2. Event Promotion

This section is intended to help with the promotion of your faith leader training by sharing sample brochures and related communication pieces that other coalitions have created for their events. Below are some general suggestions to help with publicity for your event.

1. The most effective outreach grows out of relationships—start there
   - Assemble an event planning team with people who have existing relationships in the faith community.
   - Invite faith leaders who care about end-of-life work to join your planning group. If appropriate, include them in your faculty.
   - Ask each leader you connect with, “Can you think of other faith leaders who might be interested in this topic?”

2. Take advantage of existing networks to help with publicity
   - See if your local hospice or hospital already has a database of faith-based organizations that they would be willing to share.
   - Reach out first to those organizations that your planning group members already have personal connections with and work out from there.
   - Check with local interfaith groups to see if they can put you on their meeting agenda. A personal invitation to your event means much more than a flyer in the mail.
   - Attend any faith organization events where you might be able to network and share your flyers.

3. Rely on more than one form of notification
   - Don’t hesitate to use mail, electronic, phone, and in-person contact to encourage people to attend your event. The more times they are reminded of it, the better.
   - See if your local hospice and hospital chaplains would be willing to take the event brochures out with them to meetings in the community.
   - Ask staff from your coalition’s member organizations to share the event brochures with their own congregations’ leadership.
January 2, 2014

We are pleased to announce the Faith Leaders Seminar on End of Life: Partners in Caring. This exciting interactive seminar will be held on February 5, 2014, at XXX Memorial Hospital.

The flyer, agenda, and registration form are attached.

Please share this information with other faith leaders, lay ministers, chaplains, Stephen's ministers, and faith-based nurses.

We encourage early registration because class size is limited.

Please contact us if you have any questions.

Thank you,

Jane Doe, RN, MS, FNP, ACHPN
Bob Smith, Chaplain

Contact: EMAIL and PHONE
Dear Conference Participant,

We are so pleased you will be attending the *Faith Leaders Conference: Care at Life’s End.*

The program will be held at XXX Conference Center. Parking is located at the XXX Lot, adjacent to the XXX Conference Center at 3900 Pacific Avenue. Please allow at least 15 minutes to park and walk to the conference. We request that you **arrive no later than 8:00 a.m.** to register and enjoy breakfast before we begin the program at 8:30 a.m.

In preparation for the session which will focus on the actual work of a spiritual care provider in end-of-life care, we would like you to complete the enclosed worksheets:

- *Life Activities*
- *Personal Priorities & Spiritual Values*
- *Advance Directive*

If you already have a completed advance directive, please feel free to substitute it, but we would ask that you bring it with you to the seminar.

Thank you in advance for your participation. We look forward to spending the day with you.

Sincerely yours,

Bob Smith, DO, CMD
Conference Chair

**Attached: Pre-conference worksheets and parking lot/conference center map**
January 23, 2014

Dear Partners in Caring participants:

We look forward to your participation in the Partner's in Caring: A Faith Leaders Seminar on Wednesday, February 5, 2014.

Memorial Hospital is at 1325 Cottonwood St, Any town, California. The hospital is at the corner of Cottonwood and West Gibson St. Parking is available in front of the hospital and at the Advanced Imaging and Surgery Center, at 1321 Cottonwood St, just north of the hospital.

We will meet in the Dining Conference Room on the 1st floor, just behind the cafeteria. Please join us at 8:00 am for registration and a light breakfast. Our program will begin at 8:30 am.

In preparation for the day, we are enclosing an article for you to read. We also ask that you complete the Life Activities form and bring it with you, as it will be used during an activity. In addition, please review and reflect on the Personal Priorities & Spiritual Values form, as well as the Personal Reflection survey.

If you have completed an Advance Health Care Directive (AHCD), please feel free to bring it with you. We will also include an AHCD in your Partners in Caring binder.

We are excited about the special seminar and look forward to spending the day with you. Please call XXX-XXX-XXXX if you have any questions.

Sincerely,

Jane Doe, FNP

Bob Smith, Chaplain
Hospice of Santa Cruz County invites you to

Partners in Caring:

A seminar for faith leaders on end-of-life care

March 5, 2015
10 a.m. – 4:30 p.m.
Community Foundation Santa Cruz County
7807 Soquel Drive
Aptos, CA 95003
Partners in Caring: A seminar for faith leaders on end-of-life care
March 5, 2015  l  10 a.m. - 4:30 p.m.

