



New Brunswick Hospice Palliative Care Association Strategic Plan 2024-2027



MISSION STATEMENT

THE NEW BRUNSWICK HOSPICE PALLIATIVE CARE ASSOCIATION (NBPCA) provides leadership to enhance quality palliative care for individuals and families living with life threatening illnesses in New Brunswick.

The NBHPCA works in collaboration with the Canadian Hospice Palliative Care Association and other provincial and national stakeholders to advance hospice palliative care in New Brunswick and Canada.

Approved by the New Brunswick Hospice Palliative Care Association Oct 2024

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Key Strategies

Goal 1

Dissemination of information on hospice/palliative care principles and practices into various settings support both health professionals and non-traditional or informal care providers.

INFORMATION SHARING

Provide information about palliative resources to health care providers, families, and caregivers through our website, social media platforms, and educational events.

EQUITY, DIVERSITY, AND INCLUSION

Enhance understanding and needs as they relate to palliative care in all communities and cultures in New Brunswick.

ADVOCACY

Continue to advocate with GNB to raise awareness and promotion of hospice palliative care, bereavement, and advanced care planning to ensure equitable and timely access within NB in line with the National Palliative Care Framework.

PROMOTION

Promote and support community grief and bereavement initiatives.



Goal 2

Advance palliative care education across the province for health care providers and the general public living with, or caring for, those with life limiting illnesses.

EDUCATION

Offer and promote events to enhance knowledge and skill development in hospice palliative care to build capacity across the province.

STANDARDS

Support the development and implementation of hospice palliative care standards across the province.

PUBLIC RELATIONS

Increase public awareness and professional knowledge of hospice palliative care for diverse audiences across New Brunswick.

Goal 3

Further the relationship between NBHPCA and other national, provincial, and community organizations.

PARTNERSHIP AND COLLABORATION



Identify and collaborate with community stakeholders and rights holders to promote and advance hospice palliative care and strive for equitable access across the province.

