



財團法人(台灣)安寧照顧基金會  
Hospice Foundation of Taiwan

愛無止盡 · 照顧不歇 Forever Love, Endless Care

# **The Strategies & Experiences of the Hospice Foundation of Taiwan (HFT) in Promoting Advance Care Planning (ACP)**

**林怡吟 Lin, Yi-Yin**  
**Chief Executive Officer**  
**Hospice Foundation of Taiwan**



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# Hospice Foundation of Taiwan (HFT)

- Jointly founded by MacKay Memorial Hospital and Shuang-Lien Presbyterian Church in December 1990.
- The first foundation to promote hospice care and death education.



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# HFT Missions



Educational lectures on hospice care for the public



Promoting hospice care in long term care units



Linking local hospice resources to patients in need



Continuing education for professionals



Providing brochures and educational material



Maintaining international connections and hosting conferences

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# Four Essential Components for Palliative Care Development in Taiwan





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1990-1999



2000-2009



2010-2019



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# 1990-1999

## Special People, Special Issue



# 2000-2009



# 2010-2019



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# 1990-1999 Infancy



**Media** Senior Advertiser: Wang, Nianci

- The 1<sup>st</sup> rigorous market research
- TV commercials and posters



安寧  
照顧基金會  
Hospice Foundation of Taiwan  
電話：02-2511-8344



生命有尊嚴、臨終有品質、身心靈平安  
**癌症末期可以安寧！**

安寧療護 HOSPICE——人生旅程的休息站  
安寧療護源於英文 HOSPICE 就是「中途休息站」的意思。其實，生命起點的每一階段，皆如車來車往般自然；在人生的旅程裡，特別對癌症末期病患而言，安寧療護就是他們準備前往下一段旅程的休息站。

安寧療護特別針對癌症末期各種不適症狀進行緩和和醫療；從專業的疼痛控制到各項症狀處理，讓癌症病患始終能維持「無痛」的安寧境界和生命品質。同時安寧療護的醫療團隊成員還包括了社工師、宗教人員、義工等，在身體症狀的緩和和醫療外，給予病人與家屬生活中的各項支援協助和心靈上的支持慰藉。

癌症末期不等於痛苦煎熬，安寧療護的專業醫療照顧，將伴隨病人與家屬渡過人生中最艱難的一段旅程，做好身心靈平安的安寧準備！







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# 1990-1999 Infancy



## Events

Senior Editor: Li, Shujuan

- Small-scale publicity events
- Writing competitions, film festivals, e







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# 1990-1999 Infancy



## Professional Care

**Mother of Palliative Care in Taiwan:  
Chao, Co-Shi**

- Promoting the palliative nursing profession
- Case-study discussions combining theory and practice



