



Palliative Care Task Force Definition & Community Awareness

Post It Notes Comments	Post It Notes Comments
Define and standardize palliative care and hospice	Understanding what kind of training/support is available to family caregivers
Education on continuum of care – e.g. chronic disease, palliative vs. hospice	Education funding
Utilize nursing homes in rural communities to provide training for families to provide care	Look to partners to assist with community education – AARP, NDSU, etc.
Training and education to prevent readmissions	Community education about palliative care concepts and care – know options and benefits
Increase awareness of palliative care and stress that you can still be seeking care	Education on what palliative care involves and where the largest gaps in ND are
Outreach to professionals and public at large	Develop campaign for community education
Improve communication between agencies	Centralized site for resources – website
Focus not only on cancer but also on other chronic conditions – COPD, ESRD, etc.	Consistent messaging
Investigate and analyze data further	ND lead program

Brainstorming

1. Research best practice/other states that have done this work
 - Collaborate with bordering states
2. Awareness campaign
 - Define hospice and palliative care
 - Tag line - #, etc.
 - Where services are in the state
 - Create demand
 - Design graphic
3. PR Strategy
 - Who/group/communities to speak to – e.g. parish nurse to service groups
 - Identify key messages (see awareness above)
 - Determine stakeholders to provide messages
 - Patient - education
4. Awareness – Collaboration with other state organizations/campaigns/etc.
5. Targeted population awareness/education
 - Cultural groups
 - Generational
6. Utilize different public sites for information
 - One main site – all sites link
7. Define using Medicare, JC, CAPC
 - Use common language – generations, cultural
8. Educate stakeholders
 - State organizations
 - Messengers
9. Cost? Pay for?