

The African-American End-of-Life Care Outreach Training Manual

Includes PowerPoint Presentation on CD

7 Steps to Effectively Reach Out
to African-American Patients
and Families

By Gloria Thomas Anderson, LMSW
Edited by Tracee T. Jackson



*The African-American End-of-Life Care
Outreach Training Manual*

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African-American Patients and Families*

**By Gloria Thomas Anderson, LMSW
Edited by Tracee T. Jackson**

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7. **Continuing**—following up and maintaining the relationships established.

Staying connected to families and community groups with occasional phone calls and/or written correspondences (postcards, greeting cards, etc.). This small effort can reap great rewards and leads right back to the first step—caring enough to make a difference.

I use each of these values as a lead-in to the marketing materials and educational supports created to help meet your outreach goals. The primary objective is to provide helpful information that will not overwhelm you with the process, nor cause you to abort your effort by giving up too soon.

My hope is that these seven (7) steps will enable you to continue your commitment to educate and inform African-American patients and their families about services that are available as end-of-life options.

Thank you for the opportunity to provide these additional resources to you in your end-of-life endeavor.

Warmest regards,
Gloria

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Message from the Author



Greetings, Fellow End-of-Life Professionals!

When I first wrote the booklet, *“The African-American Spiritual and Ethical Guide to End-of-Life Care—What Y’all Gon’ Do With Me?”* I learned very quickly that the need existed for such a resource to provide educational end-of-life information to African-American communities throughout the country.

The seven steps I share in this training guide are the areas I have found to be of great importance in outreach and inclusion goals. Even more importantly, I consider these seven steps as core values that can help to establish lasting relationships, whether personal or professional.

- 1. Caring**—it starts from the heart, recognizing needs exist and caring enough to make a difference by doing something about it.
- 2. Communicating**—reaching out to let someone know that you care about them and want to help. Let them know what you do, why you do it and how you can provide services to meet their needs when the time arises.
- 3. Connecting**—establishing real relationships within the communities you want to serve. Learning what their needs and concerns are and listening to their responses. Hearing and responding appropriately to what is being said or not said.
- 4. Committing**—making a plan to meet the expressed needs whether it involves greater educational awareness or possibly more visibility within the community.
- 5. Collaborating**—sharing your ideas with the community and getting feedback. Talking together about how your organization as a service provider can best meet the needs of the client population you want to serve. Involve others! Invite them! Revise commitment plan accordingly.
- 6. Comforting**—through services you can provide when end-of-life care becomes a viable option for consideration.

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Why This Outreach Training Manual *Now?*

There is a need for a different and culturally sensitive approach to end-of-life care for African Americans. For the better part of this century, end-of-life care options have been rarely accessible or used by African Americans. Statistically, about 8% of African Americans are known to utilize hospice care as compared to 83% of Whites according to Crawley, Payne, Bolden, Washington, and Williams (4). Many African Americans do want to know more about the services of hospice and palliative care, but the approach to sharing this information must be culturally sensitive due to the historical lessons of the past that have shown injustices and inequality in healthcare.

Regardless of one's ethnicity, people are individuals who desire dignity and respect—not only at the end-of-life, but also throughout the entire lifespan. This applies to all human beings—not just African Americans. People are human beings first, regardless of their differences and appreciate being respected and accepted for who they are.

Hardly anyone would deny that a huge gap exists in health care services to this population. The challenge is to change that statistic—if only one person at a time. The ideas, materials and strategies you will find in this manual are the result of numerous presentations and trainings by the author. These resources may be used as sample communication tools to create your own unique outreach materials.