Why this seminar?
Seriously ill, aging and dying individuals and their families often turn to their faith community for support during illness and grief. This one-day seminar focuses on challenges and lessons learned in supporting and providing spiritual care around the end of life. It will also explore methods for engaging individuals and congregations in thinking and planning ahead about end-of-life choices and decisions.

Who should attend?
• Clergy
• Chaplains
• Stephen ministers
• Eucharistic ministers
• Health ministers
• Parish nurses
• Others who minister to those who are chronically ill, aging, or at the end of life

What you’ll learn:
• Lessons from hospice professionals on facilitating communication and being present during these spiritually rich times.

• How to partner with hospice and palliative care services to support those facing the end of life.

• The importance of Advance Directives and how to help essential planning conversations begin ahead of a crisis.

• Lessons learned from a panel of local faith leaders on engaging one’s congregation.

The presenters:
The day of learning will be facilitated by a multi-disciplinary team of seasoned Hospice of Santa Cruz County professionals.

Charlea Massion, M.D., Chief Medical Director
Michael Milward, CEO and Hospice Chaplain
Savarna Wiley, Hospice Chaplain
Shirley Sapena, Medical Social Worker
Julie Boudreau, Advance Care Planning Facilitator

Plus a panel of local faith leaders sharing successful models for engaging congregations.

To register:
Register by February 26, 2015.
Registration is free of charge and includes refreshments and lunch. Space is limited, so please register early and limit registration to four participants per organization.
To register or for more information, contact Shirley Sapena at (831) 430-3078.

HOSPICE
OF SANTA CRUZ COUNTY
Your choice, your journey.
A seminar for Faith Leaders on end-of-life care

Partners in Caring

May 2, 2013
8:30 AM - 4:30 PM
Shriners Hospitals for Children
Northern California
2425 Stockton Blvd
Sacramento, CA

To Register:

Name: ______________________________
Title: _______________________________
Faith tradition: _______________________
Faith community or organization: _________
____________________________________
Address: ____________________________
____________________________________
City: ________________________________
Zip:__________________
Daytime phone: _______________________
Email (please print):
____________________________________

Register by April 19, 2013

BY MAIL: Complete this registration form and return with $60 check made payable to:

Greater Sacramento HM Network
/c/o Susan Carson
3400 Data Drive
Rancho Cordova, CA 95670

To register more than one person from the same organization, make copies of this form, submit one form per person, and reduce payment to $50 per person.

Questions? Contact Susan Carson:
susan.carson@DignityHealth.org
(916) 851-2094

Directions:
Partners in Caring

THURSDAY, MAY 2, 2013
Registration 8:00 - 8:30 AM
Program 8:30 AM - 4:30 PM
Registration fee $60*
Fee includes light breakfast, lunch and program materials.

*If two or more people attend from the same organization, cost reduces to $50 per person.

Why this seminar?
Serious illness and dying individuals and their families often turn to faith communities for support during their illness. Yet faith leaders may feel unprepared to care for people coping with complex medical, ethical and interpersonal issues that often surround a person’s last days.

This one-day seminar will help Sacramento area faith leaders gain greater confidence in supporting people at life’s end. The seminar will help bridge medical and ethical concepts with the spiritual aspects of end-of-life care. Faculty include physicians, other health professionals and faith leaders.

Who should attend?
- Community Clergy
- Rabbis and Priests
- Chaplains
- Faith Community Nurses
- Stephen Ministers
- Health Ministers
- Others who minister to people at the end of life

Sponsored by:

Greater Sacramento Health Ministry Network

Continuing Education

What you’ll learn:
- Important concepts in setting goals for care near the end of life
- Legal issues around life-sustaining treatment and advance directives
- Information about pain management, including myths and misconceptions.
- How to partner with the medical team to address issues around suffering.
- Ways to address the spiritual needs of patients and families
- How to facilitate communication and be present with the dying

RN - Dignity Health is approved by the California Board of Registered Nursing, as a provider for Nursing education, Provider #28 for 6 contact hours.

