

# Growing Global Leaders... Advancing Palliative Care







# Empowering the Leader within You

Liliana De Lima, MHA
IAHPC Executive Director

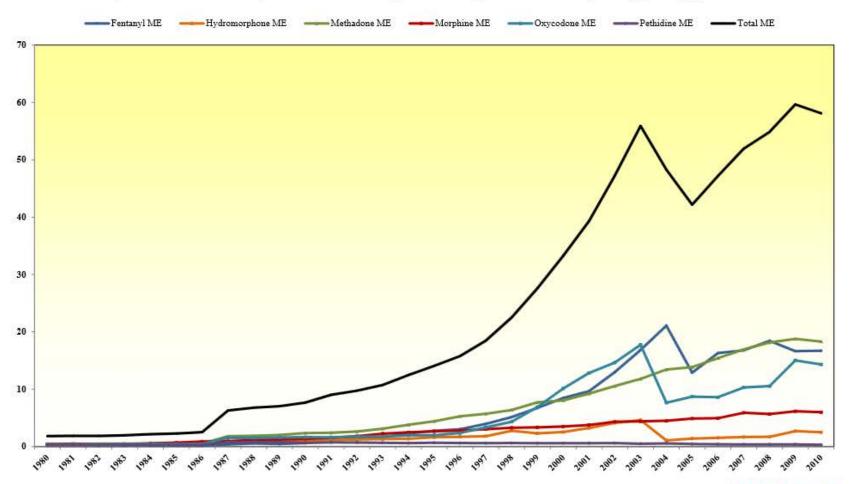
LDI C2 RC3 October 13-18, 2013





Global

#### Opioid Consumption in Morphine Equivalence (ME), Mg/person



#### Data sources:

Consumption data - International Narcotics Control Board; Population - United Nations World Population Prospects, 2010 Revision; ME conversion factors - WHOCC Centre for Drug Statistics Methodology Pain & Policy Studies Group University of Wisconsin Carbone Cancer Center WHO Collaborating Center Additional Information about consumption data

Map (

Chart

#### Drugs

Codeine Fentanyl Hydromorphone Methadone Morphine Oxycodone Pethidine Morphine Equivalence

What is Morphine Equivalence?

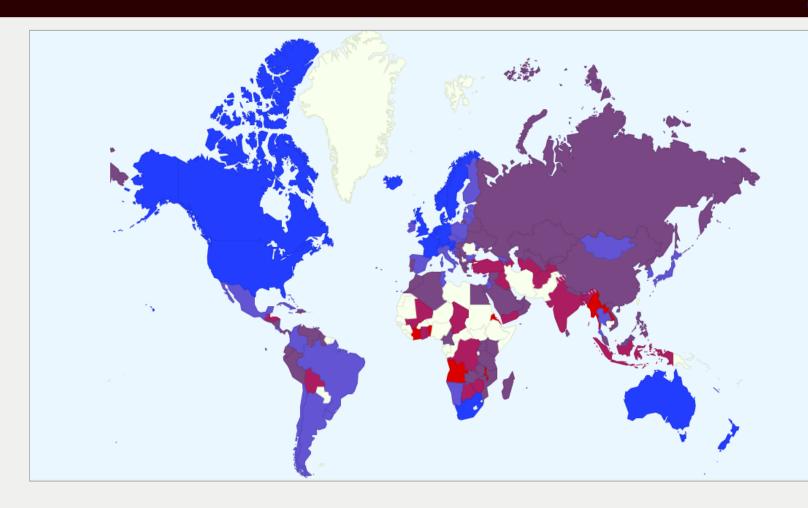
#### Regions

#### World

South America Central America North America All of Africa Central Africa Northern Africa Southern Africa Eastern Asia Southern Asia Asia/Pacific region Central Asia Middle East Northern Asia Northern Europe Western Europe Southern Europe

