



**Press Release**

**22 October 2015**

## **Parliamentary launch for movement to improve end of life care and create national momentum of best practice**

Leaders from some of Britain's best health and social health providers who care for people approaching the end of their lives, met today (22 Oct) at the Houses of Parliament to launch a new initiative to raise standards of care for everyone, wherever they are being cared for and whatever their condition.

Almost 100 people working in care homes, primary care, hospitals and home care, whose organisations had been accredited for their excellent provision of end of life care by the National Gold Standards Framework Centre (GSF), the UK's largest provider of end of life care training, gathered at a reception hosted by Andrew Rosindell MP.

The ambassadors are all recognised as providing excellent end of life care in their own organisations and are leaders in their field, demonstrating what is possible to achieve. Together they will champion best practice and work to change the culture across the UK to ensure that everyone receives the 'gold standard' of care they deserve in accordance with their wishes.

Professor Keri Thomas, Clinical Director of the GSF Centre, said: "The last decade has witnessed real improvement in the quality of end of life care – evidenced by the recent ranking of the UK as the world leader in the field. But we need to ensure that more people receive 'gold standard' care as they near the end of life whatever their condition and wherever they are being cared for.

"We believe that GSF helps professionals achieve this with practical means of early recognition, better listening to peoples' wishes and more proactive care to avoid crises. Our aim is to build on the experience, and expertise of the very best practitioners in all settings to influence their local communities, help deliver real change for the better and raise standards across the country, developing a national momentum of best practice."

The GSF Ambassador Network is the brainchild of Dr Jamsheed Khan, who is its inaugural chairman. Dr Khan is the owner of Abbey Care in Romford, rated a Beacon for end of life care by the GSF Centre.

The GSF Centre is the UK's leading provider of training in end of life care. It gives outstanding training to all those providing end of life care to ensure better lives for people and recognised standards of care, helping health and social care professionals provide coordinated, personalised care for patients and their families and reduces hospital admissions and deaths in hospital.

The ambassadors will work with GSF in sharing and promoting best practice in all settings within their locality, highlighting the importance of improving end of life care to commissioners, politicians, media, local groups and the public, to strengthen public awareness and the voice of the people

Dr Ian Livingstone a GP at Saltaire Medical Practice, said: “We only have one chance to get it right. “The GSF programme has helped us change the culture of the practice. Now, with better planning, communication and coordination, we have increased the number of people dying in their preferred place and significantly improved the support we provide their carers.”

Since its launch in 2004, more than 2,700 homes, including about a quarter of all nursing homes in England, have completed the GSF in Care Homes Training Programme, enabling significant improvement in care for hundreds of thousands of residents.

Almost every GP practice use Foundation level GSF and around 500 practices have completed the Primary Care ‘Going for Gold’ Programme with 14 having been accredited and awarded Quality Hallmark Awards. Most recently, hospitals, both acute and community, have adopted the programme. 51 acute hospitals are currently in training, 5 wards accredited while 42 community hospitals have completed the programme with 13 accredited. The GSF programme in hospitals was recently recognised by the Care Quality Commission as the only EOLC accreditation ‘information source’ for hospitals

Those organisations that have received the GSF Quality Hallmark Award have demonstrated real improvements in the quality of care they provide, attaining high standards of care for all people in the final years of life, improving their experience of care halving crisis hospital admissions and doubling the number of people dying in their preferred place.

The Care Quality Commission recognises the achievements of GSF accredited organisations and the awards are endorsed by all major care homes’ organisations, Royal College of GPs, British Geriatrics Society, National Community Hospitals Association and other leading bodies.

## **Ends**

### **Notes to Editors**

The **Gold Standards Framework Centre** began in 2000 in primary care, now runs ten training programmes in end of life care in all settings, and is the biggest and most comprehensive programme to improve care at the end of life.

Gold Standards Framework gives outstanding training to professionals providing end of life care to ensure better lives for people and recognised standards of care.

Among its key aims is earlier identification of patients thought to be in the final year of life, offering everyone the chance to record an Advance Care Planning discussion to clarify their needs and preferences, and striving to give them care in line with their needs and wishes.

More information on the Gold Standards Framework can be found at:

[www.goldstandardsframework.org.uk](http://www.goldstandardsframework.org.uk)

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