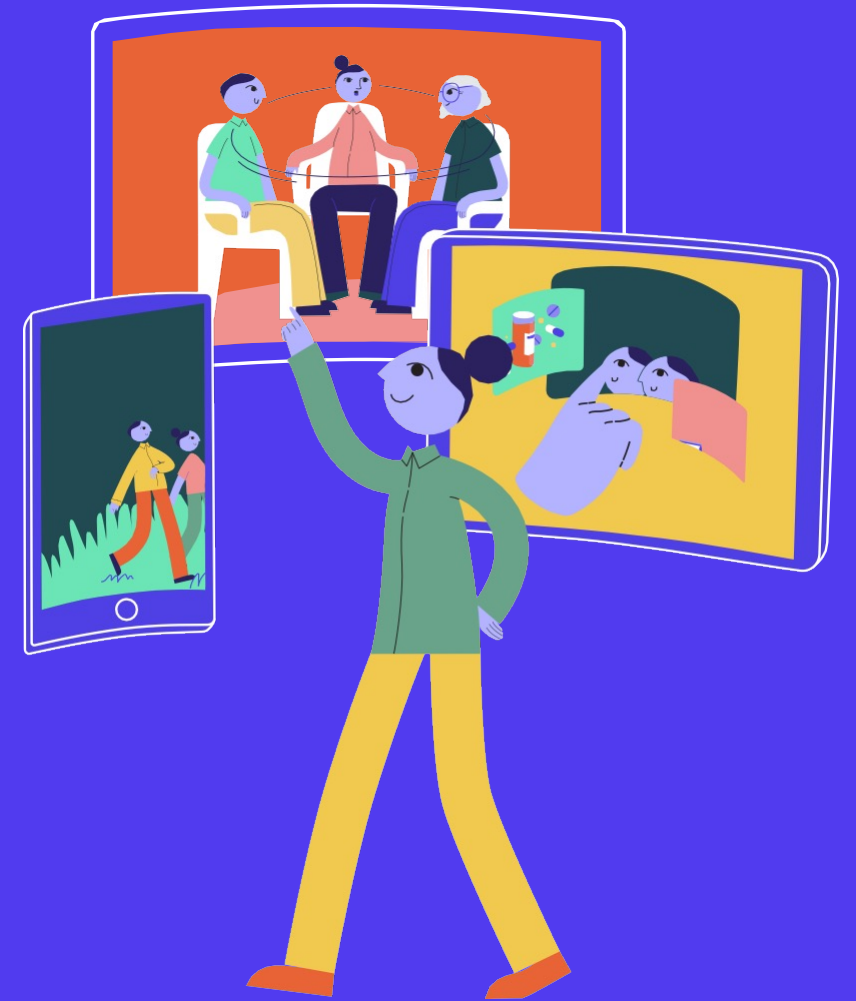


Case Studies: Applying the Research

Anthony Back MD
Marian Grant, DNP, RN

<http://seriousillnessmessaging.org>



Serious Illness
Messaging Toolkit

Talking to the Public About Advance Care
Planning, Palliative Care and Hospice

5 Principles for Better Messaging

01 **Talk up the benefits**

These services and care improve peoples' lives.

02 **Present choices for every step**

At every stage of an illness, you have choices.

03 **Use stories**

The stories that resonate are positive and aspirational.

04 **Invite dialogue—and not just once**

The call to action is to talk with someone.

05 **Invoke a new team**

Patients, families, clinicians, & community all have a role.

Examples we love

Practical examples of effective messaging & outreach

Brynn Bowman MPA

Center to Advance Palliative Care

Aras Acemgil MBA

University of Alabama Birmingham

Katy Hyman MDiv BCC

MemorialCare Long Beach Medical Center



You cannot depend on image search



Asian doctor support old man to getting up to exercise
Asian doctor support old man to getting up to exercise, help handicapp...



Senior couple meeting with a medical doctor at a hospital
A photo showing a senior couple holding hands while seated across a d...