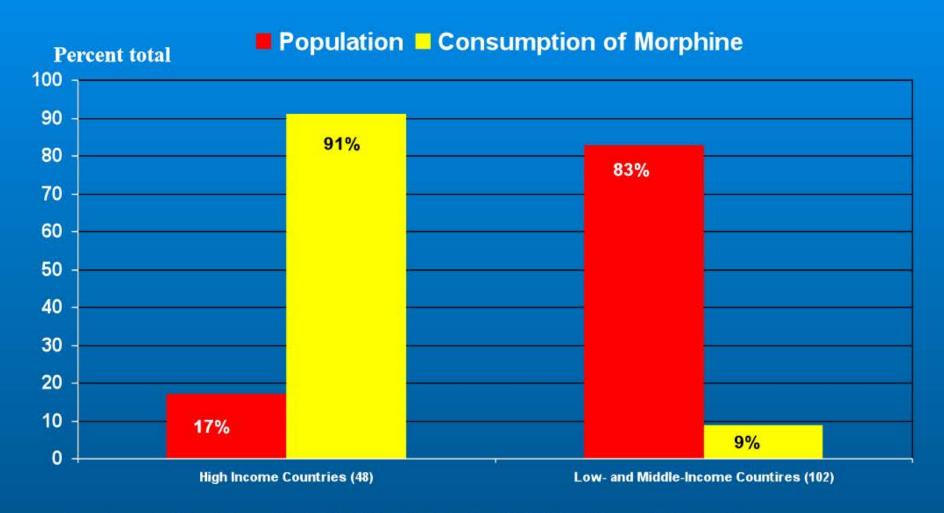






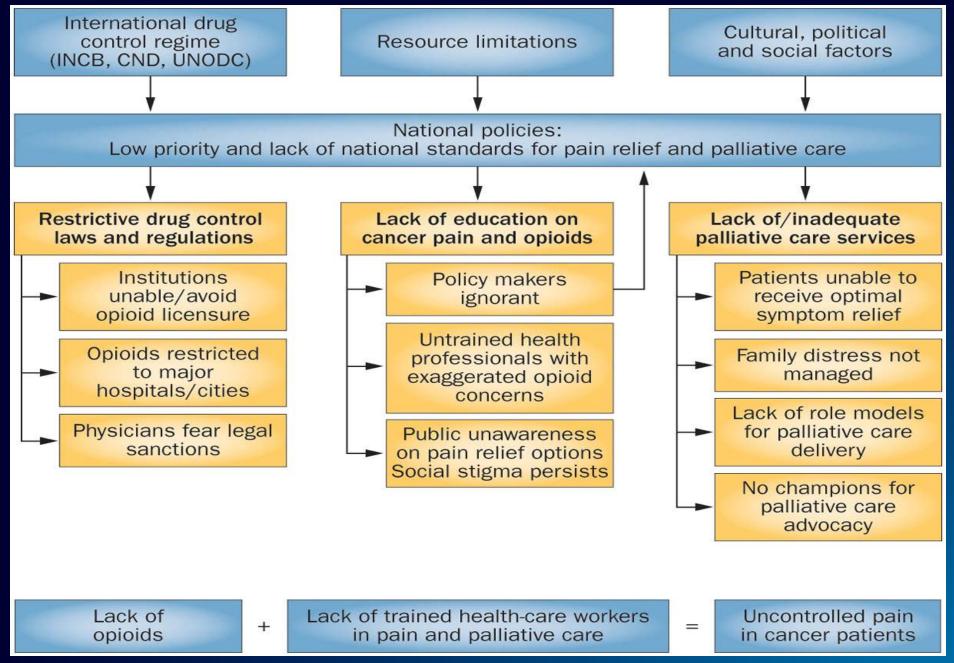
The consumption statistics are displayed in milligrams per capita, which is calculated by dividing the total amount of opioid consumed in kilograms by the population of the country for that particular year (cite United Nations population data). This provides a population-based statistic that allows for comparisons between countries.

# Global Consumption of Morphine High-Income vs. Low - and Middle - Income Countries, 2008



Source: International Narcotics Control Board; United Nations Population Data, 2007; World Bank Income Classification, 2008. By: Pain & Policy Studies Group, University of Wisconsin /WHO Collaborating Center, 2010.





Dalal, S. & Bruera, E. (2013) Access to opioid analgesics and pain relief for patients with cancer Nat. Rev. Clin. Oncol. 2012

Emotional side = Elephant Rational side = Rider

Rider holds the reins and seems to be the leader. But the Rider's control is precarious because it is so small relative to the Elephant.

The Rider provides the planning and direction, the Elephant provides the energy.

### Patients with untreated pain

Cause	Number of patients
Cancer	5.4 million
HIV/AIDS	1 million
emergency	0.8 million
surgery	8 - 40 million
Other	10 million (estimate)
Total (lowest estimate)	30 million
Total (highest estimate)	86 million



For something to change, someone somewhere has to start acting differently.



# Change is easy when elephants and riders move together

# **Key Metaphor for Change**

- Direct the Rider
- Motivate the Elephant
- Shape the Path

## Direct the Rider

What looks like resistance is often a lack of clarity



Provide clear directions

# Direct the Rider (cont)

- 1. Find and follow the bright spots:
  - a. What is working now?
  - b. Understanding a problem does not solve it.
  - c. Beware of too much problem focus vs constructing solution.



