

Palliative Care Committee Meeting Notes

Feb 4, 2016

Present at meeting: Redwing Keyssar, Jeff Newman, Eric Weiss, Carrie Wong, Kelly Dearman, Donna Odierna, Rebecca Sudore, Anne Kinderman, Daniel Hsueh, Bill Verducci, Dawn Gross, Heather Harris

- Detailed discussion about whether or not to continue plans for reception for journalists concurrently with public PalCare event at SFSU
 - Decided to go forward with reception plan but NOT to focus on End of Life Option act
 - Focus on press education, giving them standardized vocabulary and framework to talk about Palliative care issues in general (aware that EOL issues will still arise)
 - Suggested “Let us help you learn how to write about this hot topic”
 - UCSF/Barbara Koenig is working on a public statement about the EOL act
 - Dawn Gross and Eric Weiss will come up with content for a flyer to send to press/media contacts and will take the lead on the press event. Eric is willing to “open” the reception with a few words.
 - Redwing will ask CSU IPC if they already have a “press packet”
 - Need to explain what CSU Institute is and what the SF PalCare committee does
 - If people have media connections, please send them to Melissa
- Agreed that the questions on the flyer are the basic questions that the panel should focus on during the presentation, and if the audience understand these, we have accomplished our goal:
 - What is Palliative Care?
 - Who does it serve?
 - How is it accessed?
 - How is it different from Hospice or end of life care?
- WE need a STATEMENT of who WE are as the SF Palliative Care committee and our mission – ideally before this event!
- We need a copy of our definition of Palliative Care that the task force wrote when we first met in the spring
- We agreed that this is a “pilot” presentation and for future presentations we need more thoughtful process about our target audiences
- Q: Possibility of videoing this event?
- List of people who are committed to attending event and helping:
 - Dawn, Bill, Daniel, Anne K, Eric W, Jeff, Kelly, Sandy, Heather
- DO we have flyers /info to have at event?
- Dawn requested copies of the SF medicine magazine issue focus on PC as well as the article the PC Task Force created as materials tone made available for the event. Ideally a copy of the PC Task force could be circulated ahead of time for us to review. Here is a link to the April 2015 SF med mag:<http://issuu.com/sfmedsociety/docs/april-15/1?e=3533752/12212640>

OTHER DISCUSSION:

- NEED A WEBSITE asap!
 - Seems critical that we have a website both for the media and for the public
 - Can we at least have someone set up a “place holder” website for now?
 - Need a place for people to access us
 - If we are going to set up Speaker’s Bureau needs to be accessible
 - Needs to have
 - Our mission
 - Who we are
 - Place for resources/speaker’s bureau info
 - Place for requests
- Discussion about idea that whomever is actually hired to create website needs a sophisticated understanding so that it’s capacity can easily be increased and expanded over time. Needs to be multi-device friendly
 - Discussion of possible use of grant funds for this project and need to hire a web manager or find a capable volunteer
- Discussion of plans for Kathleen Kerr at next meeting—more important to discuss how she might guide/assist us in our current situation, rather than dealing with our ‘dreams” of larger data collection and implementation of services

- ACTION ITEMS:
 - MELISSA:
 - Send out copy of our definition of Palliative Care
 - Please re-send the flyer, NOT as an attachment if possible
 - Please send email to ask people to send any media contacts they might have to Melissa, to track, and then give to Eric/Dawn
 - REDWING
 - Contact CSU Re: press packet, flyer for press reception
 - Contact Brian regarding capacity of room, catering, map of campus, responses to RSVPS
 - Potential to video event
 - Get Palliative care hand outs from CSU
 - Discuss website question with Christine/Shireen asap
 - Jeff Newman
 - Jeff to send Medical society article to Brian
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