

Funding Proposal: East Bay Conversation Project

Prepared by the ACCMA Community Health Foundation
March, 2015

Why Promote Advance Care Planning?

Advance care planning is the act of considering, documenting and communicating our personal health care treatment preferences at various stages of life and in various health conditions, particularly at the end-of-life. Such planning enables patients to avoid needless suffering from life-sustaining measures our health care system is capable of producing in situations when those measures do not extend the quality of life we desire. It also allows us to avoid the expenditure of scarce health care dollars for undesired care. And it is also a gift to our loved ones, who are relieved of the possible guilt that goes with having to make end-of-life treatment decisions without knowing what we would really want.

Surveys show that the public wants the benefits of advance care planning, but people often fail to engage in the process to achieve those benefits. In a 2012 survey of California residents, 60 percent said that making sure their family is not burdened by tough decisions is “extremely important;” yet 56 percent have not communicated their end-of-life wishes to their loved ones (Source: Survey of Californians by the California HealthCare Foundation).

In a national survey of Americans, 70 percent said they prefer to die at home; yet 70 percent die instead in a hospital, nursing home, or long-term care facility (Source: Centers for Disease Control—2005).

Eighty percent of people said that if seriously ill, they would want to talk to their doctor about end-of-life care, but only seven percent report having had an end-of-life conversation with their doctor (Source: Survey of Californians by the California HealthCare Foundation-2012).

Eighty-two percent of Californians say it’s important to put their wishes in writing, but only 20 percent have actually done so (Source: Survey of Californians by the California HealthCare Foundation-2012).

While the disconnect remains between the desire to have care wishes honored and making those wishes known, the intensity of end-of-life care continues to expand. Data gathered from a paper produced by the Coalition for Compassionate Care of California shows that in 1996, 12.5% of California Medicare recipients spent at least a week in intensive care during the last six months of their lives. By 2007, the number was 20.3%.

Almost a third of Californians see ten or more physicians in the last six months of their life. Nearly one in three Medicare recipients in the final year of life had surgery during that last year, and nearly one in five had surgery in the last month of life. Nearly one in ten had surgery in the last week of life. Meanwhile, data shows that the intensity of care received decreases when patients engage in advance care planning and receive palliative care. Studies published in the *Journal of the American Medical Association* indicate that patients who had end-of-life discussions preferred medical treatment that focused on relieving pain and discomfort over life-extending therapies, and many execute a Do Not Resuscitate (DNR) form. Those with advance directives often receive less aggressive treatment when death is near, as well as hospice care, and more often die at home. A study also showed that 41% of Medicare patients with an advance directive entered hospice care, compared with 24% of those without a directive. The patients with advance healthcare directives were also much less likely to die in the hospital.

Emergence of Local Coalitions to Promote “The Conversation”

Recognition of this needless suffering and anguish has spurred the emergence of local, state, and national advocacy activities to promote advance care planning. At the national level, the Institute for Healthcare Improvement (IHI) teamed up with Pulitzer-prize winning columnist Ellen Goodman to create “The Conversation Project,” which provides the public with tools for advance care planning to the public and supports local initiatives.

Statewide initiatives have multiplied across the country to establish advance care planning as a normal part of life planning. In California, the philanthropic California Healthcare Foundation (CHCF) teamed up with the Coalition for Compassionate Care of California (CCCC, a charitable organization promoting compassionate end-of-life care) to promote local advance care planning activities. This began in earnest about six years ago when CHCF and CCCC worked together to promote “Physician Orders for Life-Sustaining Treatment” (POLST), a physician order designed to follow a patient through the health care continuum to inform caregivers of the patient’s treatment preferences.

In 2008, East Bay health care advocates joined with the Alameda-Contra Costa Medical Association (ACCMA) to create the Alameda-Contra Costa POLST Coalition with the support of a modest grant from CHCF. In 2014, CHCF provided another small grant to promote advance care planning in the East Bay. Thus, the East Bay Conversation Project was born. The project is dedicated to promoting advance care planning in the communities of Alameda and Contra Costa Counties. To date, the following has been accomplished toward that goal:

- Steering Committees were established in Alameda and Contra Costa Counties to promote the East Bay Conversation Project. Each committee is comprised of representatives of local hospitals, physicians, hospice agencies, nursing homes, county health care agencies, faith-based organizations, senior advocacy organizations, fiduciaries, attorneys, business organizations, and other interested individuals. They meet regularly to develop targeted outreach activities and tools to promote advance care planning, as well as to attract additional participants in the steering committees. The committees’ have set it as their goal to provide resources to “normalize” the conversation about advance care planning

throughout the East Bay community, paying special attention to populations who may have less access to such resources due to language, cultural or economic barriers.

