
COMMUNITY RELATIONS & OUTREACH FOR BEREAVEMENT PROGRAMS



JUNE 2018 NHPCO BEREAVEMENT SECTION CHAT

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

JOELLE OSTERHAUS, LCSW, LICSW, AHPC-SW, MANAGER, PSYCHOSOCIAL SERVICES

KAISER PERMANENTE HOSPICE & PALLIATIVE CARE OF THE NORTHWEST

MELISSA DELACALZADA, DIRECTOR, COMMUNICATIONS & COMMUNITY RELATIONS, ELIZABETH HOSPICE

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



- 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

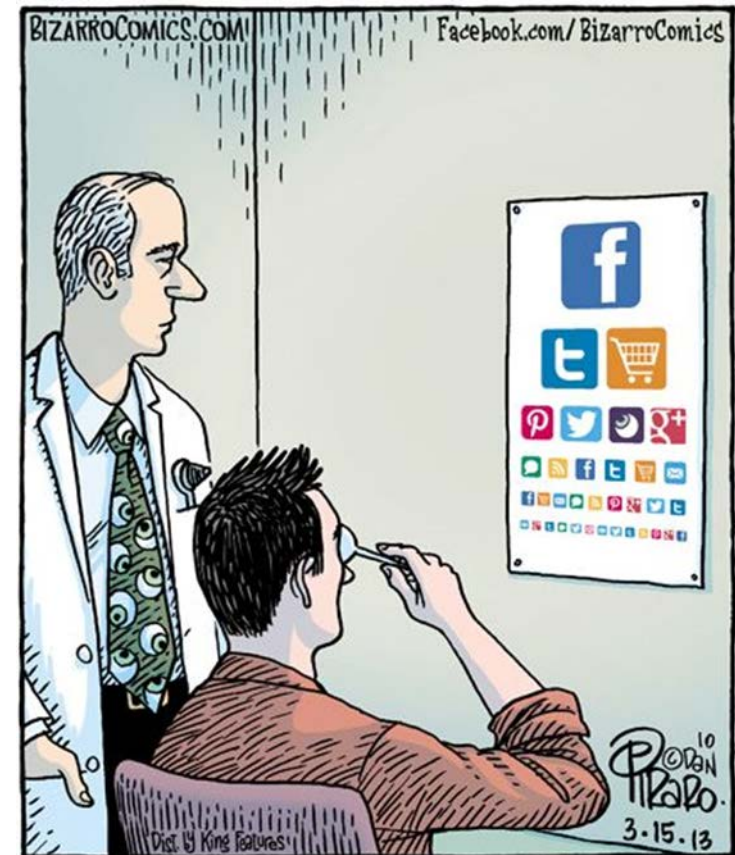


CHAT

- 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



WE INVITE YOU TO ATTEND
"Journey Through Grief"
 A SIX-WEEK BEREAVEMENT SUPPORT GROUP
 Wednesdays, 5:30-7pm
 January 15-February 19, 2014
 Montefiore Boardrooms A & B
 One David N. Myers Parkway in Beachwood, OH

To register, please call the Victim Response office at
216.910.2795
montefiorecare.org




Victim Response at Montefiore
 11000 Linneman Street
montefiorecare.org

Call Montefiore, 1-877-678-6789 for more information

The professional volunteer and support group is sponsored by Victim Response at Montefiore. The David N. Myers Foundation Bereavement Support Group is part of the Montefiore Foundation's commitment to the community.



GRIEF SUPPORT GROUP

You've lost someone beloved to you. Your grief is very personal. Whether this loss was recent or years ago, we believe that you have the right to grieve in your own way and in your own time. Sanctuary Counseling provides a safe and compassionate place - a sanctuary - for you to find support during this difficult time. **Our goal is not to help you "get over" the loss,**



but rather to find healthy ways of honoring and incorporating it into your life. Give yourself the gift of time and space to grieve and to experience sharing with others who understand your loss. Facilitated by an experienced and certified Thanatologist and Licensed Psychotherapist, these weekly groups are structured in eight week blocks to foster meaningful connection in a consistent group. **We invite you to join us.** For more information, please contact Heather Kramer Almquist, MA, LPC, CT at 610-385-3155 or via email at heather@sanctuarycounseling.com. You are welcome here.