Close up hand of young asia woman or nurse home care holding...



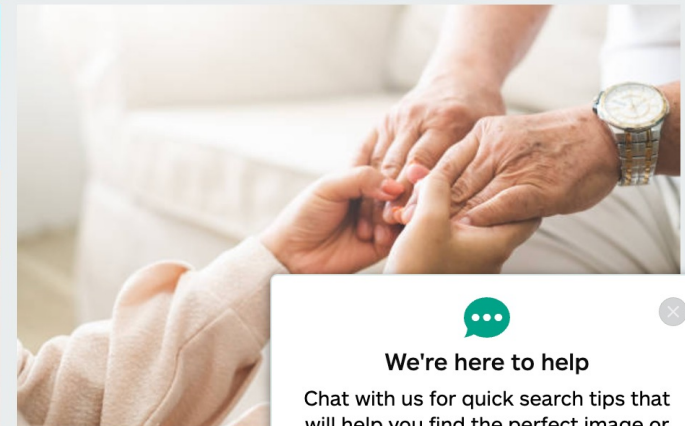
Free with trial

Similar images

Love hope concept: Daughter Visits mother holding hand for...



Elderly female hand holding hand of young caregiver at nursing...

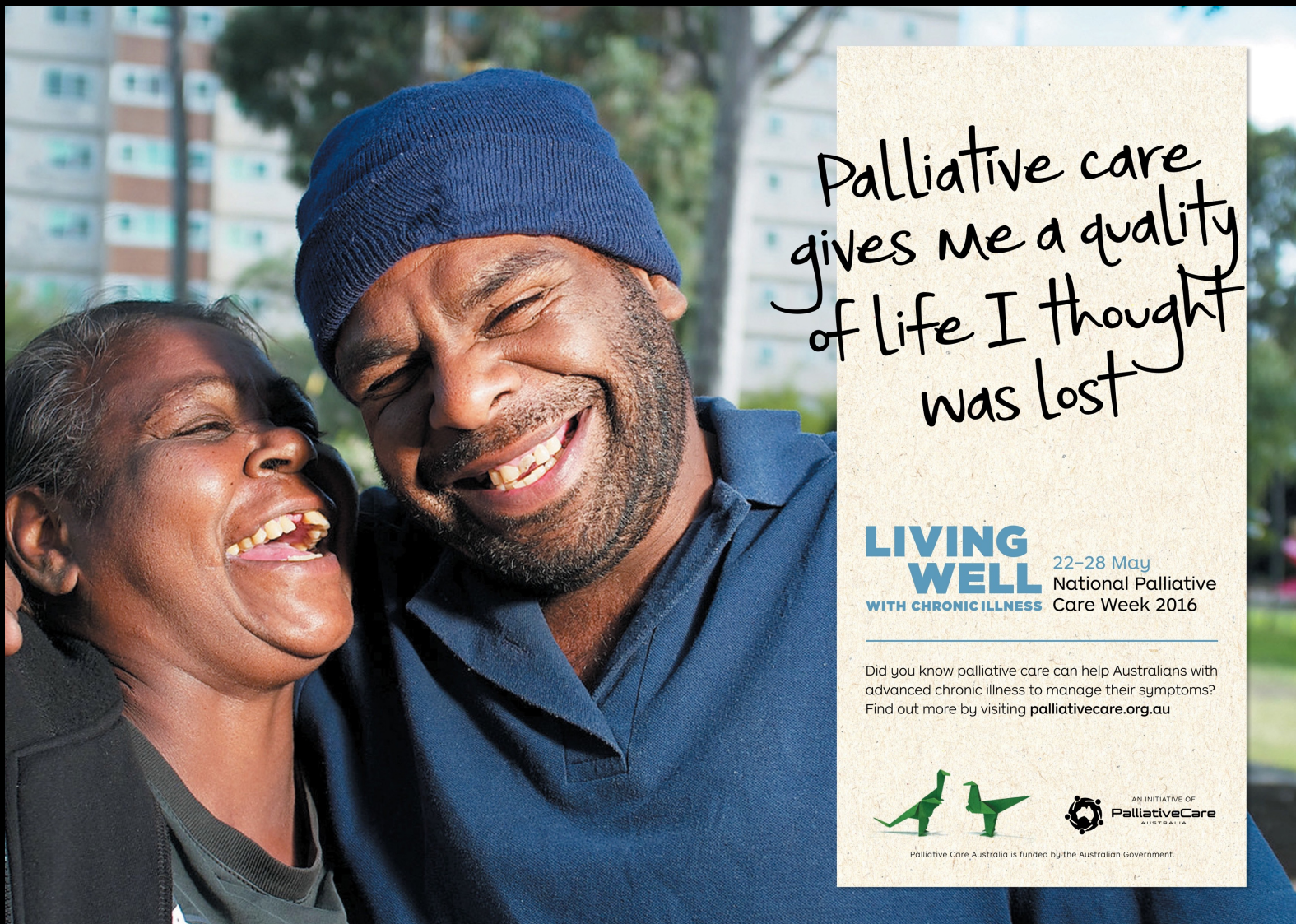


Woman hand holding old



We're here to help

Chat with us for quick search tips that will help you find the perfect image or video for your project.



Palliative care
gives me a quality
of life I thought
was lost

**LIVING
WELL** 22-28 May
WITH CHRONIC ILLNESS National Palliative
Care Week 2016

Did you know palliative care can help Australians with advanced chronic illness to manage their symptoms? Find out more by visiting palliativecare.org.au



AN INITIATIVE OF
PalliativeCare
AUSTRALIA

Palliative Care Australia is funded by the Australian Government.



Palliative care for LGBTQ+ people in NSW

MAKE EACH DAY MATTER

Serious Illness CARE PROGRAM *Support for Patients*



When you have a serious illness, sometimes your only goal is to have a good day. Deciding what matters to you and talking about what a good day looks like is a great start.

How can the Serious Illness Care Program help? By focusing on your needs and providing an extra layer of care. We aim to align your treatment with your health goals and help manage your symptoms and stress.

Here's How We Can Help

The Serious Illness Care Program offers extra care and support focused on you. You will have a nurse who calls you to:

- ▶ Help with pain and other problems
- ▶ Schedule (coordinate) your doctor appointments
- ▶ Talk about what matters to you
- ▶ Teach you about your condition
- ▶ Support you and your caregiver

Is This Program Right For You?

