

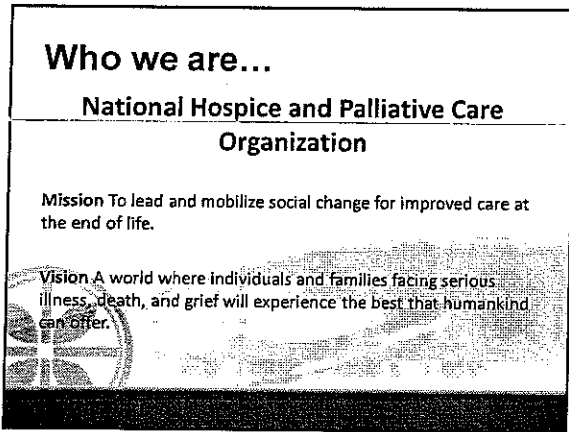
**Inclusion and Access:
NHPCO's Diversity Initiative**

Diane Hill Taylor, Senior Vice President
Office of Education, Access and Philanthropy

Cozzie King, Manager
Access Programs

National Hospice and Palliative Care Organization
Alexandria, Virginia
www.nhpc.org/access
www.nhpc.org/diversity

The slide features a collage of images: a group of people in the top left, a group of people in the top right, and a close-up of two people's faces on the right side. A logo is visible in the bottom left corner.



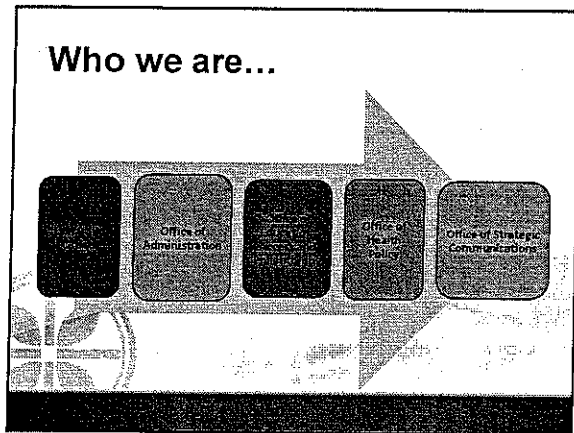
Who we are...

**National Hospice and Palliative Care
Organization**

Mission To lead and mobilize social change for improved care at the end of life.

Vision A world where individuals and families facing serious illness, death, and grief will experience the best that humankind can offer.

The slide includes a logo in the bottom left corner and a background image of a person's face.



Who we are...


Office of Administration

Office of Clinical Policy


Office of Strategic Communications

The slide features a large arrow graphic pointing to the right, with three boxes representing organizational departments. A logo is visible in the bottom left corner.


NHPCO Affiliate Organizations...



National Hospice Foundation
www.nationalhospicefoundation.org



Hospice Action Network
www.hospiceactionnetwork.org



GLOBAL PARTNERS
IN CARE
www.globalpartnersincare.org

Strategic Plan...


Champion excellence in the delivery of hospice and palliative care.

Champion access to the right care at the right time for ALL people.

The Facts...

Percentage of Hospice Patients by Ethnicity

- White/Caucasian – 80.9%
- Multiracial or Other – 7.5%
- Black/African American – 8.4%
- Asian, Hawaiian, or Other Pacific Islander – 2.9%
- American Indian or Alaskan Native – 0.3%
- Hispanic or Latino origin – 6.8%



2014
Facts and Figures
Hospice Care in America

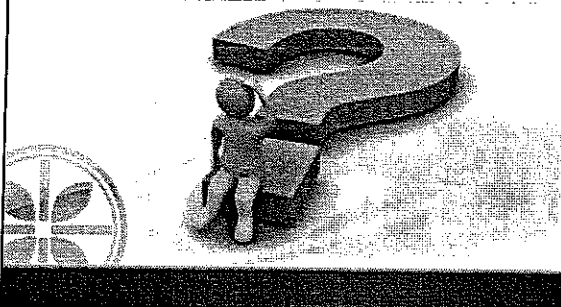
The Facts...

Cultural Differences Matter:

- A patient and family's...
- Perception of healthcare and hospice
- Perception of health, suffering, and death and dying
- Accepted religious and spiritual beliefs, practices and rituals
- Communication patterns
- Decision making in relation to family roles, relationships and involvement



So, what is NHPCO doing?