LCSW/MFT - Dignity Health is approved by the California Board of Behavioral Sciences as a provider of LCSW/MFT education, Provider #PCE 1008. Course meets the qualifications for 6 hours of continuing education credit for MFTs and/or LCSWs as required by the California Board of Behavioral Sciences.

Continuing Education hours:
Hospice of Santa Cruz County invites you to

Partners in Caring:

A seminar for faith leaders on end-of-life care

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Seriously ill, aging and dying individuals and their families often turn to their faith community for support during illness and grief. This one-day seminar focuses on challenges and lessons learned in supporting and providing spiritual care around the end of life. It will also explore methods for engaging individuals and congregations in thinking and planning ahead about end-of-life choices and decisions.

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What you’ll learn:
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- How to partner with hospice and palliative care services to support those facing the end of life.
- The importance of Advance Directives and how to help essential planning conversations begin ahead of a crisis.
- Lessons learned from a panel of local faith leaders on engaging one’s congregation.

To register:
Register by February 26, 2015 here

Registration is free of charge and includes refreshments and lunch. Space is limited, so please register early and limit registration to four participants per organization.

To register by phone, or for more information, contact Shirley Sapena at (831) 430-3078.

The presenters:
The day of learning will be facilitated by a multi-disciplinary team of seasoned Hospice of Santa Cruz County professionals.

Charlea Massion, M.D., Chief Medical Director
Michael Milward, CEO and Hospice Chaplain
Savarna Wiley, Hospice Chaplain
Shirley Sapena, Medical Social Worker
Julie Boudreau, Advance Care Planning Facilitator

Plus a panel of local faith leaders sharing successful models for engaging congregations.

March 5, 2015
10 a.m. – 4:30 p.m.
Community Foundation
Santa Cruz County
7807 Soquel Drive
Aptos, CA 95003
This interactive symposium will focus on issues encountered by faith leaders as they care for members of their faith communities who suffer serious illness and their families.

**WHO:** This presentation will benefit faith leaders, chaplains, lay ministers, Stephen’s ministers and faith-based nurses

**WHEN:** Wednesday, February 5, 2014 – 8:30 a.m. to 4:30 p.m.
Breakfast at 8:00 a.m.

**WHERE:** Memorial Hospital – Dining Conference Room
1325 Cottonwood St. Any town, CA 95695

**COST:** $25 per person (includes breakfast, lunch and program syllabus) Multiple attendees from same organization - $20 per person

**TO REGISTER:** Send check to
Education Services
1321 Cottonwood Street, Suite 308  Any town, CA  95695

Please include name(s) of registrant, organization, mailing address and phone number of registrant.  For more information call: XXX-XXX-XXXX
Partners in Caring
End-of-life seminar for faith leaders

Faith Leaders Seminar
Partners in Caring
Wednesday, February 5, 2014

This interactive symposium will focus on issues encountered by faith leaders as they care for members of their faith communities who suffer serious illness, as well as their families.

Registration Form

Name __________________________________________________________
Title __________________________________________________________
Faith Community _________________________________________________
Address _________________________________________________________
City ________________ Zip code __________________________
Day phone ________________ E-mail __________________________

Please complete this registration form and return with $25 check (made payable to Woodland Healthcare) by January 22, 2014, to:

Partners in Caring
c/o Education Services
1321 Cottonwood St, Suite 308
Any town, CA 95695

For multiple attendees from same organization, make copies, submit one form per person with check(s) for $20 per person.

Space is limited; your registration will be confirmed in writing via email.

Questions? Call: XXX-XXX-XXXX
XXX invites you to

Partners in Caring
A seminar for faith leaders on end-of-life care

**Why this seminar?**
Seriously ill and dying individuals and their families often turn to their faith community for support during illness and grief. This one-day seminar focuses on challenges and lessons learned in supporting and providing spiritual care around the end of life. It will also explore methods for engaging individuals and congregations in thinking and planning ahead about end-of-life choices and decisions.

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- The importance of Advance Directives and how to help care planning conversations begin ahead of a crisis
- Lessons learned from a panel of local faith leaders on engaging one’s congregation

**The presenters:**

**To register:**
Register by XXXX online at XXXXXX
To register by phone or for more information, contact XXXX at XXXXXXX
Sponsored by XXXX