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#### Opioid Price Watch Project

Two sets of data are displayed in this flash map. The first shows the availability, affordability and accessibility of a 30-day treatment of oral solid morphine. A red dot indicates no availability of oral solid morphine. By clicking on the dot, a second set of data appears, with the cost of treatment the other opioids and morphine formulations included in this project. You can drag or zoom in the map.

The displayed prices are the lowest price of locally available formulations at retail level or hospital pharmacies. The prices displayed are prices of opioids for use outside of the hospital (not for in-patients).



If you wish to participate in this project, click here.



#### International Association for Hospice & Palliative Care Promoting Hospice & Palliative Care Worldwide



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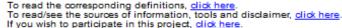
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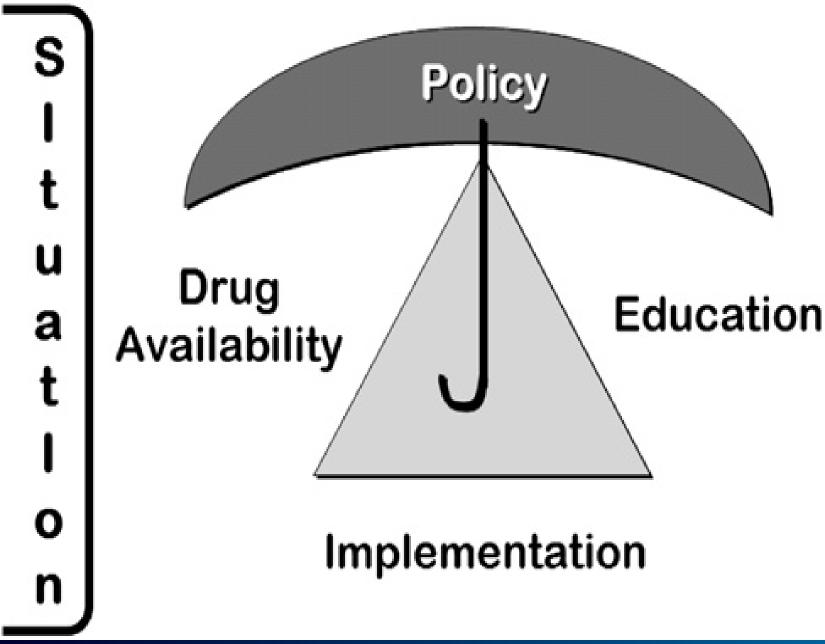




## Direct the Rider (cont)

- 2. Script the critical moves:
  - a. Show the rider where to go
  - b. Beware of too many options (most familiar path = status quo)
  - c. A big problem does not necessarily need a big solution

	Pain persists or increases →→→→→	Opioid for moderate to severe pain Morphine	
Pain persists	Opioid for mild to moderate pain Codeine		
or increases → → → →			
Nonopioid	+ Nonopioid	+ Nonopioid	
Aspirin or acetaminophen	Aspirin or acetaminophen	Aspirin or acetaminophen	
± adjuvant drug	± adjuvant drug	± adjuvant drug	
Step 1	Step 2	Step 3	
Source: WHO 1990.			



#### WHO Model List of Essential Medicines

18th list

(April 2013)

Status of this document

This is a reprint of the text on the WHO Medicines web site

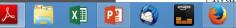
http://www.who.int/medicines/publications/essentialmedicines/en/index.html

2. MEDICINES FOR PAIN AND PALLIATIVE CARE		
2.1 Non-opioids and non-stero	idal anti-inflammatory medicines (NSAIMs)	
acetylsalicylic acid	Suppository: 50 mg to 150 mg.	
acety/salicylic acit	Tablet: 100 mg to 500 mg.	
	Oral liquid: 200 mg/5 ml.	
ibuprofen a	Tablet: 200 mg; 400 mg; 600 mg.	
	a Not in children less than 3 months.	
	Oral liquid: 125 mg/5 ml.	
	Suppository: 100 mg.	
paracetamol*	Tablet: 100 mg to 500 mg.	
	* Not recommended for anti-inflammatory use due to lack of proven benefit to that effect.	
2.2 Opioid analgesics		
codeine	Tablet: 30 mg (phosphate).	
morphine*	Granules (slow-release; to mix with water): 20 mg to 200 mg (morphine sulfate).	
	Injection: 10 mg (morphine hydrochloride or morphine sulfate) in 1-ml ampoule.	
	Oral liquid: 10 mg (morphine hydrochloride or morphine sulfate)/5 ml.	
	Tablet (immediate release); 10 mg (morphine sulfate).	
	Tablet (slow release): 10 mg to 200 mg (morphine hydrochloride or morphine sulfate).	
	*Alternatives limited to hydromorphone and oxycodone.	
2.3 Medicines for other commo	on symptoms in palliative care	
amitriptyline	Tablet: 10 mg; 25 mg; 75 mg.	
cyclizine [c]	Injection: 50 mg/ml.	
cyclina [c]	Tablet: 50 mg.	
	Injection: 4 mg/ml in 1-ml ampoule (as disodium phosphate salt).	
dexamethasone	Oral liquid: 2 mg/5 ml.	
	Tablet: 2 mg [c]; 4 mg.	
	Injection: 5 mg/ml.	
di	Oral liquid: 2 mg/5 ml.	
diazepam	Rectal solution: 2.5 mg; 5 mg; 10 mg.	
	Tablet: 5 mg; 10 mg.	

