

# PCWG RE:IMAGINE OUTREACH

---

# Process

## Step 1: Setting Individual Outreach Plans – Now and ongoing

- How you want to manage reaching out to your list

## Step 2: Research – Complete btw now & end of November

- Informal or formal focus groups and/or interviews with key cultural / community organization leaders a/o constituents

## Step 3: Develop Approach Strategy – Complete in October

- Understand the kinds of events we want; how we want to support event creation
- Identify Lead Neighborhood organizations and prioritize
- City leaders & Media

## Step 4: Initiate Contact – October – November and ongoing

- By relationship holder >>> transfer to Rachel when appropriate

## Step 5: In-Person Meetings –November ongoing

- How organization can/would like to participate: Audience Development, Venue, Event Host, Event Creator, Connector to other audiences, hosts, venues, creators

## Step 6: On-Going Support

- Assist participant organizations with audience/event development and event matriculation

# Assets

- One-Pager – email and hard copy
- 2016 Re:Imagine event video – email, in person (attachment a/o link)
- Suggested email/script copy for personalization/modification
- [www.letsreimagine.org](http://www.letsreimagine.org) – 2016 event site for context/inspiration
- PowerPoint deck – coming – preferably in person

# Research Topics/Questions

What is your perception of your communities end-of-life issues?

What is important to your community regarding the end-of-life experience?

What are the resources (inner/exterior) your community draws on in this area?

How does your community understand palliative care, hospice care, ACP?

How can we encourage your community to complete Advanced Directives?

What kinds of events would attract/be of interest to your community?

- Format
- Content
- Language
- Community facing or City-wide
- Events produced by others
- Events produced by your community to share their perspective/traditions

List

# Research Participants

CBO & Other Leaders representing:  
Ethnic/Racial/Cultural Communities  
Specific Neighborhoods  
People with Disabilities  
Low-Income Constituents  
Faith Communities  
Veterans  
Senior Centers/Provider Orgs

Sandy Chen Stokes - CACCC

List

# Lead Neighborhood/Community Orgs

Bayview/Hunter's Point

Potrero Hill

Mission

SOMA

Civic Center/Tenderloin

Chinatown

North Beach

Russian Hill

Marina

Western Addition

Hayes Valle

Haight Ashbury

Richmond

Inner/Sunset

Castro

Bernal Heights

Portola

Visitacion Valley

Excelsior

Crocker Amazon

Oceanview

Ingleside

Balboa Terrace

Sunnyside

Glen Park

Diamond Heights

Twin Peaks

Forest Hill

Parkside

Lakeshore

Financial Dist, Nob Hill, Pac Heights,  
Presidio, Seacliff

# Events We Want

Facilitated ACP learning stations

# Event Creation

Culturally specific EOL traditions workshops/events

# Sponsorship Ideas

## PCWG LIST

UCSF

Kaiser Permanente

Sutter Health

Blue Shield CA

Dignity Health

SFSU

USF

HPMG?

Vitas

Marchese Co

Alzheimer's Assn

## OTHER LIST

Genentech

Medtronic

Walgreens

Evolent Health

Rock Health

Pfizer

Merck

Aetna

Cigna

Vynca Health

Cambia Health Foundation

## MORE