You will benefit from the program if your serious illness affects your daily life. Impacting your daily life might look like:



Improving Care for Serious Illness

We advocate for equitable policies and improved health outcomes for serious illness care across the lifespan.

[READ MORE ABOUT OUR WORK](#)

Clinical Practice Guidelines

The *Clinical Practice Guidelines for Quality Palliative Care* ("NCP Guidelines") aim to improve access to quality palliative care for all people living with serious illness regardless of their diagnosis, prognosis, age or where they live or receive care. [Learn More](#)

Pediatric Division

A convening of pediatric palliative care leaders identified the need for pediatric-specific efforts to set field strategy and build field capacity. [Learn](#)



Palliative Care



Palliative Care

Palliative care—specialized medical care for people living with a serious illness—focuses on easing pain and discomfort, reducing stress, and helping patients have the highest quality of life possible. Palliative care is based on the needs of the patient, not the prognosis of the likely course of the illness.

Palliative care aims to alleviate symptoms such as pain, depression, shortness of breath, fatigue, constipation, nausea, loss of appetite, difficulty sleeping, and anxiety. It is appropriate at any age and any stage of a serious illness, not only at end-of-life.

Pediatric Palliative Care



Pediatric Palliative Care

Pediatric palliative care is specialized medical care that is family centered. The goal of pediatric palliative care is to provide comprehensive support that improves quality of life for the child and their family by addressing the physical

Find the toolkit at:
seriousillnessmessaging.org

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