#### **Essential Medicines**

#### WHO Model List

WITO Model List		
4	Capsule: 100 mg.	
docusate sodium	Oral liquid: 50 mg/5 ml.	
a	Solid oral dosage form: 20 mg (as hydrochloride).	
fluoxetine <b>a</b>	a >8 years.	
	Injection: 5 mg in 1-ml ampoule.	
haloperidol	Oral liquid: 2 mg/ml.	
	Solid oral dosage form: 0.5 mg; 2mg; 5 mg.	
hyoscine butylbromide	Injection: 20 mg/ml.	
hyoscine hydrobromide [c]	Injection: 400 micrograms/ml; 600 micrograms/ml.	
nyoschie nydrobronide [C]	Transdermal patches: 1 mg/72 hours.	
lactulose [c]	Oral liquid: 3.1-3.7 g/5 ml.	
loperamide	Solid oral dosage form: 2 mg.	
	Injection: 5 mg (hydrochloride)/ml in 2-ml ampoule.	
metoclopramide	Oral liquid: 5 mg/5 ml.	
	Solid oral dosage form: 10 mg (hydrochloride)	
	Injection: 1 mg/ml; 5 mg/ml.	
midazolam	Oral liquid: 2 mg/ml [c].	
	Solid oral dosage form: 7.5 mg; 15 mg.	
	Injection: 2-mg base/ml in 2-ml ampoule (as hydrochloride).	
ondansetron [c] a	Oral liquid: 4 mg base/5 ml.	
olidatisetron [C] a	Solid oral dosage form: Eq 4 mg base; Eq 8 mg base.	
	a >1 month.	
senna	Oral liquid: 7.5 mg/5 ml.	
3. ANTIALLERGICS AND MEDICINES USED IN ANAPHYLAXIS		
dexamethasone	<b>Injection:</b> 4 mg/ml in 1-ml ampoule (as disodium phosphate salt).	
epinephrine (adrenaline)	<b>Injection:</b> 1 mg (as hydrochloride <b>or</b> hydrogen tartrate) in 1-ml ampoule.	
hydrocortisone	Powder for injection: 100 mg (as sodium succinate) in vial.	















# Direct the Rider (cont)

- 3. Point to the Destination:
  - a. SMART goals
  - b. Set a goal that people can relate to
  - c. Create a destination postcard

# International Pain Policy Fellowship, 2006



Dr. Simbo Daisy Amanor-Boadu Nigeria



Dr. Henry Ddungu Uganda



Dr Snežana Bošnjak Serbia



Dr. Jorge Eisenchlas Argentina



Prof. Rosa Buitrago Republic of Panama



Dr. Marta Ximena León Colombia



Mrs. Nguyen Thi Phuong Cham



Mr. Gabriel Madiye Sierra Leone

Pain & Policy Studies Group
University of Wisconsin
October 2006 Madison, Wisconsin

Supported by the Open Society Institute

# International Pain Policy Fellowship, 2008



Dr. Hrant Karapetyan
Dr. Irina Kazaryan
Armenia

Dr. Pati Dzotsenidze Mr. Mikheil Pavliashvili Georgia



Dr. Eva Rossina Duarte Juárez Lic. Ana Lucía Arango Espigares Guatemala







Dr. Dingle Spence
Mrs. Verna WalkerEdwards
Jamaica

Dr. Zippy Ali Dr. Jacinta Wasike Kenya

Dr. B. Paudel Mr. R. Prasad Teli Nepal

#### 

#### ACTION PLAN

Country:	Guatemala	Name group representative:	Eva R. Duarte
		g. cap .cp. cccac.	=14111 =44110

