



Changing Public Perceptions to Build Awareness, Knowledge, and Uptake of Palliative Care: An Evidence-based Approach

Three-Part Webinar Series hosted by the
**NASEM Roundtable on Quality Care for
 People with Serious Illness**

Webinar #2

Exploring an Evidence-based Toolkit and Tailoring Messages to Specific Audiences

Thursday, May 30, 2024, 12:00 pm to 1:00 pm ET

WEBINAR AGENDA

12: 00 PM	Welcome and Opening Remarks Brynn Bowman, MPA, Chief Executive Officer Center to Advance Palliative Care (CAPC)
12:05 PM	Translating Research into a Toolkit for Public Outreach Anthony Back, MD Co-Director, University of Washington Center for Excellence in Palliative Care Professor of Medicine, University of Washington Marian Grant, DNP, Marketing Consultant

12:20 PM	Tailoring Messages to Reach Specific Audiences Diane Meier, MD, Founder, Director Emerita, and Strategic Medical Advisor, CAPC Professor, Icahn School of Medicine at Mount Sinai Kimberly S. Johnson, MD, MHS Professor of Medicine, Division of Geriatrics Duke University School of Medicine
12:40 PM	Question & Answer Session Brynn Bowman, MPA Chief Executive Officer, Center to Advance Palliative Care Moderator
12:55 PM	Wrap-up and Closing Remarks Brynn Bowman
1:00 PM	Webinar Ends