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1990-1999

Special people, special issues

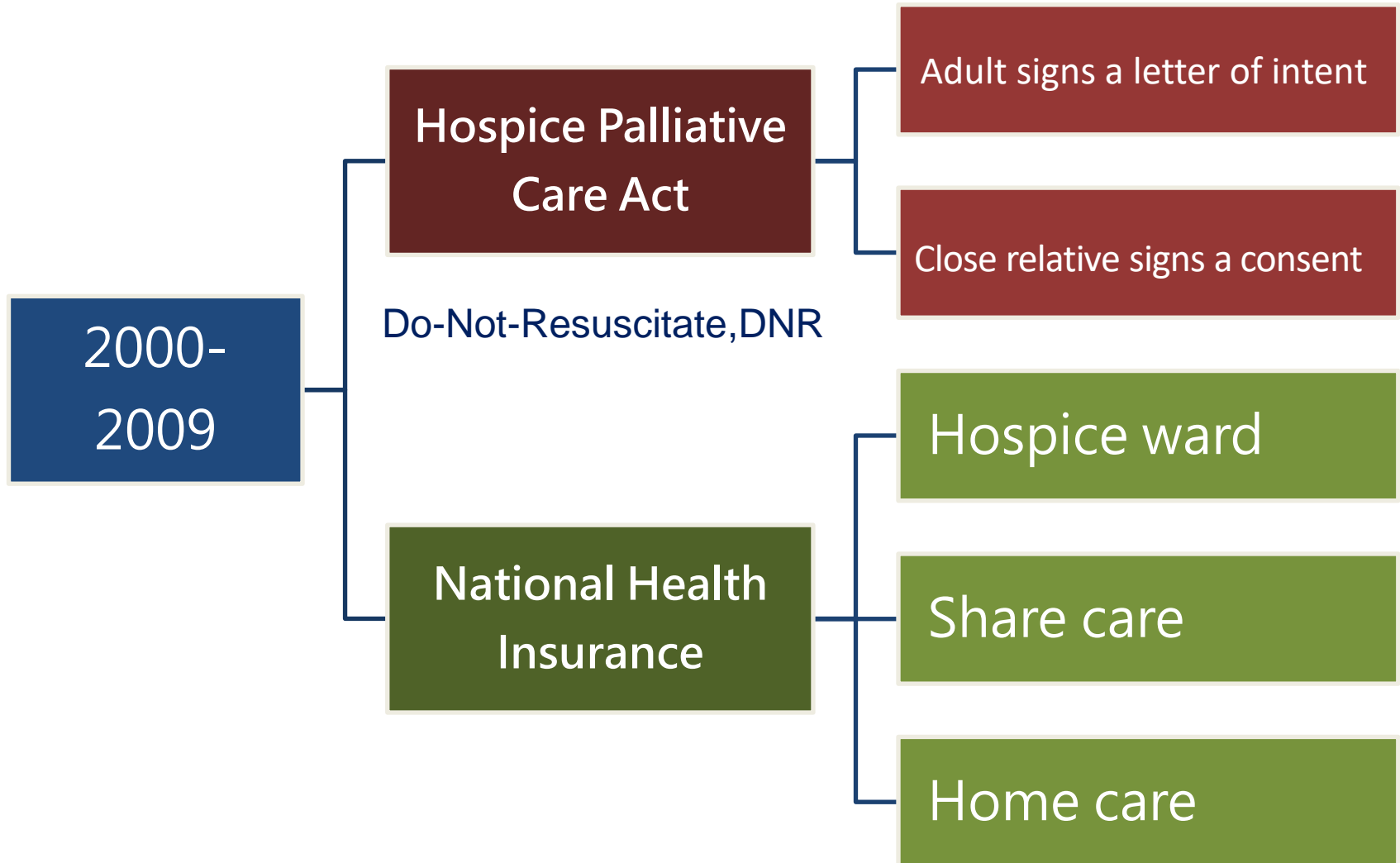


2000-2009

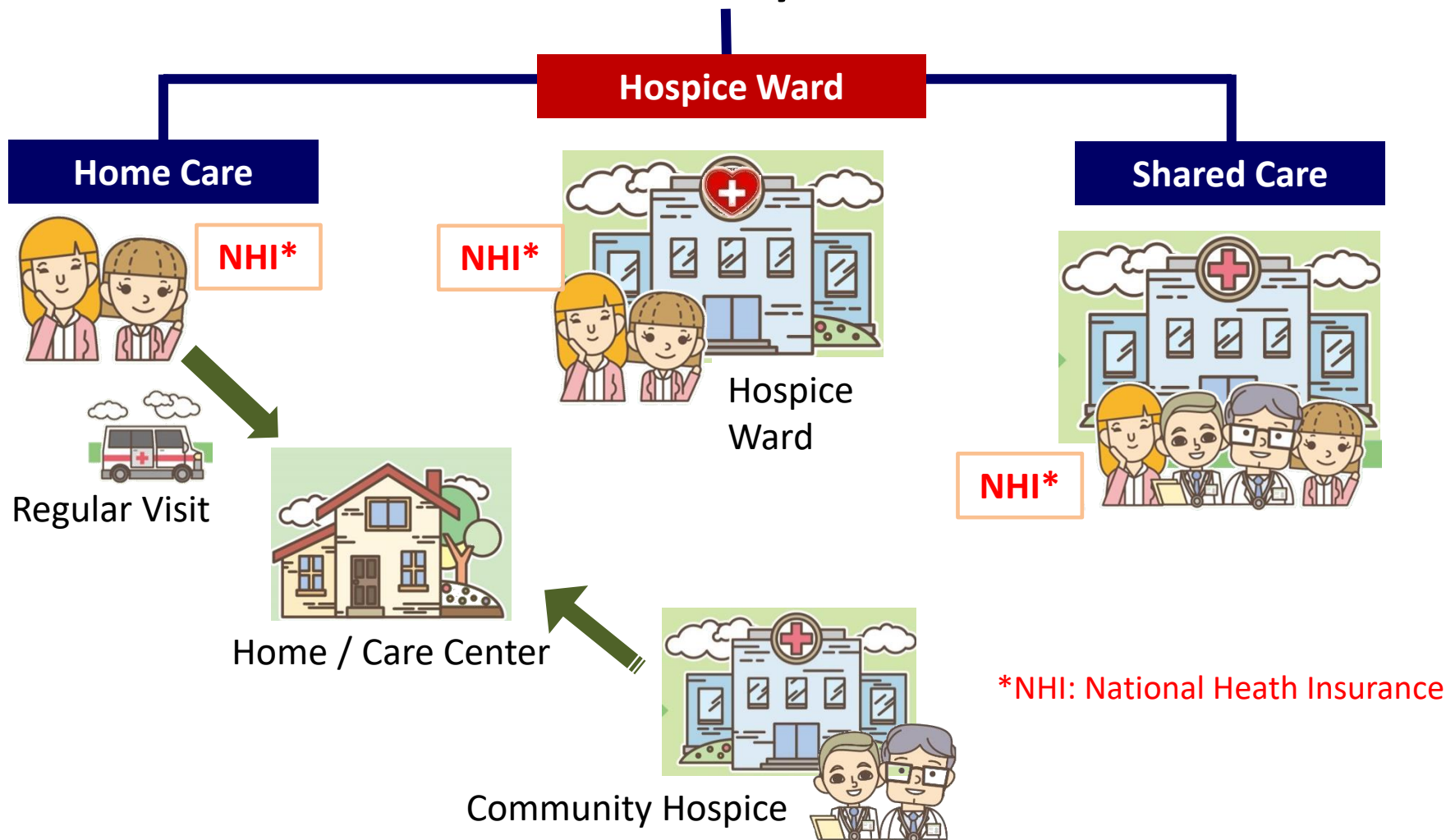
Organized People, Special Issue



2010-2019



# Hospice and Palliative Care Options For Terminally-Ill Patients





# 2000-2009 Growth period



## Media

- The 2<sup>nd</sup> market research survey
- The Right Life-and-Death Attitude: Listening, talking, and watching







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# Advocacy of Ideals

“Facing death by listening, talking, and seeing”  
Breaking the taboo of talking about death



安寧照顧基金會 [www.hospice.org.tw](http://www.hospice.org.tw) 請上網搜尋更多影片內容



2010 安寧照顧基金會20週年 要看 陶叔篇