+

(What?)	(How?)	(Who?)	(When?)
Describe the problem/barrier	Which steps need to be taken?	Individuals who have the authority and responsibility to take action to solve the problem	Estimated time (and date if posible)
No immediate release morphine available in the country	(a) National Council of Professionals, pain and palliative care professionals, IASP chapter, anesthesiologist, NCI	(a) AGETD AGARTD INCAN UNOP IGSS	(a) Before May 30th
	(b) Meet with the pharmaceutical industry representatives.	(b)	(b) <u>Before</u> June 30th
No points of sale (street pharmacies) for home use of strong analgesics	(a) Approach pharmacies to find potential pharmacies willing to stock and sell opioids 24/7	(a) DCRPFA-AGETD-INCAN- AGARTD	(a) Before June 30th
	(b) Essential List of Medications for Palliative Care	(b)	(b)

#### Peru - Decreto Ley 22095 Feb 21, 1978

Provisions in the law	Previous	With changes
Prescription Expiration	48 hours	10 days
Number of days for prescription	10 days	30 days

# Colombia

	Regulation 4651 2005	Regulation 01478 2006
Max number of days allowed to prescribe	10 days	30 days

# Motivate the Elephant

What looks like laziness is often rider exhaustion.

Engage the emotional side

## Motivate the Elephant

- 1. Find the Feeling:
  - a. Analyze →Think → Change
    - See → Feel → Change
  - b. Knowing how to act vs.
    - Being motivated to act

#### **Patients with untreated pain**

Cause	Number of patients
Cancer	5.4 million
HIV/AIDS	1 million
emergency	0.8 million
surgery	8 - 40 million
Other	10 million (estimate)
Total (lowest estimate)	30 million
Total (highest estimate)	86 million





# MOONSHINE

**NEWS** 



## Motivate the Elephant (cont)

- 2. Shrink the Change:
  - a. Closer to the goal
  - b. Small wins = milestones
  - c. Small targets lead to small victories which lead to spiral changes



## Instituto de Cancerología y Hospital "Dr. Bernardo del Valle S."

Re Ave. 6-56, Zona 11 + 01011 Gustemala, C. A. PBX 2417-2100 - DIRECCION Triatas 2471-3135



Guatemala, 19 de Enero de 2012.

Surface de Martino, 20 mg

TOTE 8783

CHEMINTER TO

#### MORFAN CAPSULAS

Sultate de Worfres, 37 mg Atministration Dis-Maccampane on legal Transmip were (TS a 20°C) Scatterals Reg. No. Pri-45,755

CHEMINTER TO

#### MORFAN CAPSULAS

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CHEMINTER T

### **MORFAN CAPSULAS**

Selfeto de Martina, 30 mg Administración: Onsi

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CHEMINTER TO

### WO WAN CAPSULAS

Sultate de Martina, 35 mg Application (Fre) Muntaingase et lieger Steele y pane (10 a 10°C) Quaternals Reg. No. 89-45,700

CHEMINTER TO

### MORFAN CAPSULAS

Suthern de Martino, 33 mg Automorphisation Drail Mactergase en lugar freeza y neco (15 a 30°0) Sustanua Ray, No. PF-46,701

CHEMINTER TO

#### **MORFAN CAPSULAS**

Sulfaço de Mortina, 35 mg Administración, Oral

30 CÁPSULAS





Sulfato de Morfina, 30 mg

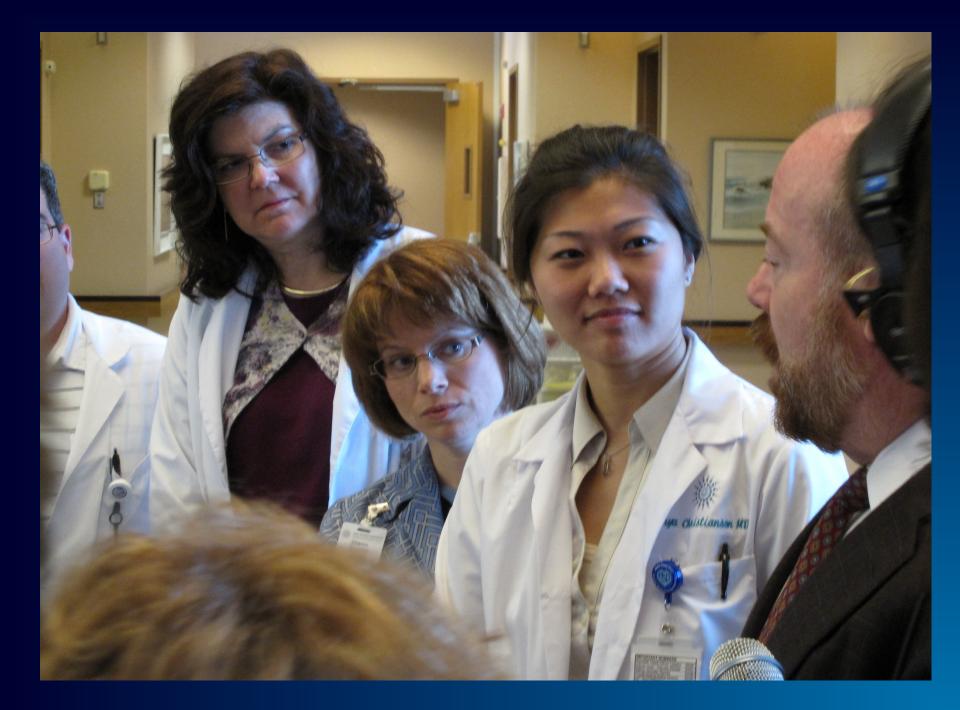
## Motivate the Elephant (cont)

