For Immediate Release
February 7, 2022

Community/Institution Partnerships to Improve Palliative Care Awareness and Advance Care Planning in Diverse Communities, virtual session
Thursday, February 10, 2022 – 10:30am-11:30am CT; 11:30am-12:30pm PT

In collaboration with the Stanford Palliative Care Center of Excellence (PCCOE); Chinese American Coalition for Compassionate Care (CACCC); UCSF MERI Center & UCSF Practice PC; San Francisco PC Workgroup Division of Palliative Medicine, UCSF and Stanford PCCOE Community Partnerships, proudly present: “Community/Institution Partnerships to Improve Palliative Care Awareness and Advance Care Planning in Diverse Communities”, virtually, on Thursday, February 10, 2022 – 10:30am-11:30am CT; 11:30am-12:30pm PT at the Annual Assembly of Hospice and Palliative Medicine (AAHPM).

Who: AAHPM is the professional organization for physicians, nurses, researchers, and other clinicians specializing in hospice and palliative medicine. Since 1988, the Academy has dedicated itself to advancing hospice and palliative medicine and improving the care of patients with serious illness. Activities focus on education and training, resources, networking, and advocacy. Learn more view Annual Report video

What: The Annual Assembly of Hospice and Palliative Care
To Register: http://aahpm.org/meetings/assembly

When: Thursday, February 10, 2022 10:30am-11:30am CT; 11:30am-12:30pm PT

Where: Virtual Assembly

Who should attend: Hospice and palliative care professionals; CE available: http://aahpm.org/assembly/ce

Education Session: Community/Institution Partnerships to Improve Palliative Care Awareness and Advance Care Planning in Diverse Communities (VT101)

Featured faculty: Ashley Bragg, BS; Grant M. Smith, MD; Gayle Kojimo, BA; Sandy Chen Stokes, RN MSN; Sarah Nouri, MD (Reference attached poster.)

Abstract: As of 2020, nearly 70% of adults in the United States have not heard of palliative care (PC), and unfortunately, this widespread lack of awareness is not equally distributed. Racial and ethnic minorities and individuals without a college education are disproportionately unlikely to know about PC. Without awareness and knowledge of PC, these individuals are less likely to request and receive palliative care
services, further perpetuating the inequity in symptom management, advance care planning, and end of life care outcomes that have been well-documented in underrepresented populations.

Large academic healthcare institutions, with their influence, financial resources, and expertise, are well-positioned to contribute to addressing these inequities. However, the systemic racism woven into our healthcare system has fostered mistrust that compounds widening separations between healthcare institutions and underserved populations. Thus, without the input and lived experience of grassroots and community-based organizations, healthcare institutions are at risk of further alienating or missing the mark in effectively executing their educational efforts.

Through real-world examples of institution/community partnerships, this workshop will provide practical tips and suggestions for healthcare institutions to start building community partnerships to make community-based outreach efforts more effective and impactful. This workshop will feature two academic institutions and a community-based organization committed to increasing awareness and knowledge about PC and advance care planning in their shared communities. Presenters will share their perspectives on what makes for a good partnership, discuss navigating cultural differences, and tips for making partnerships that are mutually beneficial and long-lasting. The workshop will provide examples and practical tips for setting up initial discussions, co-developing content, and describe various types of relationships between healthcare institutions and community-based organizations. Small group discussion will provide time for participants to brainstorm opportunities in their own communities with time to ask presenters advice in taking those initial steps.

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