2010 安寧照顧基金會20週年 要說 小燕姐篇



2010 安寧照顧基金會 要聽、要說、要看 30秒版



2010 安寧照顧基金會 要聽、要說、要看 20秒版

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# 2000-2009 Growth period



## Events

- Targeted advocacy: Different approach for different target groups
- Children's education
- Toll-free numbers



### 末期病患的選擇權利！

你想知道什麼是安寧療護嗎？  
你想知道你家附近哪些醫院有提供安寧療護服務嗎？  
你想知道如何幫助生病的家人減輕疼痛痛苦嗎？  
你想知道安寧療護提供什麼社會資源協助嗎？  
你想知道什麼人能接受及如何接受安寧療護嗎？  
你有任何關於安寧療護的疑難雜症嗎？

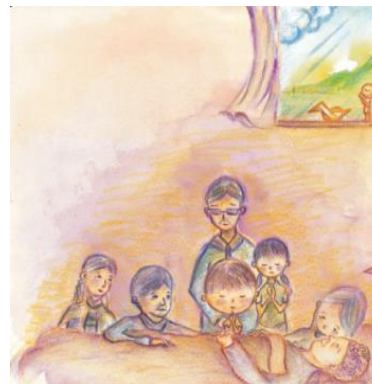
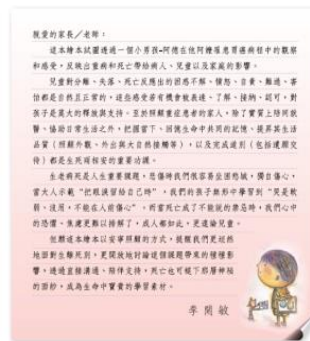
癌症末期、疼痛緩和、生命品質——  
**安寧療護免付費諮詢專線**  
**0800-008-520**

專業醫療團隊提供安寧療護相關問題之解答與諮詢



# Life Education

Children's picture books, cartoon animation, theatre performances to develop life and death literacy from a young age.