- 3. Grow your people:
  - a. Identity in the situation: What would you do? What kind of situation is this?
  - b. Strong and positive identities that people have = egos



## Motivate the Elephant (cont)

- 4. Growth vs. Fixed:
  - a. Focus on growth mindset
  - b. There are learning stages and practices stages.



If you think education is expensive, try ignorance.



## Shape the Path

What looks like a people problem is often a situation problem.

-----Shrink the problem

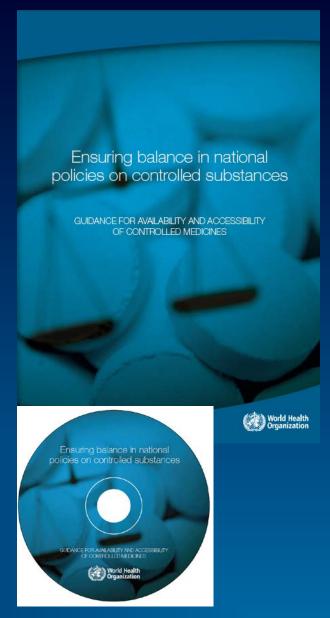
## Shape the Path

- 1. Tweak the environment:
  - a. Change the situation
  - b. Attribution error
  - c. How can we alter the situation or environment?

## WHO Policy Guidelines

## **Ensuring Balance in National Policies on Controlled Substances**

- ATOME Project (12 countries): Bulgaria, Cyprus, Estonia, Greece, Hungary, Latvia, Lithuania, Poland, Serbia, Slovakia, Slovenia, Turkey
- Available in 15 languages English,
   Spanish and French included
- Free online version:
   http://www.who.int/medicines/areas/quality\_safety/guide\_nocp\_sanend/en/





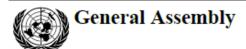
# Guide on Estimating Requirements for Substances under International Control

Developed by the International Narcotics Control Board and the World Health Organization for use by Competent National Authorities





United Nations A/HRC/22/53



Distr.: General 1 February 2013

Original: English

#### **Human Rights Council**

Twenty-second session Agenda item 3 Promotion and protection of all human rights, civil, political, economic, social and cultural rights, including the right to development

## Report of the Special Rapporteur on torture and other cruel, inhuman or degrading treatment or punishment, Juan E. Méndez

### Summary

The present report focuses on certain forms of abuses in health-care settings that may cross a threshold of mistreatment that is tantamount to torture or cruel, inhuman or degrading treatment or punishment. It identifies the policies that promote these practices and existing protection gaps.

By illustrating some of these abusive practices in health-care settings, the report sheds light on often undetected forms of abusive practices that occur under the auspices of health-care policies, and emphasizes how certain treatments run afoul of the prohibition on torture and ill-treatment. It identifies the scope of State's obligations to regulate, control and supervise health-care practices with a view to preventing mistreatment under any pretext.

The Special Rapporteur examines a number of the abusive practices commonly reported in health-care settings and describes how the torture and ill-treatment framework applies in this context. The examples of torture and ill-treatment in health settings discussed likely represent a small fraction of this global problem.

treatment<sup>126</sup> by, inter alia, investing in and offering marginalized individuals a wide range of voluntary supports that enable them to exercise their legal capacity and that fully respect their individual autonomy, will and preferences.