- Established a “train-the-trainer” program for advance care planning champions/coaches who learn how to: educate the community (including those with language and economic barriers) about the principles and benefits of advance care planning; help individuals and groups have “the conversation” about their health care wishes with their loved ones and caregivers, and; document their advance care plan. Over 150 individuals have been trained.
- Established a local website – www.eastbayacp.org – through which the community can find: guidance on advance care planning through links with local, state, and national organizations; a searchable database of the locally trained “champions/coaches”; a listing of local organizations offering advance care planning resources to the community, and; a listing of local advance care planning events. The website also provides a forum and resources for locally-trained advance care planning champions/coaches.

Each of the above activities is complimentary of the other two activities. The Steering Committees are a source of guidance and support for outreach activities, and promote community awareness of the training program and website. The training program steadily increases the number of advance care advocates and enhances outreach activities and resources on the website. The website helps to inform the community about the project activities and to promote the training programs. Together, each of these activities promotes the goal of increased awareness and engagement in advance care planning in the community.

Funding Proposal to Support Ongoing Advocacy

Current grant funding for these outreach activities expired in mid-March. The ACCMA Community Health Foundation, a 501(c) (3) charitable organization, supported by the Alameda-Contra Costa Medical Association, plans to continue to offer in-kind support for these activities. To ensure the mission of the project is sustainable, we are proposing a two-year funding cycle. Funding will cover the following:

- 1. Support Alameda and Contra Costa County Steering Committees for the East Bay Conversation** – The Steering Committees, made up of volunteers, are the means by which to engage community champions in promoting advance care planning in the community, particularly to individuals and groups who have language, cultural and economic barriers to this information. The steering committees also serve as a forum through which these champions can collectively identify and implement effective ways to promote advance care planning.

Resources needed to support this activity:

Project Director – A part-time project director is needed for an average of eight hours per week to support activities of each steering committee

(meeting on a quarterly basis), including staff support for meetings, coordination of outreach activities, solicitation and coordination of presentations to target groups, communications to committee members and other advance care planning advocates, recruitment of additional advance care advocates, updates to promotional materials for the program, and other activities as needed. Projected Annual Cost: \$14,400
Total for two years: \$28,800

Computer – for word processing, e-mail communications
Hardware cost - \$2000
Monthly Fees - \$100
Total for two years: \$4400

Meeting space and catering expenses –food and beverage and other meeting costs, assuming meetings will take place every other month.
Projected Annual Cost: \$2000 (ACCMA and JFK University provide free meeting space)
Total for two years - \$4000

Printing and Translation Costs – To produce presentation materials, brochures, and flyers for outreach activities, and to translate materials as needed.
Projected Annual Cost: \$3000
Total for Two Years: \$6000

Administrative Support/Overhead – Administrative support for the project director, including maintaining contact lists, sending out communications/meeting notices, printing materials, providing phone and computer access.
Projected Annual Cost: \$2500 (ACCMA will provide in-kind support for costs exceeding this amount)
Total for Two Years: \$5000

Membership in Coalition for Compassionate Care of California
\$100 per year
Total for Two Years: \$200

Total Two-Year Budget: \$48,400

- 2. Maintain www.eastbayacp.org as a local advance care planning resource** - This is the focal point for the community to obtain guidance and local, state and national resources that will enable them to engage in advance care planning. It is also a means through which local champions/coaches and organizations can offer their advance care planning services/guidance.

Resources Needed to Support this Activity:

Web Master – An individual will be needed to monitor activity on the website (it has a conversation area and process for inquiry for more information/assistance); add more content as suggested by the local steering committees; add announcements about activities of the East Bay Conversation Project and related organizations; provide support as needed to keep the website functioning properly. This should require about one hour per week on average. The project director would likely be the best candidate to perform this service.

Projected Annual Cost: \$1800 (divided into monthly payments)

Total for Two Years: \$3,600

Website support costs – This includes website hosting fees, technical support, necessary enhancements and registration fees.

