

Palliative Care Task Force Initial Planning Sheet

Sub-Committee/Topic: Definition and Community Awareness

Group Facilitator: Shannon Feist

Recorder: Lori Knoll

Reporter: Tracee Capron

Additional Members: Kristi McCarty, Tammy Theurer, Theresa Behrens, Caleb Christiansen, Milan Vu, and Jackie Buboltz

Initial Brainstorming:

- Don't reinvent the wheel.
- Network to find others that have started these discussions.
- CAPC – “Rebranding ourselves.” Content is out there.
- Where are palliative care services truly being provided in ND.
- 11 hospices in ND.
- All hospice is palliative, but not all palliative care is hospice.
- We have an access problem.
- Raise awareness. Get community involved to create a demand.
- Look at states in conjunction with us. Minnesota has exciting things going on - community awareness program – billboards.
- Reach out to civic groups – “sell” our topic. Reach out to service organizations, become community partners, veteran organizations, create the marketing content.
- Providers and the task force need to be on the same page. Checklists on differences between hospice and palliative care could be available at provider visits.
- Coalitions/task forces
- Pay attention to cultural differences
- Center for Rural Health
- What public sites do we want to use for information
 - One core information site, then others could “link” us on their sites
- Use CAPC definition vs. government lingo
 - Define using common language, but being mindful of generation and cultural issues
- Look for people that may volunteer their talents to market – graphic artists

2-3 Ideas that are top priority:

1. Define difference between hospice and palliative care
 - Create marketing ideas to define
 - Lead into awareness campaign
 - Research best practice – other states and what they have done
2. Awareness
 - Collaboration of other organizations

Draft Strategy 1:

Strategy to address the ideas –

- Research topic – state and community
- Research best practices (use other states that have completed this) and then define using common language
- Look at CAPC
- Do our research to lead up to our goal

Goal for strategy –

- Have definitions by August 1, 2017 to create the content we want to share or project

Needed partners for strategy –

- CAPC
- NHPCO
- Palliative work groups in other states

Identify some initial steps –

- Create a group email and make folder in “inbox”
- Group assignments
 - Shannon, Tammy, Theresa – palliative
 - Caleb, Mulan, Lori – hospice
 - Tracee, Kristi – combination of palliative and hospice
- Have information by July 27, 2017 ready to report by August 1, 2017

Identified barriers –

- Limited information available
- Time constraints
- Funding
- Who are we missing at the table

Draft Strategy 2:

Strategy to address the ideas –

- Identify stakeholders
- Face to Face meeting in August

Goal for strategy –

- Develop awareness campaign by December 2017

Needed partners for strategy –

Identify some initial steps –

Identify some initial steps –

Identified barriers –

