Hospice Outreach Program for the Latino Community

A Grant Proposal Project by Maria C Jimenez Bernal

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Introduction

– **Hospice**: Medical service that assists individuals who have been diagnosed with a terminal illness, have six months or less to live, and have decided to no longer seek curable treatment. It provides comfort care to the individual by managing pain and discomfort while also meeting physical, psychosocial, and spiritual needs of the person who is dying and whoever is considered the person’s support system (National Hospice and Palliative Care Organization, 2016).

– **Purpose**: To fund a hospice outreach program for the Latino Community of Long Beach, California.

– Latinos underutilize hospice services even though it is a covered benefit under Medicare, Medicaid, and most private insurances.

– According to Selsky et al. (2012), most Latinos have little to no knowledge about hospice services.
As future social workers, it is important to empower our clients by teaching and exposing them to resources within the community that are available to them. It is imperative to advocate for hospice services to be available to Latinos who are diagnosed with terminal illnesses (Carrion, 2010). Hospice care help patients and their families deal with end-of-life issues, minimize suffering, and manage loss (Berzoff & Drisko, 2015). Speaking the same language as those individuals that are being served is crucial to building rapport and trust.
Cross-cultural Relevance

– Although efforts in the past have been made to expand knowledge of hospice services, improvements still need to be made to reach groups who are underutilizing these services (Cohen, 2008).

– Lack of awareness of the availability of hospice services continues to be one of the primary reasons for the underutilization. Lack of awareness could also be attributed to the need for more Spanish-speaking healthcare professionals to work with monolingual Spanish-speaking patients (Colón, 2012).

– This grant proposal thesis focuses on funding a project to conduct outreach to the Latino community on the availability of hospice services within Long Beach, California, which supports its multicultural relevance.
## Methods (Pt. I)

<table>
<thead>
<tr>
<th>Target Population</th>
<th>Strategies used to Identify and Select a Funding Source</th>
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<tbody>
<tr>
<td>- The target population for this grant proposal is Latino adults who reside in Long Beach, California.</td>
<td>1. Search top foundations in CA (<a href="http://www.tgci.com/funding-sources">www.tgci.com/funding-sources</a>)</td>
</tr>
<tr>
<td>- Latinos are the largest minority in the United States (Selsky et al., 2012).</td>
<td>2. Selected top three potential funding choices:</td>
</tr>
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<pre><code>                                                                                   |   A. Kaiser Permanante                                  |
                                                                                   |   B. Blue Shield                                        |
                                                                                   |   C. Weingart Foundation                                |
                                                                                   | 3. **Funding Source Selected:** The Weingart Foundation |
</code></pre>
Methods (Pt. II)

Sources used for Needs Assessment

– The proposed program was designed based on review of literature and reports from hospice organizations indicating that services amongst the Latino community was very low.
  – National Hospice and Palliative Care Organization
  – PsychInfo
  – Social Service Abstracts
  – Journal of Social Work in End-of-Life & Palliative Care
  – Journal of Palliative Medicine
  – American Journal of Hospice & Palliative Care
  – Social Work in Healthcare
  – Government Websites

Projected Budget Range and Categories

– $120,000.00 for the year

– Categories:
  – Personnel Total: $105,168.00
    – Clinical Director
    – Program Coordinator
    – MSW Intern
  – Program Expenses Total: $9,190.00
    – Telephone, Internet
    – Utilities
    – Office Supplies
    – Equipment
    – Printing and Duplicating
    – Miscellaneous
Grant Proposal (Pt. I)

Program Summary and Description

- Program will provide Latinos with knowledge about end-of-life services.
- Timeline:
  - Months 1-3: Hire personnel, obtain supplies, create flyers/brochures, and build rapport with the community.
  - Months 4-11: Conduct outreach events and gather data on outreach efforts
  - Month 12: Analyze data and write final report

Population Served

- Adult-Latino Community
- Long Beach, California

Sustainability

- Clinical Director and Program Coordinator will meet weekly and as needed to discuss program and current events.
Grant Proposal (Pt. II)

Program Objectives

– The hospice outreach program will bridge the knowledge gap that currently exists amongst the Latino community in Long Beach, California about hospice care.
– Latino families who have never heard of hospice services will have the opportunity to learn about the availability within their community.
– Program personnel will have professional experience and knowledge regarding end-of-life services and hospice experience.
– Program personnel will be bilingual to provide culturally sensitive explanation of hospice programs and services within the community.

Program Evaluation

– At the beginning of every outreach educational event, a sign-in sheet will be passed around where participants will fill it out.
– Telephone calls made to the program will be tracked via a log.
– At the end of every educational event, an evaluation tool will be administered to measure satisfaction and knowledge learned.
Lessons Learned.
Implications for Social Work.

– The primary goal of social workers is to aid individuals who are in need and address social problems that incorporate challenging social injustice while treating all individuals with dignity, understanding the importance of human relationships, provide services with integrity, and practice cultural and professional competence (National Association of Social Workers, 2018).

– Grant writing is a skill that social workers can use to positively impact the community and its citizens at micro, mezzo, and macro levels. Successful grant writing enables social workers the ability to serve vulnerable populations that are underserved.
References


