
COMMUNITY RELATIONS & OUTREACH FOR BEREAVEMENT PROGRAMS



JUNE 2018 NHPCO BEREAVEMENT SECTION CHAT

NATIONAL COMMITTEE FOR HOSPICE AND PALLIATIVE CARE PROFESSIONALS (NCHPP) COMMITTEE SPEAKERS

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OBJECTIVES

- During this chat participants will:
 - Understand the value and goal of outreach for their bereavement programs
 - Explore a variety of ways to promote bereavement programs and services to their own and to community bereaved
 - Identify audiences based on goals/expected outcomes
 - Discuss partnership with community organizations/events



QUICK CHECK

- What motivated you to participate in this chat today?
- What burning questions do you have coming into this discussion?

YOUR BEREAVEMENT PROGRAM IDENTITY

- Consider your organization and program's past and current identity



**Who
are
we?**

- Now consider where you would like to go!
 - Ensure leadership support and vision are in alignment with your efforts
 - And explore your capacity amongst staff, administrative support and volunteers (for current and possible future) services

COMMUNITY NEEDS ASSESSMENT

- Know your community
- Assess what is already available
- Assess what is not available/unmet needs
- Consider your interests, strengths
- Trial and error
- Be aware of/attend to changing demographics

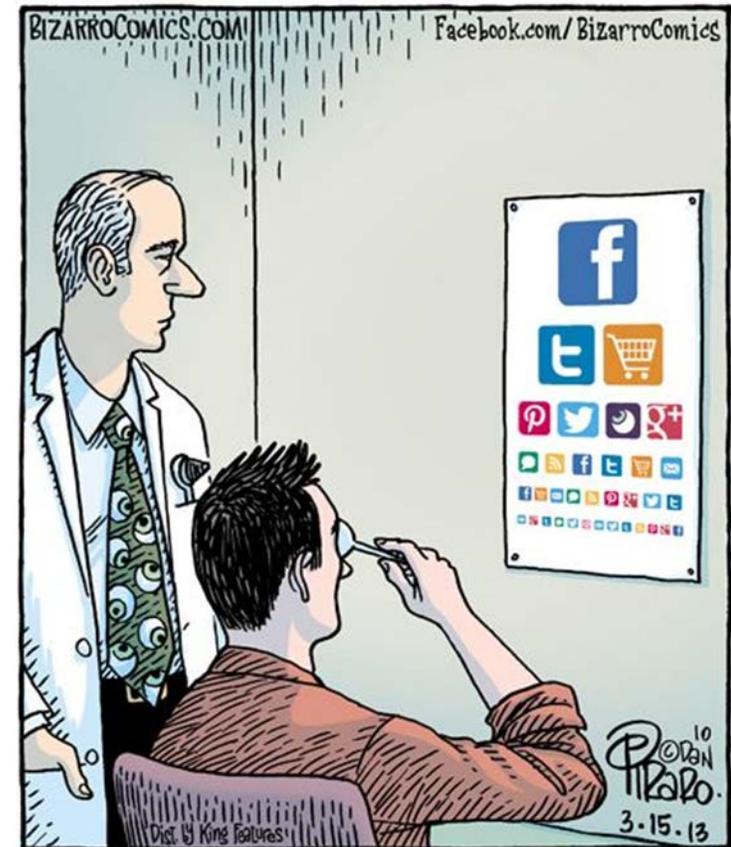


CHAT

- What are some programs you are interested in trying out?
- In what ways have you used or are you considering using media to help spread the word and raise awareness of your program?

OUTREACH: FORMS OF MEDIA

- Web-based
 - Organization's webpage
 - Social Media
 - Blog
- Print
 - Program Newsletters & Mailings
 - Flyers
- Radio
- Local/area Newspaper(s)
- Current or past users
- In-person outreach



CHAT

- What have been some programs you have tried that you found your outreach efforts to be most successful?
- Least successful?
- Why or why not?

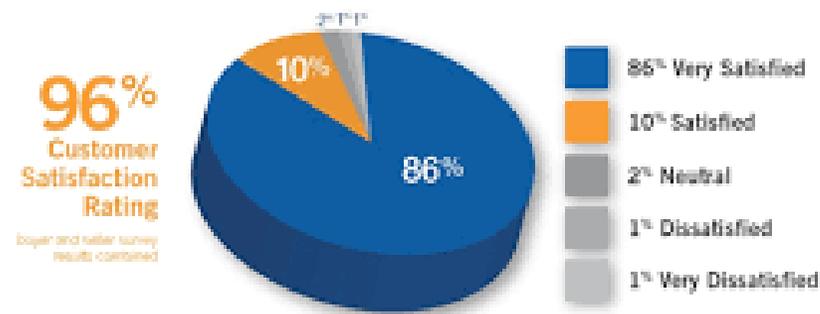
CURRENT USER FEEDBACK

- Initial “Introduction to Bereavement Program” opportunity
- Invite participants who presently receive your counseling and support group services to complete a survey or evaluation to elicit their ideas:
 - How did they find out about you?
 - What would they like to see?
 - Feel is missing from what you offer?



