



## **How to Organize a Provincial Quality End-of-Life Care Coalition**

### **Step 1 - Forming the idea! (Timeline: 3 months)**

- Be clear on the goals of the coalition
- Think about who your stakeholders are
- Reach out to some like-minded groups to see if they agree with your idea of forming a coalition. You can use the list of national groups as a guide of who may be interested at the provincial level.
- Read the background information on the national Quality End-of-Life Care Coalition of Canada to see if it is useful

### **Step 2 - Planning for a face-to-face meeting! (Timeline: approx. 6 months)**

- Bring a small number of groups on side – form a small steering committee to plan the initial meeting
- Find some funding to offset costs of the first meeting – some groups will need support in order to participate especially if travel is required
- Find some support within the bureaucracy for your goal and work – see if they can pay for some of the meeting costs. Can it be attached to another meeting?
- Prepare an agenda that leaves lots of time for discussion – the goal of the meeting is to bring these groups on side
- Prepare a draft terms of reference for the first meeting – the group can either amend this draft at the meeting or strike a working group to complete the terms of reference after the meeting.
- Find a facilitator (if possible) – then all participants can participate equally
- Decide on who will be the secretariat or coordinating body
- If the participants believe a coalition might be valuable, decide on its name and enroll the organizations that want to be members. This sign on process is important. Some organizations will need to go back to their Board of Directors for approval at this stage and will sign up after the meeting. Make sure the secretariat follows up on whomever was at the meeting.
- You will need to develop a workplan with timelines. You might want to start with the Blueprint for Action document but you will need to adapt it to your provincial setting.

### **Step 3 – Planning the Advocacy Strategy (Timeline: 3 months)**

There are many questions that need to be answered as we get prepared they include:

- What are we clear on?
- Do we have the evidence we need?
- What changes need to be made?
- Set a clear goal (changing legislation – education of public)

- Set out some clear steps
- Who is the target of our advocacy or other work (government – media)  
Can be multi-layered
- Who are the key players to join your effort – coalitions often help as it makes the case as being about a broader group of people

#### **Step 4 - Sustaining the Coalition!**

- You will need a group to take on the role of coordination or secretariat
- Remember the terms of reference – you could use the national terms of reference as a guide. This step is essential as it will become your frame of reference for future work and will guide you during disagreements
- You will need to resolve the issue of communication or the coalition will have unnecessary difficulties. Will you communicate via email, faxes and/or phone lists? Be clear but be flexible
- You need to decide how to communicate with the public – will you have a website or a newsletter.
- Announce the formation of the coalition with a press release and communiqué
- You will need to have a media plan and a communication plan – this can be developed in the first year

#### **Step 5 – Coalition Structure**

- Some coalitions have problems with power grabbing – the best way to handle these situation is to have clear terms of reference that all members clearly sign on to and then deal with problems quickly and clearly
- There are many structures that will work. You can decide on a small working group to do the work.
- You could divide into work groups – this usually happens after the first year.
- Remember to have this discussion at your first meeting.

### **Good Luck !**

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