Rural Community-Based Palliative Care Program
News Release Template

This template is for community lead organizations to announce their participation in the Rural Community-Based Palliative Care Program. It includes a sample news release and tips to promote participation with local media.

FOR IMMEDIATE RELEASE

Contact: [at your organization]
Phone: 
Email: 

Organization to Participate in
Community-Based Palliative Care Program

CITY, STATE. (DATE) —

Palliative care improves quality of life and quality of care for those with advanced illness and complex care needs and their families. It customizes treatment to meet the needs of each person, such as those with complex chronic conditions, a cancer diagnosis, or the frail elderly. This whole person care seeks to relieve pain, anxiety, and other symptoms, as well as provide emotional and spiritual support, so people and their families, can live more comfortably with their illnesses. Studies have shown that palliative care can increase patient satisfaction, and reduce 30-day rehospitalizations and emergency department visits.

[Include a quote from the CEO/Administrator of your Community Team’s lead organization, or Clinician Champion, on what it means to participate and on your community’s commitment to providing palliative care services.]

[Name all organizations participating on your Community Team] are striving to improve palliative care services in our community. The program will help patients better manage their symptoms and improve satisfaction with the family-clinician relationships. It will allow smoother transitions between health care providers - from hospitals to nursing homes or nursing homes to home where they may receive care from a home health agency.

More than [number] organizations in [community] will be working together to enhance care delivery under the leadership of these participating organizations:

- [community, lead organization]
- [community, lead organization]
- [community, lead organization]

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**Rural Community-Based Palliative Care Project** - This three-year project (2017-2020) is supported by Stratis Health to expand access to rural community-based palliative care services. Find practical tools to build and expand services in the Rural Palliative Care Resource Center ([www.stratishealth.org/palcare](http://www.stratishealth.org/palcare)). Copyright © 2019 Stratis Health. All rights reserved.