

Evaluating a Standardised End-of-Life Planning Framework Within End-of-Life Doula Practice

Findings from an Australian Pilot Evaluation



Death Down Under: Toward an Australian Death Studies Symposium.
Hosted by the Australian Death Studies Society and the DeathTech Research Team · University of Melbourne · 10 July 2026

THE PROBLEM

187,000+

Australians die each year

750,000

newly bereaved each year

9 in 10

believe planning is important

1 in 3

actually take action

Problem statistics sourced from published Australian research. Full citations available in the full report.

Navigation Layer

Australia has 300+ services. What it lacks is a shared layer that connects them.

EVALUATION FINDINGS

90%

took practical action

80%

updated important documents

70%

had important conversations

78%

found planning easier

70%

shared learning

60%

confident discussing

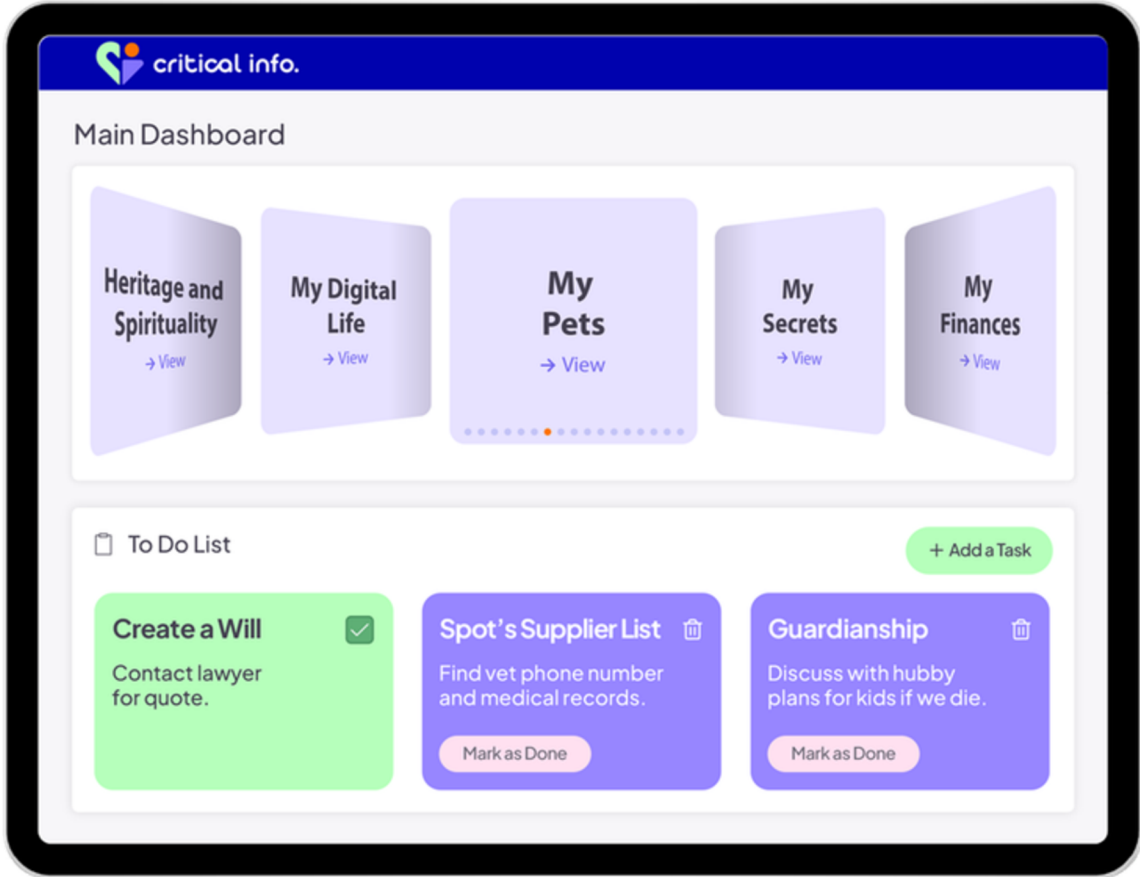
40%

helped another plan

30%

applied professionally

Figures indicative — small sample (n=10). Surveys post-program only; no baseline collected. Evaluation incorporated the Critical Info Impact Survey (informed by the Good Death Impact Network (GDIN) Action Playbook Action Playbook), together with the validated Death Literacy Index (DLI-9) and Coping With Death Scale Short Version (CWDS-SV).



WHAT WE FOUND: ANSWERING THE THREE EVALUATION QUESTIONS

Q1: Integration

All 6 doula respondents successfully integrated the Platform into planning conversations and client support, regardless of experience level. These findings are preliminary given the small sample size.

Q2: Acceptability

Of the 3 client respondents who rated their experience of doula support, all reported it as 'Positive'; no respondents reported negative feedback about the Platform's content or planning framework. Implementation challenges identified and documented for improvement.

Q3: Behaviours

Among 10 post-program respondents, 9 of 10 took practical action, 8 of 10 updated important documents, and 7 of 10 had important end-of-life conversations. No baseline was collected, so these figures indicate association rather than measured change.

STUDY SNAPSHOT

21 Expressions of interest

11 Doulas enrolled

6 Doula surveys completed

5 Client surveys completed

10 Impact Survey total

WHAT DIDN'T WORK

Bereavement & illness
One doula + one client couldn't complete.

Family & workload
Three doulas withdrew mid-program.

Data privacy
One client withdrew: cloud storage concerns.

Enrolment friction
Stripe coupon confusion — A Quick Start Guide created.

Digital literacy
Older clients needed tech support from doulas.

IN THEIR OWN WORDS

“...having the process divided into manageable steps made a huge difference.”
— Participant, 70–79, living with serious illness

“I finally got stuff in my head onto paper — because I had a deadline!”
— Participant, 50–59, vocational EOL training

“My doula friend really encouraged and supported me so well. I would never manage it without her.”
— Client participant

“gave me a list of loose ends to follow up.”
— Participant, 70–79, formal EOL employment

SCAN QR CODE FOR FULL REPORT

