

TITLE: Community Outreach Program for Increasing the Awareness of End-of-Life Planning in Southern Oregon

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STUDENT SUBMISSION: Yes

TOPIC/TARGET AUDIENCE: End-of-life planning/All public health professionals

ABSTRACT: In collaboration with Southern Oregon Friends of Hospice (SOFH), we conducted a pilot study for their local community outreach program to increase the awareness of end-of-life (EOL) planning and the availability of Celia's House, their residential hospice home for the residents in Jackson and Josephine Counties. We performed a community assessment by interviewing representatives of various adult community groups and determined that only 44% of participants were aware of EOL planning resources. However, most of the organizations (86%) were open to considering hosting a presentation provided by SOFH and learning about effective EOL planning. We also discovered that many people have not had a discussion regarding EOL planning with others, indicating a need for education about the importance of having the conversation for themselves and their families. Recommendations for effective outreach were developed based on observations and evidence from the study. This pilot study opens the door for many other options that can be explored to expand the community outreach program.

OBJECTIVE(S): Assess public awareness of end-of-life planning resources. Assess public willingness to learn about effective end-of-life planning. Discuss ways to increase public awareness of end-of-life planning.