### 1. Denial of pain relief

- 86. The Special Rapporteur calls upon all States to:
- (a) Adopt a human rights-based approach to drug control as a matter of priority to prevent the continuing violations of rights stemming from the current approaches to curtailing supply and demand (A/65/255, para. 48). Ensure that national drug control laws recognize the indispensible nature of narcotic and psychotropic drugs for the relief of pain and suffering; review national legislation and administrative procedures to guarantee adequate availability of those medicines for legitimate medical uses;
- (b) Ensure full access to palliative care and overcome current regulatory, educational and attitudinal obstacles that restrict availability to essential palliative care medications, especially oral morphine. States should devise and implement policies that promote widespread understanding about the therapeutic usefulness of controlled substances and their rational use;
- (c) Develop and integrate palliative care into the public health system by including it in all national health plans and policies, curricula and training programmes and developing the necessary standards, guidelines and clinical protocols.

## 2. Compulsory detention for medical reasons

87. The Special Rapporteur calls upon all States to:

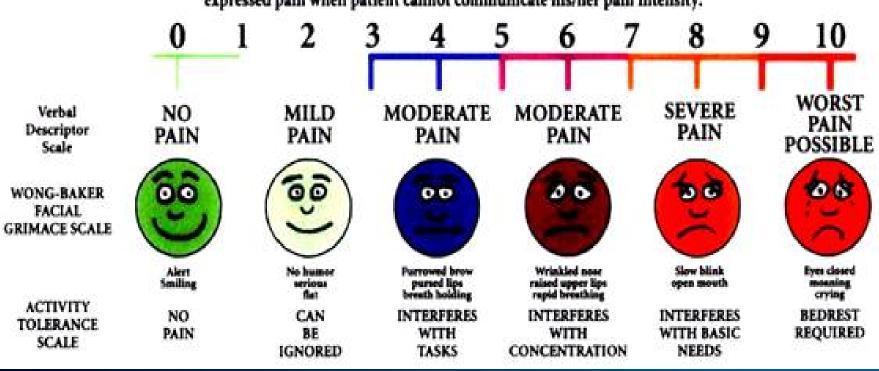
## Shape the Path

- 2. Build habits:
  - a. Habits are auto-pilots
  - b. Use "action triggers"
  - c. How can I set the situation to bring out the best of people?

## UNIVERSAL PAIN ASSESSMENT TOOL

This pain assessment tool is intended to help patient care providers assess pain according to individual patient needs.

Explain and use 0-10 Scale for patient self-assessment. Use the faces or behavioral observations to interpret expressed pain when patient cannot communicate his/her pain intensity.





## Pain as the 5™Vital Sign Toolkit



October 2000

Revised Edition

Geriatrics and Extended Care Strategic Healthcare Group National Pain Management Coordinating Committee Veterans Health Administration 810 Vermont Avenue NW Washington, DC 20420

## IAHPC Opioid Essential Prescription Package (OEPP)

## Opioid:

Morphine, oral, 5 mg every 4 hrs.

### Laxative:

Combination of Senna and Docusate, oral, 8.6mg/50mg every 12 hrs. OR:

Bisacodyl, oral, 5mg every 12 hrs.

### **Antiemetic:**

Metoclopramide, oral, 10mg every 4 hrs OR as needed.

Ref: Vignaroli E, Bennett MI, Nekolaichuk C, De Lima L, Wenk R, Ripamonti CI, Bruera E. Strategic Pain Management: The Identification and Development of the IAHPC Opioid Essential Prescription Package. JPM First published online in DOI: 10.1089/jpm.2011.0296 Available in

http://cl.exct.net/?qs=6d889d03e282742055597de69b54412f42e66930d3b810dc9a5e242d6ca2cbe1

## Shape the Path

- 3. Rally the herd:
  - a. Peer pressure
  - b. Encourage and give credit
  - c. Celebrate



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> WMA Home > Publications > Policies



#### Policies

- About
- Archives
- Council Resolutions
- + World Medical Journal
- Medical Ethics Manual
- White Papers
- Background Documents
- Toolkits
- + CPW Book
- Speaking Books
- Videos

## WMA Resolution on the Access to Adequate Pain Treatment

Print **PDF** 







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Adopted by the 62<sup>nd</sup> WMA General Assembly, Montevideo, Uruguay, October 2011

#### PREAMBLE

Around the world, tens of millions of people with cancer and other diseases and conditions experience moderate to severe pain without access to adequate treatment. These people face severe suffering, often for months on end, and many eventually die in pain, which is unnecessary and almost always preventable and treatable. People who may not be able to adequately express their pain - such as children and people with intellectual disabilities or with consciousness impairments - are especially at risk of receiving inadequate pain treatment.