ONGOING WEEKLY GROUP SESSIONS
IN 8-WEEK BLOCKS

SANCTUARY COUNSELING, LLC
 1125 Ben Franklin Highway West
 Douglassville, PA 19518
 610-385-3155
www.sanctuarycounseling.com

"Why...?"
 Support after a suicide loss

Nine week
**Suicide Bereavement
 Support Group**

Join us
 facilitated by a professional
 facilitator, this
 group provides a
 safe, confidential and
 nonjudgmental place to
 share with others who are
 facing the unique challenges
 of traumatic grief after a family
 member or friend has died by suicide.

A group will meet in
 Waterford, England & Montgomery County
 starting
 September 11, 2013
 meeting time 7pm-8pm

To register
www.wspc.org
 or call Susan at
 610-745-0204

Waterford
 Suicide Prevention Council
www.WSPC.org




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?

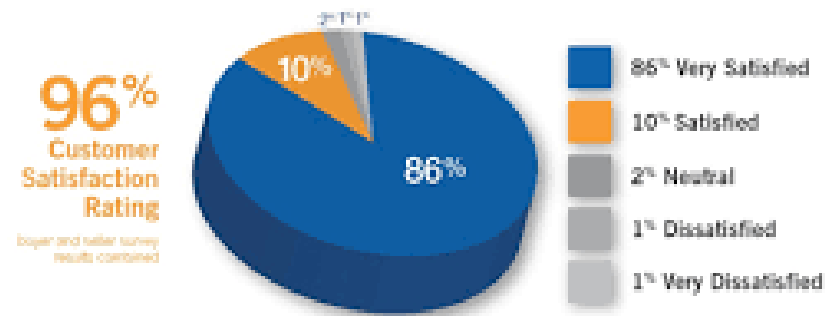
CURRENT USER FEEDBACK

- 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



FRIDAY MAY 4, 2018

CARS HOMES JOBS SD ALMANAC CONTACT US TODAY'S PAPER MOST POPULAR REWARDS



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



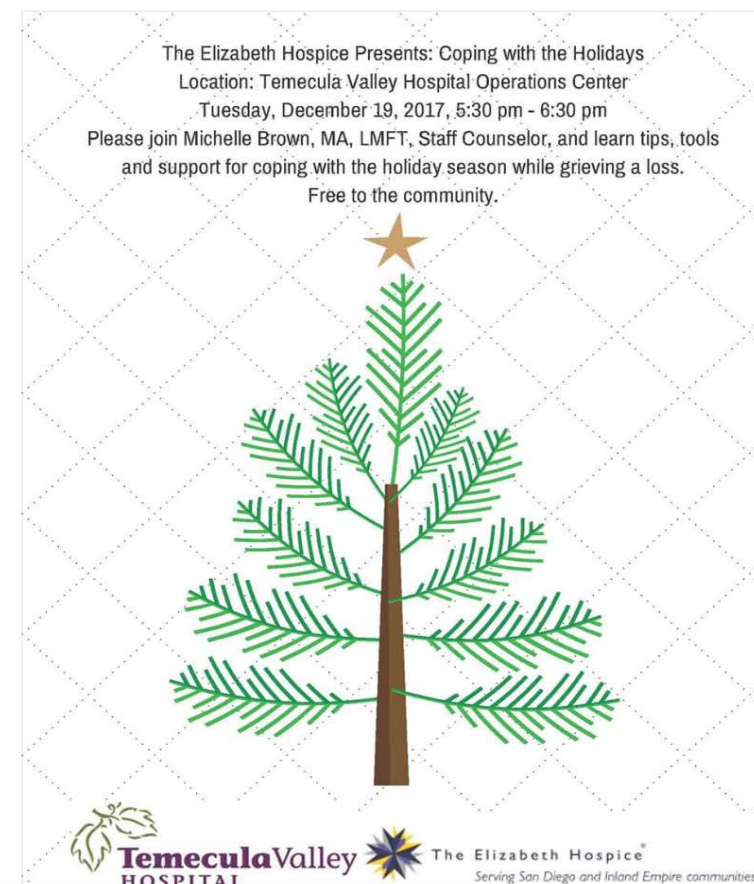
Facebook



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





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 Benson Foundation and \$10,000 from The Gerald T. and Inez Parker Foundation. Pictured are participants in Camp Erin San Diego 2016. Call (800) 797-2050.

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.

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us at sdbestpoll.com
for Best Storage Facility 2018

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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)

CONCLUSION & QUESTIONS

