“Peer education and training is based on the principle that people are the experts on their own lives and therefore they are the best starting point for any local planning or action process”.

Tammi, L (2003) Telling it like it is:- An Introduction to Peer Education and Training. Article 12, Angus, Scotland

“Peer education approaches empower those in identified communities to educate their neighbours, friends and acquaintances about a topic or issue which is of interest or importance to them. Peer education is useful because it brings together people of ‘equal status’ who are associated in some way. This equality often encourages more open and honest discussion, questioning and interest around the focus topic. Association with a peer encourages many individuals to have increased confidence and a belief in their ability to do similar activities. Peer education can be strengthened by conducting a support course, talk or demonstration”.


“Peer education is the process whereby well trained and motivated (young) people undertake informal or organized educational activities with their peers (those similar to themselves in age, background or interests). These activities, occurring over an extended period of time, are aimed at developing (young) people’s knowledge, attitudes, beliefs, and skills and enabling them to be responsible for and to protect their own health”.

Examples of activities to raise awareness of advance care planning

- Convene an informal group discussion at work or in your community group
- Organise an ‘information day’
- Display a poster in the local library or your community centre (with permission)
- Show a video or DVD (at work or at a community event)
- Distribute some leaflets or staff a table at a community event
- Listen to the concerns of a friend or relative and provide some information about sources of help
- Share stories of experiences
- Make links with other people (professional or non professional) and join in their activities
- Reflect on the role of ACP in your own life