

Designing Advance Care Planning (ACP) Outreach in the Community: The Singapore Experience

Recognising the need to engender a mindset shift that Advance Care Planning (ACP) is relevant and important for everyone, more health and social care organisations in Singapore are collaborating with local artists, creative production companies, art studios, charitable organisations and tertiary institutions to promote ACP through diverse outreach campaigns and projects. They utilise creative platforms such as theatre, film, life stories exhibition, artwork, photography, experiential learning and social media to engage the general public to consider, reflect and talk about end-of-life care wishes and preferences. In this workshop, participants will learn about recent ground-up efforts in Singapore to increase ACP awareness and conversations in the community namely the Inaugural National ACP Week in 2019 and Facilitating ACP Conversation Through Artwork. Learning points and challenges faced in developing these campaigns and projects will also be discussed.