

Advisory Council on Palliative Care

Minutes

Friday, May 9, 2014

9:00 AM

Connecticut Hospital Association

110 Barnes Road, Wallingford, CT

Present:

Lori Griffin, DPH (on behalf of Wendy Furniss); Cynthia Roy, RHHHC (via conf. call)-Danbury; Renee Manworren, CCMC; Patricia Trotta, VNAHC;; Diana Cameron, VNA Community Healthcare; Barbara Morrison, YNHH-SRC; Joe Andrews, MD, CT Hospice; James Prota, CT Hospice; Elizabeth Keyes, DPH; Karen Mulvihill, APRN, Danbury Hospice/HPNA; Colleen Mulkerin, MSW, LCSW, Hartford Hospital.

Public: Donna Maria Cortezzo, CCMC-public; Michael Culhane, CT Catholic Conference; Ashley Calabrese, Updike, Kelly & Spellacy; Bryte Johnson, ACS-CAN; Chris Sanarsiero, VITAS Hospice; William Gerrish, DPH; Suzanna Blancaflor, DPH; Tracy Wodatch, RN, BSN, CAHCA

I. Minutes Approved

- a. Barbara Morrison motioned to approve; Karen Mulvihill seconded the motion.

II. Working Definition

- a. Reviewed/Approved: all agreed it was good

III. Topics for discussion

1. Public Education, Bill Gerrish

- a. What are our goals and objectives? How to inform the public:

- Behavior
- Policy
- Attitude

- b. Targeted Audience

- Gen. public
- Patients
- Family members
- Providers
- Leaders
- Media
- Legislations

- c. Budget/Resources

- Research
- Surveys
- Google search

- Web banner
- TV/Radio
- Speaking engagements (community)

d. Strategies:

- Public/media relations
- Educational material/brochures
- DPH accessible Webpage (user friendly)
- Health literacy (language level)
- Facebook, Twitter, Pintrest
- Focus Group
- Evaluate success of campaign
- Reach out/what is your message/accomplishments

2. MOLST, Suzanne Blancaflor

- a. The Bill Passed. They are working on a Pilot, one on rural and one on urban areas.
- b. Get underserved populations involved in palliative care (Marcus McKinney, St. Francis)
- c. Consider a website, linked to DPH

IV. Public comment/Misc.

- a. Barbara suggested Bill Moyers's strategy; include patient's stories
- b. Create a forum. Invite media. Help people understand that Palliative Care is not about "death". Be "Pro" rather than "Anti". Educate people.
- c. Look onto other venues to see what has worked for them. Tracy suggested, collaborate with a council member from CT Partners for Health at Qualidigm
- d. Cynthia discussed the Survey of Health Care entities, and brochures (e-mailed). CAPC is still analyzing the 2012 and 2013 data; will get once is updated in the system. Difficulty on getting the Medicaid Data- will need to put in a request through DSS then to CHN. Karen discussed documents on Educational Bill & Handouts on Palliative Care (e-mailed)
- e. Members: Use "reply all" using e-mails sent by Grisel Merced to communicate with each other
- f. Assignment for next month will be
 - Establishing Goals and Objectives
 - Fact Sheet: Facts for the community/what do we want people to know
 - Ask Wendy to send a DPH call in number

V. Meeting adjourned at 10:15 am by Chair Mulkerin.