

**Assessing Progress in End-of-Life and Serious Illness Care**

National Academy of Medicine

May 23, 2016

**Person-Centered, Family Oriented Care**

**NOTES—BREAKOUT SESSION 2**

<b>Barriers</b>		
<ul style="list-style-type: none"> <li>• Health disparities – current messages are not properly tailored to individuals’ background, cultural group, etc.</li> <li>• Need to better identify key target audience to shape messaging</li> <li>• Insufficient funding (for longer term, coordinated media campaigns)</li> <li>• Digital technology (as a barrier to meaningful conversations)</li> <li>• Failure to engage the younger generation in a conversation with older generations</li> <li>• Difficulty identifying an advocate and strategies to engage them</li> <li>• Lack of system capacity to deliver care</li> </ul>		
<b>Solutions/Opportunities</b>		
<ul style="list-style-type: none"> <li>• Utilize individuals from specific cultural groups to deliver message to that group</li> <li>• Better identify key audience segment to be targeted</li> <li>• Leverage social media</li> <li>• Tools to enable inter-generational conversations (e.g., door to door community organizing type efforts to deliver advance care planning messages)</li> <li>• State and local level coalitions to drive progress (e.g., legislation)</li> <li>• Younger generation as a resource to normalize the conversation</li> <li>• Needs assessment of the community (to identify reasons why conversations are not happening; to identify assets)</li> <li>• Fellowships for journalists to cover the issue</li> </ul>		
<b>Other</b>		
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<b>Top Priority Action Items (limit to 3-5)</b>	<b>Actor(s)</b>	
1	Identify a large funding source with a challenge grant	Patient Quality of Life Coalition
2	After conducting an environmental scan, identify targeted groups and messages we want to convey to those segments, and coordinated, capacity-based messaging strategy (e.g., limited number of messages)	Professional marketing firm
3	Identify organizations to collaborate with to get the message out	Roundtable on Serious Illness Care
4	Use of inter-generational engagement strategies	Relevant nonprofit organizations
5	Harness the power of interfaith communities	The Conversation Project, CHA
6	Create a coalition of health systems to leverage community benefit funds (for the purpose of funding public engagement)	AHA