It is important to acknowledge the indirect consequences of inadequate pain treatment, such as a negative economic impact, as well as the individual human suffering directly resulting from untreated pain.

In most cases, pain can be stopped or relieved with inexpensive and relatively simple treatment interventions, which can dramatically improve the quality of life for patients.

It is accepted that some pain is particularly difficult to treat and requires the application of complex techniques by, for example, multidisciplinary teams. Sometimes, especially in cases of severe chronic pain, psycho-emotional factors are even more important than biological factors.

Lack of education for health professionals in the assessment and treatment of pain and other symptoms, and unnecessarily restrictive government regulations (including limiting access to opioid pain medications) are



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### 12 October 2013



Achieving Universal Coverage of Palliative Care: Dispelling the myths











Palliative care news, views and inpiration from around the world



## 10 days 03h:59m:35s

#### **≥** Latest News

- World Day 2013 Promotional Materials Now Available!
- Sign the Prague Charter
- Logos for 2013 now available to download
- Registration for 2013 now open
- Theme for 2013 announced
- More news stories...

#### Latest Events

- Screening of "Now Is Good"Chisinau, Moldova
- The end of life is not just a matter of time
- World Hospice and Palliative Care Day 2013, Georgetown
- Celebration Balloon Launch, USA
- Pirkanmaa Hospice 25th anniversary, Findland
- More events

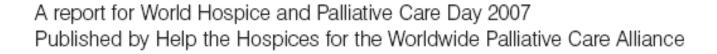




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Access to pain relief – an essential human right





## The Morphine Manifesto

A call for affordable access to immediate release oral morphine.



Total Signatures: 3,383

http://palliumindia.org/manifesto/



The world's largest and most effective online campaigning community for change

START A PETITION

## The Prague Charter: Relieving suffering



6,451

6,451 signers. Let's reach 10,000

### Why this is important

#### A right for palliative care

Access to palliative care is a legal obligation, as acknowledged by United Nations conventions, and has been advocated as a human right by international associations, based on the right to the highest attainable standard of physical and mental health. In cases where patients face severe pain, government failure to provide palliative care can also constitute cruel, inhuman or degrading treatment. Palliative care can effectively relieve or even prevent this suffering and can be provided at comparably low cost.

Yet, the governments of many countries throughout the world have not taken adequate steps to ensure patients with incurable illnesses can realize the right to





### **SIGN THIS PETITION**

- 16 The Prague Charter: Urging governments to relieve suffering and recognize palliative care as a human right
  - Governments should develop health policies that address the needs of patients with life-limiting or terminal illnesses.
  - 2. Governments should ensure access to essential medicines, including controlled medications, to all who need them.
  - Governments should ensure that healthcare workers receive adequate training on palliative care and pain management at undergraduate and subsequent levels.
  - 4. Governments should ensure the integration palliative care into healthcare systems at all levels.

### Enter your email address

Email

<u>Avaaz.org will protect your privacy</u> and keep you posted about this and similar campaigns.

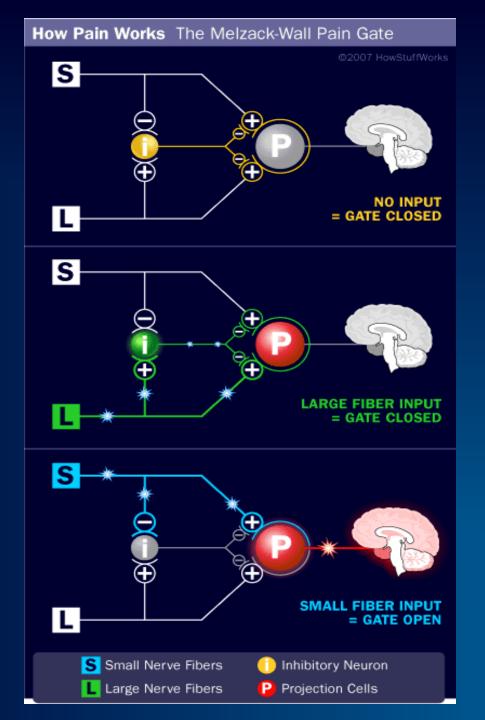
SIGN ▶

This petition has been created by EAPC onlus h. and may not represent the views of the Avaaz community.

# RECENT SIGNERS 2 weeks ago Pan Lu, Australia 2 weeks ago Maria Bara, Australia 2 weeks ago Justina, South Korea







"Happiness is when what you think, what you say, and what you do are in harmony."

Mahatma Ghandhi



Gandhi...

You need to be the change you want to see in the world...

