



### Opportunity 3: Advocacy — Potential Actions by Stakeholder

Ensure that palliative care is a priority for policymakers, health care system leaders, and allied organizations.

**Action: Keep palliative care visible to policymakers and government organizations.**

**Action: Highlight the value of palliative care in meeting other key health care priorities.**

**Action: Increase partnerships with disease-focused and other aligned organizations that can incorporate palliative care advocacy into their own agenda.**

#### Health Plans

- ▶ Share stories and encourage patients and families to share stories with policymakers and government agencies on the need for and benefits of palliative care (PC).
- ▶ Help senior management see the link between PC and other top strategic priorities (e.g., whole-person care, equity, cost mitigation and value optimization, provider burnout).

#### Health Systems and Community-Based Providers

- ▶ Share stories and encourage patients and families to share stories with policymakers and government agencies on the need for and the benefits of PC.
- ▶ Help senior management see the link between PC and other top strategic priorities (e.g., whole-person care, equity, cost mitigation and value optimization, provider burnout).

#### Clinicians Who Care for People with Serious Illness

- ▶ Share stories and encourage patients and families to share stories with policymakers and government agencies on the need for and the benefits of PC.
- ▶ Help senior management see the link between PC and other top strategic priorities (e.g., whole-person care, equity).
- ▶ Give feedback to disease-focused organizations on the value of PC.

#### State and Local Government Agencies

- ▶ Share stories and encourage patients and families to share stories with policymakers and government agencies on the need for and the benefits of PC.
- ▶ Help make the link between PC and other government initiatives (e.g., aging, dementia care, equity, population management, cost mitigation and value optimization, provider burnout).

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### Serious Illness Advocates and Educators

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- ▶ Set prioritized policy and implementation goals to present a unified and clear voice to policymakers and government agencies.
- ▶ Organize a coalition of advocates and a regular cadence for ongoing communication with policymakers and government agencies to keep PC top of mind.
- ▶ Collect and work to get stories published in key media outlets on the benefits of PC and the rising demand from patients and families.
- ▶ Sponsor, publish, and promote research on the benefits of PC for other key health care priorities.
- ▶ Advocate for PC inclusion in aligned policies and initiatives.
- ▶ Work to elevate PC's profile with disease-focused and other aligned organizations so they are motivated to use existing advocacy programs to promote PC.

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### Philanthropy

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- ▶ Fund PC advocacy coalitions.
- ▶ Fund research linking PC with other top health care priorities, or look to include PC elements into research being conducted on other priorities.
- ▶ Include PC when funding disease-focused and other aligned advocacy.

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Note: Please be aware that these opportunities and potential actions by stakeholder are part of the California Health Care Foundation's project aimed at describing the progress of palliative care in California and identifying key remaining opportunities. These potential actions serve as examples of how various stakeholders can contribute to the ongoing advancement of palliative care. They are intended to stimulate thought and strategic planning, and the list should not be considered exhaustive.

To learn more, visit [www.chcf.org/resource-center/californias-palliative-care-evolution](http://www.chcf.org/resource-center/californias-palliative-care-evolution).