

## **DRAFT**

### **Advance Care Planning Outreach Plan – as of 6/1/2014**

- 1. Initial training/outreach program completed on May 30<sup>th</sup>**
  - a. “Champions” and “Coaches” trained
  - b. General public educated on value of advance care planning and informed of resources for education and speakers/coaches is available on a new local website
- 2. Local website to be finalized by 7/1/14 to support advance care advocates and serve as a resource and outreach tool to promote advance care planning in the East Bay**

#### Features:

##### For the Public:

- Guidance documents on advance care planning
- links to other sources of information on advance care planning
- listing of local organizations providing services
- Mechanism for public to request training to be an advocate
- Calendar of local advance care planning events
- Search function for public to find “Champions” and “Coaches”
  - Provided via participating organizations, but listed as individuals
  - “Champions” and “Coaches” must have participated in training
  - Other criteria?

##### For Advance Care Advocates:

- Reporting forms to document their outreach activities
- Downloadable training materials and reporting forms
- Forum to pose questions, exchange ideas, and offer suggestions for best practices for effective advance care planning advocacy
- Forum to post documents that advance care advocates wish to share
- Forum for organizations who enroll to support advance care planning to: upload information about the services they offer that would be posted in the local resource listing, upload information about events, establish themselves as part of the searchable database of “champions” and “coaches,” and participate in the discussion forum with advance care advocates where they can comment and share best practices.

(See attached illustration of website structure and listing of content)

- 3. Set a schedule with Diane Malek for follow-up with recently trained advocates and for new training for “champions” and “coaches” in Alameda and Contra Costa Counties (on a monthly basis).**

- 4. Utilize the website and training resources to promote advance care planning promotion through the Contra Costa Conversation Project:**
  - a. Solicit organizations in the CC Conversation Project Steering Committee to register on the website and upload information to participate on advance care planning advocacy and offer ongoing training and follow-up to their “champions” and “coaches”
  - b. Inform “Champions” and “Coaches” of the resources available to assist them (website and additional training resources).
  - c. Identify individual training opportunities that could be provided by Ms. Malek (Possible targets that have been suggested: Interfaith Council sponsored training; Rossmoor training)
  - d. Identify new participants on the Contra Costa Conversation Project Steering Committee
- 5. Expand model into Alameda County by converting the Alameda-Contra Costa POLST Coalition into the Alameda-Contra Costa Advance Care Planning Coalition, to be comprised of the same membership plus expanded community participation.**
  - a. Recruit participating organizations and advance care planning advocates to participate on the website and have personnel trained to be advocates
  - b. Identify individual training opportunities that could be provided by Ms. Malek
  - c. Identify new participants to be on the Alameda-Contra Costa Advance Care Planning Steering Committee

Attachments