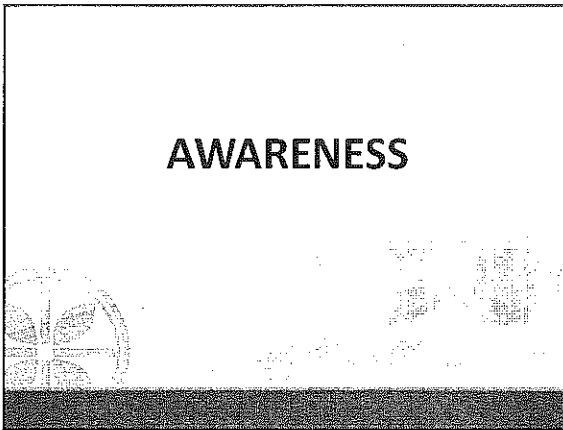


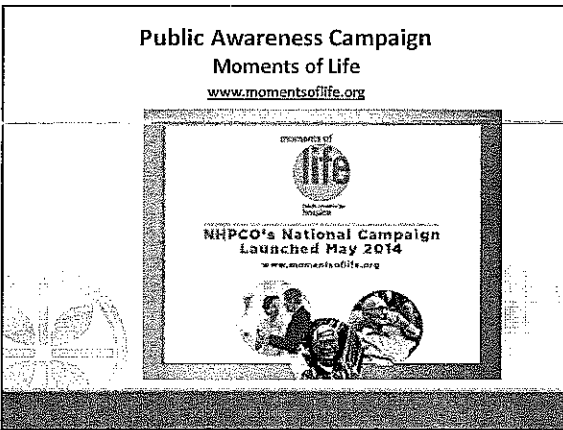
Diversity Advisory Council

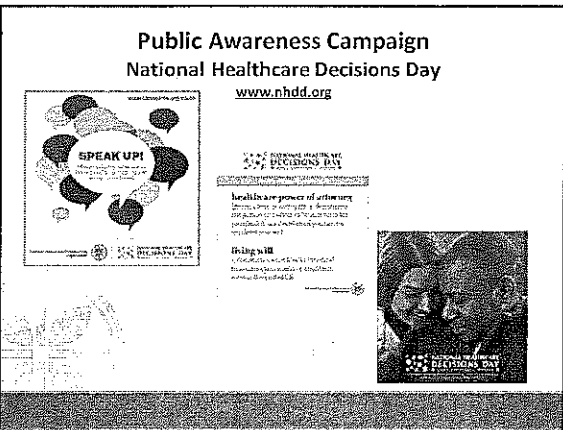
...The Diversity Advisory Council will:

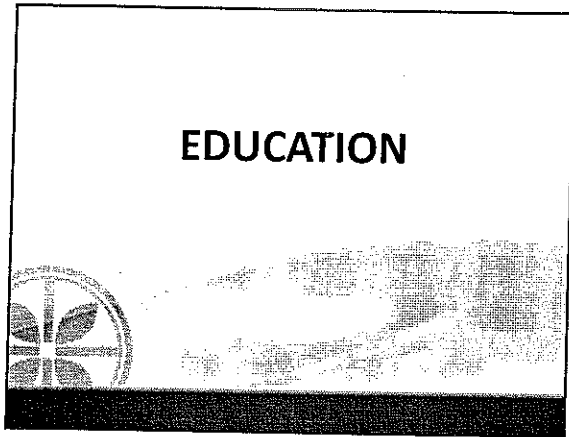
- Participate in setting the direction of NHPCO's efforts to support provider members as they expand and continue their efforts to increase access for diverse populations
- Assist with the development of resources/tools related to serving diverse populations
- Offer recommendations regarding presenters and content for education.














EDUCATION

EDUCATING OUR HOSPICE PROVIDERS

New, culturally-competent and evidence based content delivered:




- NHPCO conferences
- Virtual events
- Online courses
- Webinars/Seminars

more diversity in our program faculty and speakers.



FOR OUR HOSPICE PROVIDERS

- Supporting Dr. Kimberly Johnson - Expanded Enrollment for Project to Improve Access to Hospice for African Americans
- Creation of Online Discussion Forum via my.NHPCO- June 2015
- Soliciting Feedback via bi-annual Educational Needs Assessment
- Reminding providers of our Access and Outreach resources thru our weekly NewsBriefs
- Development of Diversity webpage to showcase promising practices




Promising Practices

Pikes Peak Hospice is not a faith-based organization, but it works with family members and religious groups to organize rites of passage that honor the patients' faith, be it Christian, Jewish, Muslim, Buddhist, Earth-based or Native American spirituality, or "none."
-Colorado Springs Gazette