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# 2000-2009 Growth period



## Professional Care



- Professional courses for medical personnel in various positions
- Sharing case studies





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## Courses

Professional courses for medical personnel in various positions

[illegible]




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中華醫學會 Hospice Foundation of Taiwan

# 國健署 長期照護人員

## 安寧照護培訓推廣計畫初階課程

### 長照機構安寧推廣與人員安寧護理專業能力提升

歡迎安寧照護在職人員、助理報名參加

日期/時間	地點
中區：4/21(六)綜合醫院接續培訓 南區：7/28(六)淡水馬光醫院 中區：8/18(六)高雄醫事學院 中區：9/15(六)台中崇光醫院	中區：國家衛生研究院 南區：高雄醫學大學 中區：國立成功大學 中區：國立中央大學
<b>08:20~17:30</b>	(13:15開始午餐並換發安寧臂章)

**課程內容**

- 1. 以醫病與共善為基礎的溝通方式與安寧導護
- 2. 常見安寧護理問題與安寧護理專業概念
- 3. 心理、靈性、哀傷與生命意義概念

**簡歷與志工工具**

心理、靈性、哀傷與生命意義諮詢專責員  
諮詢人員/諮詢人員/諮詢人員

**簡歷服務人員**

心理護理  
諮詢人員

**報名方式**

1. 報名網址：[www.hospice.org.tw](http://www.hospice.org.tw)

2. 報名簡章：服務處掛號系統內查詢

3. 報名電話：02-2508-1130或02-1130安寧專線

主辦單位：財團法人(台灣)安寧照顧基金會

承辦單位：財團法人(台灣)安寧照顧基金會

協辦單位：中華民國醫學會、中華民國護理學會、中華民國安寧緩和醫療學會、中華民國安寧緩和醫療護理學會、中華民國安寧緩和醫療護理學會、中華民國安寧緩和醫療護理學會



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1990-1999

**Special People, Special Issue**



2000-2009

**Organized People, Special Issue**



2010-2019

**Organized People, Organized Issue**



## “Hospice Palliative Care Act” for Terminally-Ill Patients

Cancer

2000

Amyotrophic Lateral Sclerosis, ALS

2003

Non-Cancer

2009

Patient Right to Autonomy Act



2019 clinical status

- Terminally-ill
- Permanent vegetative state
- Incurable diseases that include unbearable pain
- Irreversible coma
- Advanced dementia

# 2010-2019 Metamorphosis



## Media

- Change in medium with the rise of the internet
- Ahead of its times: “Patient Right to Autonomy Act”







## Patient Right to Autonomy Act

The first patient-centered act: the right to know, to choose and to make personal medical decisions



Poster



Website



Video



# 2010-2019 Metamorphosis



## Events

- Large-scale events
- Celebrity sharing



## Professional Care

- Developing tools for conversations on ACP
- Workbooks, games, and activities



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# Material

Aid for discussing life & death issues



Sticker Workbook



Board Game -  
Life Discovery Map



Paper Cards -  
Life Value  
Evaluation





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## Celebrity Interviews

Events and interviews with celebrities:  
Starting the dialogue; bringing the topic to life



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# General Public

Speaking proactively about death.  
Preparing for death is a gift of love.



