

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

National Academy of Medicine

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Public Education & Engagement

REPORT-OUT TEMPLATE

Overall takeaways (briefly characterize discussion overall—did anything surprise you? What did you find most encouraging?)

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Chief barriers identified by both groups

- Insufficient funding
- Failure to agree on the right language to use in communicating with the public
- Failure to understand target audience
- Lack of system capacity to deliver palliative care (potentially leading to a mismatch between messages and actual capacity)

Most promising opportunities/solutions identified by both groups

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Top 3-5 priority action items and actors identified by both groups

Top Priority Action Items		Actor(s)
1	Identify a large funding source. Funded initiatives should include a challenge grant to leverage other smaller sources of funds.	Broad Coalition such as the Patient Quality of Life Coalition
2	Develop a coordinated acceleration strategy to promote care conversations. Such a strategy could include the use of inter-generational engagement strategies and harness the power of interfaith communities	Advocacy organizations and other relevant nonprofits
3	After conducting an environmental scan, develop a public awareness campaign including a segmentation strategy to match key messages to relevant audiences.	Professional marketing fund
4	Identify organizations for collaborative messaging campaign	Roundtable on Serious Illness Care
5	Develop defined, consistent message about what palliative care is and what it offers patients	Field of serious illness care