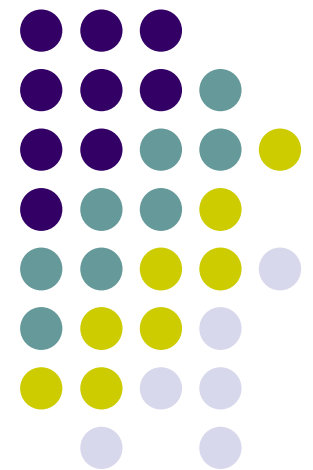


**RALLYING POINTS
NATIONAL RESOURCE
CENTER ON DIVERSITY IN
END OF LIFE CARE...**

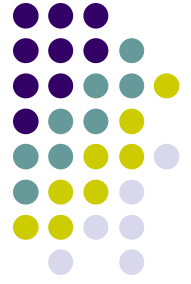
**An Initiative of The Robert Wood Johnson
Foundation's *Last Acts* Campaign**



Why Establish the National Resource Center on Diversity (NRCD) in End of Life Care?



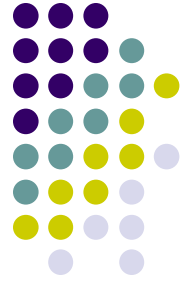
- So that ALL Americans can have a smoother last chapter to their lives, no matter who they are or where they live. (KOK)



Why the NRCD? (cont)

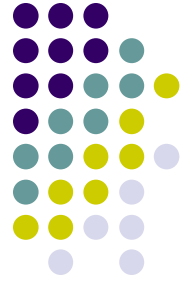
- So that community coalitions have a technical resource on how to reach out to, connect with and enlist the participation of diverse populations.
- So that a database of minority end-of-life materials and human resources is available for all to use.

What Is the Vision of the NRCDC?



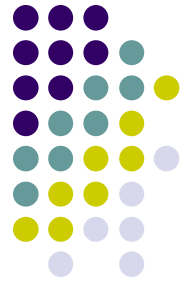
The NRCDC envisions a time, not in the distant future, when African American, Hispanics, Asians, American Indians and people of all other racial, ethnic, cultural, religious, and diverse backgrounds experience their last days on their own terms.

What are the Objectives of the NRCD?



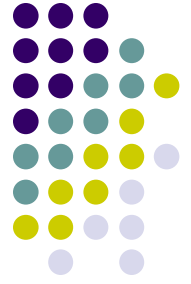
- To promote diversity within all Rallying Points and Last Acts projects/programs.
- To work with and provide technical assistance to the Rallying Points 3 Regional Resource Centers on their efforts to create and/or strengthen community coalitions.

Objectives of the NRCD (cont)



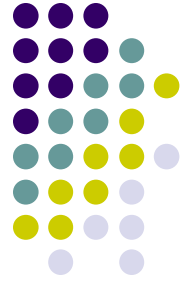
- To serve as a “meeting place” for the growing cadre of diverse community leaders.
- To collect/distribute information/materials on culturally relevant end-of-life care activities.

What Are the Challenges Ahead for the NRCD?



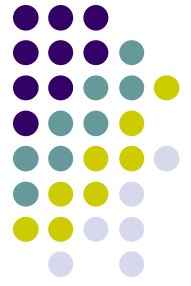
- Insuring that end-of-life dialogue reflects diverse perspectives.
- Appropriately scripting the “message” of care and caring near the end-of-life to get the attention of diverse populations.

the Challenges Ahead for the NRCD (cont)?



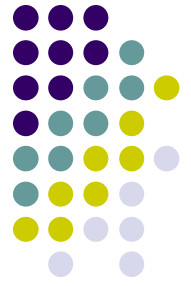
- Providing communities with resources and materials that are culturally “on-point”.
- Institutionalizing community-based activities to advance the understanding and incorporation of the beliefs, traditions, and practices of diverse populations.

These are a Few of the Ways We are Addressing the Challenges...



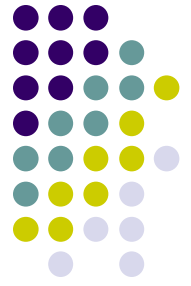
- Through regular consultations with Last Acts and Rallying Points communications team members, Regional Resource Centers, and community coalitions.
- By participating in national, regional, state, and local end-of-life care activities.

...a Few of the Ways We are Addressing the Challenges (cont)



- Reaching out to and partnering with individuals/groups/organizations that serve diverse populations.
- Researching, reviewing and responding to end-of-life care materials and initiatives.

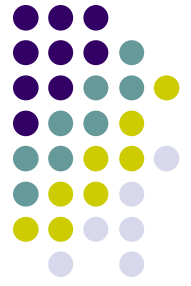
...a Few of the Ways We are Addressing the Challenges (cont)



- Identifying diverse local leadership that can carry the end-of-life care message to their constituents.
- Exploring funding sources that can sustain local minority-focused end-of-life activities.
- Through the establishment of the NRCD toll free line 1-866-670-6723.

Diversity in End-of-Life Care

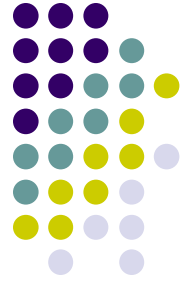
What's the Issue?



- Too few minorities are reflected in the national “picture” of how we die in America.
(More research is needed)
- Too few minorities know about the service and treatment options available to loved ones facing the end-of-life.
(Advance directives are not part of the minority “language” of care)

Diversity in End-of-Life Care

What's the Issue (cont)?



- Far too few medical practitioners have the cultural competencies to adequately communicate with minority patients.

(Schools and professional associations need to close this knowledge gap)

Diversity in End-of-Life Care

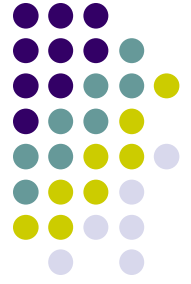
What's the Issue (cont)?



- Far too many communities of color struggle and suffer in silence while neighbors, friends and loved ones go without the benefits of a “good-death”.

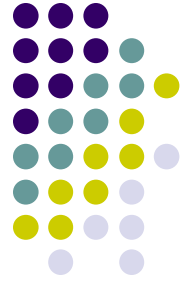
(Palliative care needs to be the standard not the exception)

Oh...Who Are We?



The Rallying Points NRCD is coordinated by ALTA Consulting Group, an Hispanic/African American firm located in Washington, DC.

We are also all those people who have been working with and on behalf of diverse communities in end-of-life care before there was an NRCD.



Points of Contact

- Check out the Rallying Points web page
www.rallyingpoints.org
- Call the NRCD. We want to hear from you.
1-866-670-6723 or write to
Program Coordinator Myrna Peralta
mperalta@acg-cos.com