. The core aims of this project were to establish earlier intervention and to provide more specific end of life care for people in their homes, that fits with Jewish traditions and ethics and would improve the experience of individuals and their families at this most difficult time.

Co-production sessions were carried out to design a range of interventions to test, including culturally appropriate resources, improvements to service pathways and a local joint support mechanism between providers and carers to improve cultural awareness. To date, the project has trained a number of community carers to provide a local and culturally appropriate support option, developed a direct payment model to enable individual and family choice, and established a new role of EOL Partnership Co-ordinator to ensure improvements are embedded in practice.

OBJECTIVES

Objective 1: To improve access to support on EOL provision in the Orthodox Jewish Community

Objective 2: To improve timescales for early and planned intervention.

Objective 3: To improve communication through production of high-quality community and care resources on end of life needs.

Objective 4: To create a network of joint support between services and provide cultural awareness training to partners where necessary.

Objective 5: To increase the number of suitably trained home carers available to the community

CO-PRODUCTION ACTIVITIES

- Ezra Care (a Salford-based charity) were appointed to deliver the improvement project, working closely with NHS Salford CCG and key stakeholders
- Co-production of the project plan and progress meetings were all undertaken virtually to enable the project to progress during Covid
- Community engagement events have been held, involving the various health, social care and VCSE EOL care providers. These information exchanges have helped providers to understand community needs and lived experience, and for the community to increase their understanding of the services available to them locally.
- Work with commissioners has developed a direct payment model to enable choice of local and culturally appropriate support options



Extract from an information leaflet produced for the community

ACHIEVEMENTS TO DATE

- The co-production activity has enabled the culture, values and identity of the Jewish community to be at the forefront of this project.
- Through community engagement, the understanding of the support available to the Jewish community for EOL care has increased.
- The development of a communication and engagement pack based on the current available resources has enabled members of the community to make informed choices on EOL care. This information has also been translated into Hebrew and Yiddish for wider community accessibility.
- As part of the learning communities initiative, improved learning is available to staff providing care focusing on cultural awareness and diversity enabling them to be better informed and sensitive to the needs of the individual.
- The project has identified an opportunity for an EOL Partnership Co-ordinator role, enabling close communication with the local community and key stakeholders to ensure the right level of health and social care is available.
- Support is available for carers who are providing EOL care support to their relatives, and the direct payment model has supported patient and family choice and decisions about their care

NEXT STEPS

- Advocacy support will continue for the Jewish community, increasing the religious and cultural awareness and appropriateness of existing services.
- The learning from this co-produced improvement project is being shared with other NHS and social care providers, with a particular interest in informing the SWAN Model of end of life and bereavement care
- Funding has been approved to trial an EOL Partnership Co-ordinator role through Ezra Care.
- The Group are working with wider partners and the community to consider the possibility of establishing a Jewish hospice catering specifically for their cultural needs

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