

## Hospice and Health Education Outreach

### **Case for Action:**

St. Ann's Community and Visiting Nurse Service of Rochester and Monroe County plan a two-year communications and education effort that expands community awareness about the advantages and options of hospice and palliative care. Our plans include educational events targeted to health professionals and to faith-based and community groups. We will complement these activities with the development and distribution of educational materials.

### **Description:**

Deliver information and awareness that encourages earlier referral to and use of hospice, ultimately creating opportunities to increase length of stay (days enrolled in hospice) and positively affect pain/symptom management and quality of life.

### **Partners/Funding:**

Greater Rochester Health Foundation

### **Outcomes:**

Our education and outreach efforts will be evaluated using participant evaluations that measure gains in awareness and knowledge. An additional measure for the success of outreach efforts will be the number of people reached in priority zip codes within the city's Northeast area.

### **For more information contact:**

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