Projected Annual Cost: \$2500

Total for Two Years: \$5000

Total Two-Year Budget: \$8600

3. Provide free training for advance care planning

“champion/coaches” - Continual training of champions/coaches to promote advance care planning will ensure that awareness and normalization of “the conversation” continues to grow in the community. Specific attention will be paid to training champions who have access to communities of low income and medically uninsured people, and communities with cultural and language barriers.

Resources Needed to Support this Activity:

Advance Care Planning Trainer – This trainer will conduct training on a quarterly basis in rotating locations throughout the East Bay, utilizing the training curriculum developed by the Coalition for Compassionate Care of California (CCCC). The trainer will be expected to periodically attend meetings of the Steering Committees.

Projected Annual Cost: \$4000

Total for Two-Years - \$8000

Train-the-Trainer Course for Advance Care Planning Trainer – The trainer will need to learn the training curriculum developed by the Coalition for Compassionate Care of California. This is a two-day training program.

Projected Annual Cost: \$1000

Total for Two Years - \$2000

Meeting space, A/V and catering – Needed for each event.

Projected Annual Cost: \$2000

Total for Two Years - \$4000

Printing – for training materials.

Projected Annual Cost: \$500

Total for Two Years - \$1000

Promotional/Coordination Activities – Coordination and promotion of these activities will be performed by the project director, requiring an average of 2 hours per month.

Projected Annual Cost: \$840

Total for Two Years - \$1,680

Administrative Support – Distribution of training program announcements, registration confirmations.

Projected Annual Cost: \$1000 (any cost above this will be provided in-kind by the ACCMA)

Total for Two Years: \$2,000

Total Cost: \$18,680

Total Cost To Achieve All 3 Objectives: \$75,680

Funding supporters of the East Bay Conversation Project can expect to be recognized for their financial contributions to this program through the Project's website, and in written materials about the project. In addition, funders will be invited to an annual dinner hosted by the Alameda-Contra Costa Medical Association, where they will learn about the activities of the Project and the positive impact it is having on the community.

As stated above, this funding would be administered through the ACCMA Community Health Foundation, a 501c3 charitable organization. To support this project or request further information, please contact Donald Waters, Executive Director, Alameda-Contra Costa Medical Association, at dwaters@accma.org or call: 510-654-5383.

Attachments

- List of Members of the Alameda and Contra Costa Steering Committees of the East Bay Conversation Project
- List of East Bay Conversation Project Outreach Activities in 2014-15

**East Bay Conversation
Project Steering Committee
Members**

Name

Marilyn Ababio
Cindy Abel
Loren Acuna, MBA
Julie Adams, MSN,PHN,RN
Godwin Aka
Teddi Anderson Curry
Angelica Arrospide, MPA
Mitch Ashley
Norlyn Asprec
Marivel Barajas
Karen Barnes-Jarvis
Philip Batchelder, Esq.
Anna Y. Bavykina, MD
Danny Bernardini
Linda Best, Chair, Contra Costa
Steering Committee
Andy Bryant
Michael Campbell
Lea Castleberry
Eugene T Chan, MD
Nancy L Chang, MS,RN
Anni Chung
Judy Citko, JD
Kristin Connelly
Michael G Crvarich, CPA
Ellen Cuzzo, RN
Darlene Daevu
Bruce Davis
Muntu R. Davis, MD,MPH
Kate DeBartolo
Sharon DeCray
Ernesto Diaz
Steve Doman
Donna Donihi

Lael C. Duncan, MD
Victoria Emmons, MPA

Organization

Alameda County Health Services Agency
VITAS
Ace Fiduciary
St Rose Hospital
Chaparral House
Sutter Care at Home
Hope Hospice
Hospice of the East Bay
Office of Assemblymember Susan Bonilla
California State Capitol
Hospice of the East Bay
Mitchell & Batchelder, LLP
The Permanente Med Grp
Office of Senator Lois Wolk

East Bay Leadership Council, Retired
Self Help for the Elderly
Alta Bates Summit Med Ctr/Comfort Homesake
Office of Supervisor Mary Piepho
The Permanente Med Grp
Asian Network Pacific Home Care and Hospice
Self Help for the Elderly
California Coalition for Compassionate Care
East Bay Leadership Council, Executive Director
John Muir Health Foundation