USER FEEDBACK - TRACKING

- Track direct, in the moment verbal feedback as well
- Capture data and watch for patterns of unmet needs and opportunities
- Consider reducing efforts in non-fruit bearing endeavors



POWER OF POSITIVE EXPERIENCE

- Often, the best outreach is that from the voice of someone who has benefited from your service
- Word of Mouth
- Showcase a Personal Story
- Legacy work
 - Funds





Grief group helps surviving siblings cope



Angie Demers is a marriage and family therapist who volunteers to lead a grief support group for people who have lost a sibling. Photo by Don Boomer

By **Karla Peterson**
Contact Reporter

Sibling Loss Support Group for Adults

When: 6 to 7 p.m. Wednesdays, Sept. 9 – Oct. 28. Registrations accepted through Sept. 7.

Where: The Elizabeth Hospice Center for Compassionate Care, 930 Canterbury Place, Escondido, CA 92025



Temecula Valley Chamber of Commerce

4 mins · 🌐

#FridayNewsFlash The Elizabeth Hospice will be presenting: Coping with the Holidays at Temecula Valley Hospital on Tuesday, December 19, 2017, 5:30 pm - 6:30 pm

The Elizabeth Hospice Presents: Coping with the Holidays
 Location: Temecula Valley Hospital Operations Center
 Tuesday, December 19, 2017, 5:30 pm - 6:30 pm
 Please join Michelle Brown, MA, LMFT, Staff Counselor, and learn tips, tools and support for coping with the holiday season while grieving a loss.
 Free to the community.

 **Temecula Valley HOSPITAL**  **The Elizabeth Hospice**
 Serving San Diego and Inland Empire communities



Hospice hosts camp for grieving children



ESCONDIDO: Hospice hosts camp for grieving children The Center for Compassionate Care of The Elizabeth Hospice hosts Camp Erin San Diego each summer for area youth grieving the death of a loved one. This summer, 115 youths ages 6-17 attended the annual weekend camp held in partnership with the Moyer Foundation. The nonprofit's camp and children's grief services received support from donors, including \$1,000 from Blanchard for Children, \$2,000 from Enterprise Holdings, \$5,500 from Rob Benzoni Foundation and \$10,000 from The Gerald T. and Inez Parker Foundation. Pictured are participants in Camp Erin San Diego 2016. Call (602) 797-2050.

SECTIONS SEARCH Rancho Santa Fe REVIEW NEWSLETTERS NEWSPAPER

FRIDAY MAY 4, 2018 NEWS EVENTS LIFESTYLE SPORTS A&E OPINION COLUMNS REAL ESTATE 72°

Lifestyle

Rancho Santa Fe Women's Fund supports The Elizabeth Hospice Children's Bereavement Program

caption (credit)

JULY 19, 2017, 12:00 PM

The Rancho Santa Fe Women's Fund recently awarded The Elizabeth Hospice a grant of \$18,042 in support of the Children's Bereavement Services.

SECTIONS SEARCH The San Diego Union-Tribune SUBSCRIBE 4 weeks for \$99

FRIDAY MAY 4, 2018 CARS HOMES JOBS SD ALMANAC CONTACT US TODAY'S PAPER MOST POPULAR REWARDS

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Communities / North C

Elizabeth Hospice gets grant for children's room

Kids play in a Volcano Room similar to the one being built at The Elizabeth Hospice's Children's Bereavement Center in Escondido. (Courtesy The Elizabeth Hospice)

By Linda McIntosh · Contact Reporter

APRIL 27, 2018, 7:00 PM



CONTENT

- What should we include in our outreach?
 - Who
 - When
 - Where
 - Cost
- Registration as a helpful tool



OTHER OPPORTUNITIES AND PRACTICES TO CONSIDER

- Etymology of the word hospice: *hospitality*
- Serve as community experts during time of tragedy (national and/or world news)
- Connect with local funeral homes, area on aging, medical examiner or coroner's office, etc.
- Cultivate relationships with School Counselors, HR, EAP
- Reach out to Senior Homes, Long-Term Care facilities (staff and residents)