A gift for self



A gift for your family



A gift not given in advance



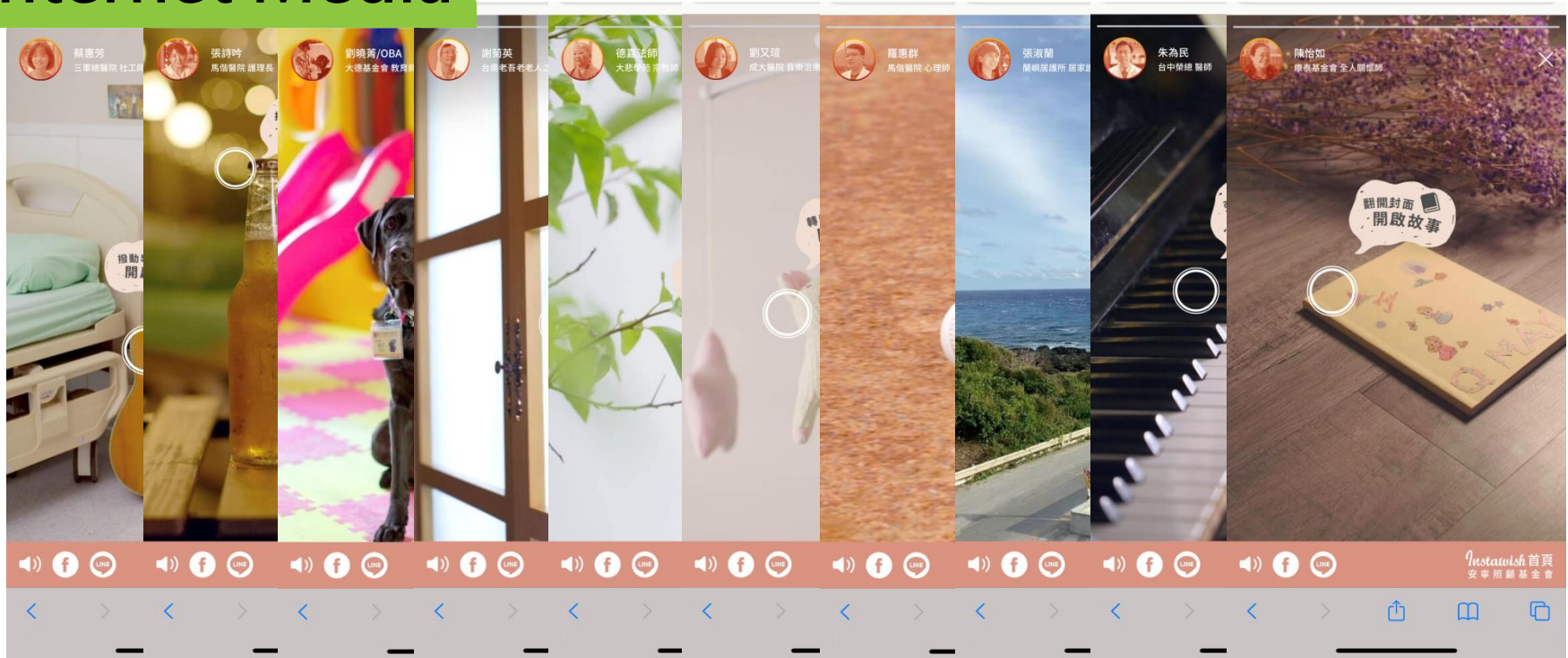


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## Internet Media

Online videos to reach the younger generation



Social Workers

Let Me Think

Educational administrator  
Therapy Dogs

Goodbye OBA!

Music Therapists

Bedside Stars

Home Care Nurses

The Fisherman's Sea

Total Care Providers

Bucket Lists

Nurses

Summertime Beer Party

Spiritual Care Providers

Amazing Grace / Love Fades Not

Counselors

Life's Bottom of the Ninth

Doctors

Concert in the Ward

instawish.hospice.org.tw



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## Crossing into Long-Term Care







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# Conclusion



## Media

With changes in audio-visual formats and habits, a shift towards the internet and social media from more traditional television advertisements



## Events

With an increasingly open social atmosphere, a shift from communicating with small-size audiences to large-scale events to promote public awareness



## Professional Care

Building from scratch, and making continuous improvements  
From hospice and palliative care, to patient right to autonomy, and extending to long-term care



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The Hospice Foundation is standing at the crossroads in its fourth decade, looking forward to the next steps and fearlessly moving forward.





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2020-2029



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**THANKS FOR YOUR ATTENTION**

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