San Leandro Senior Commission
VITAS
Alameda Cty Public Hlth Dept
Inst for Healthcare Improvement
Eden I&R
Royal Ambulance
Gateway Financial Advisors, Inc
Brookdale Health and Wellness Ctr
Medical Director, Coalition for Compassionate Care
of California
Hope Hospice

David K English, MD,FACEP, Chair, Alameda County Steering Committee	Oakcare Med Grp, Inc. Alameda Hospital
Glen Feigelman	End of Life Concerns of Rossmoor/Walnut Creek
Rita Flores Bogaert, PCCN,RN	Asian Health Services
Susana Fong	Hospice of the East Bay
Trudy Foot	Hospice Of the East Bay
Sue Fordon	Office of Supervisor Federal Glover
David Fraser	Contra Costa Regional Med Ctrr
Julie E. Freedman, MD	Alameda Hospital/ DRG Staffing
Marta Friedman, LCSW	Contra Costa Emergency Med Services
Patricia Frost	Brookdale Health and Wellness Ctr
Carlos Galvez	Kaiser Permanente - Diablo Service Area
Mary Lee Gates	Office of Supervisor Wilma Chan
Joel Ginsberg	
Patti Goldstein	
Steve Grau	Royal Ambulance
Karen Grimsich, MPH	City of Fremont
Pam Gumbs, PharmD	Alameda County Pharmacists Association
Lisa Handwerker	Alta Bates Summit Med Ctr - Alta Bates
Mary Hanson	Horizon Wealth Solutions
Michelle A Hedding, MA,MSN,RN	Washington Hospital - Fremont
Ellen Hickey	Coalition for Compassionate Care of California
Connie Hooper, RN	Brown & Toland Med Grp
Susan M Huang, MD	Asian Health Services
Gayle Israel	Office of Supervisor Candace Andersen
Farah Jaffer	Kaiser Permanente
Sara Kashima	Chevron Corporation
Michael Kersten	Hill Physicians Medical Group
Shirley Krohn	Calif Senior Legislature
Pamela S. Laesch, MD	Brown & Toland Med Grp
Suzanne Leib	John Muir Senior Services
Joemercy Lingan	Joy in Home Care
Laurel March	Kaiser Foundation Health Plan, Inc.
F Michael Melewicz, MD	Community Physician
Purita Mesa	UCSF Benioff Children's Hospital Oakland
Donald P Miller	Alameda Health System
James A Mittelberger, MD	Community Physician, Optum
Sarita A. Mohanty, MD	Kaiser Foundation Helath Plan & Hospitals
Tyson Moore	Office of Assemblymember Susan Bonilla
Cynthia Morin, NP	VA Medical Center-Martinez Program
Destiny Mortenson	John Muir Physician Network
Karen Mudd	Eldercare Services
Vivienne Newman, MD	Children's Critical Care Med Grp

Gillian Notman
Monica Nowakowski, LCSW
Katie O'Donnell, MSW
Kate O'Malley
Laura O'Neal
Ann Orders
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Shane Westhoelter
Erin Winter
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Eldercare Services
Alameda County Injury Preventiion
Eldercare Services
California HealthCare Foundation
Contra Costa Emergency Med Services
Kaiser Permanente Regional Offices
Chaparral House
Comfort Homesake
Alta Bates Summit Med Ctr - Ashby Campus
Hospice of the East Bay
Community Health Center Network
VITAS
Kaiser Foundation Hospital - Oakland
Community Physician
Hospice of the East Bay
Kaiser Foundation Hospitals
Oakland Chapel of the Chimes
Hospital Council of No and Central California
Kaiser Foundation Hospital - San Leandro
Hospice of the East Bay
Blackstock and Barsell, PC - Attorneys at Law
Sutter Care at Home
Steele, George, Schofield & Ramos, LLP
Office of Supervisor Keith Carson
VITAS
Kaiser Foundation Hospital - San Leandro/ Fremont
Berkeley Addiction Treatment Services
Interfaith Council
Kaiser Foundation Health Plan, Inc.
Community Physician

Alta Bates Summit Med Ctr - Ashby Campus
Kaiser Foundation Hospital - San Leandro
Mercy Retirement and Care Ctr
BACS Adult Day Program
VITAS
Inst for Healthcare Improvement
Asian Network, Pacific Home Care & Hopsice
Alta Bates Summit Med Ctr/UCSF Inst Healthy Aging
Gateway Financial Advisors, Inc.
Hired Hands Homecare, Inc
John Muir Physician Network