Therefore, Turner takes other avenues in which to inform people, especially African Americans and Hispanics, about his company's hospice care services.
"We do a lot of grassroots work to help minority communities know about us," said Turner.
"We attend church health fairs and many other organizational health fairs and community events held throughout Wayne, Macomb and Oakland counties. I'm always looking for opportunities to share our story and let people know that we exist. I want when the conversation comes up about choosing hospice care that families will say, 'I understand that there's a Black-owned hospice in the area and I would like to talk with them.'"
-Atlantic Herald


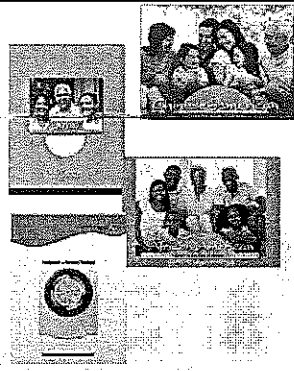
Our inclusiveness is reflected in patient care, service to families, community awareness, employment, volunteering, and agency governance.
-Visiting Nurses



Provider Resources

www.nhpco.org/access

New/updated, culturally sensitive end-of-life care outreach information/toolkits




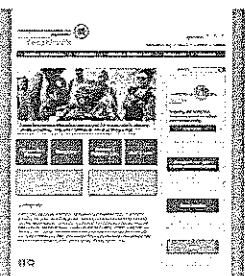
Consumer Resources

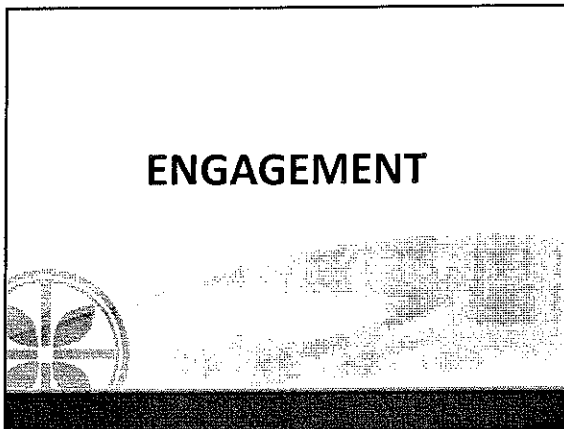
www.caringinfo.org

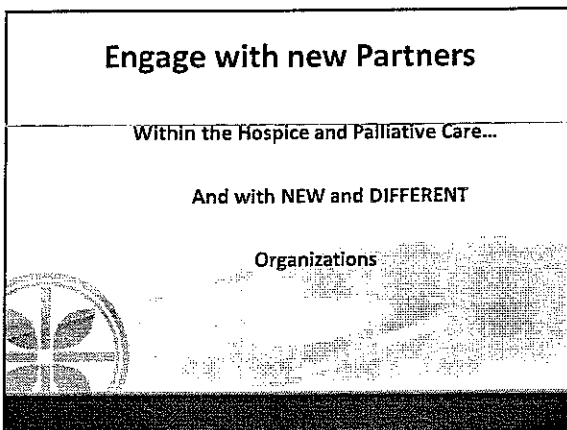
New/updated, culturally sensitive end-of-life care access information for:

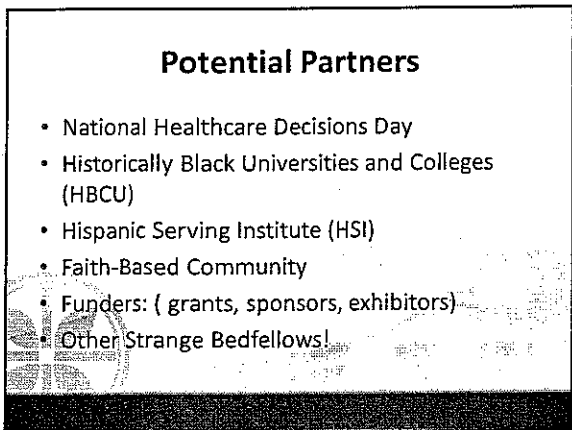
- seriously-ill patients
- families
- caregivers
- others in the community

Spanish/Mandarin









- National Healthcare Decisions Day
- Historically Black Universities and Colleges (HBCU)
- Hispanic Serving Institute (HSI)
- Faith-Based Community
- Funders: (grants, sponsors, exhibitors)
- Other Strange Bedfellows!

Discussion

- What's working for your organization?
- What's not working for your organization?

How can NHPCO help!



Thank You!

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