



peaceful presence
END OF LIFE DOULAS

THE PEACEFUL PRESENCE PROJECT

Oregon Network for
Community-Based
Serious Illness Support



2023-2027

INTRODUCTION

The Peaceful Presence Project (TPPP) was founded by a group of women who recognized that true change manifests through collaboration.

With an understanding of the many ways that palliative care can improve quality of life for individuals and families living with serious illness, it is time for palliative care to move beyond inpatient and outpatient encounters to a population, or public health approach. It's time to develop community networks of support built on whole-person principles of care.

Our work is framed in the Compassionate Communities Model of Care, which recognizes that caring for one another during times of crisis and loss is not simply a task for healthcare and social services, but rather is everyone's responsibility. This model of care is focused on transforming practices and conversations around death, dying, and end of life care. It acknowledges that holistic and collaborative action is required to ensure that a community is able to provide practical and emotional support for its members in a skilled and informed way.

The ability to identify and develop cohesive networks of care will increase community resilience, as well as encourage higher quality and more equitable end-of-life care experiences.

The Oregon Network for Community-Based Serious Illness Support will ensure that more compassionate care is accessible to individuals across the state and that it is cohesive and person-centered. Families and caregivers will be better supported and communities will be aware of critical resources.

Please visit thepeacefulpresenceproject.org for more information.

OUR MISSION

MISSION:

The Peaceful Presence Project reimagines and transforms the way communities talk about, plan for and experience serious and terminal illness.

VISION:

A culture in which every community member receives compassionate, equitable support through the end of life.

5 YEAR GOAL:

To cultivate a Compassionate Communities model of serious illness care in the state of Oregon.

OUR VALUES

The Peaceful Presence Project believes that equitable and compassionate end of life care is a human right. As such, we seek to make our services accessible to every person who desires our support.

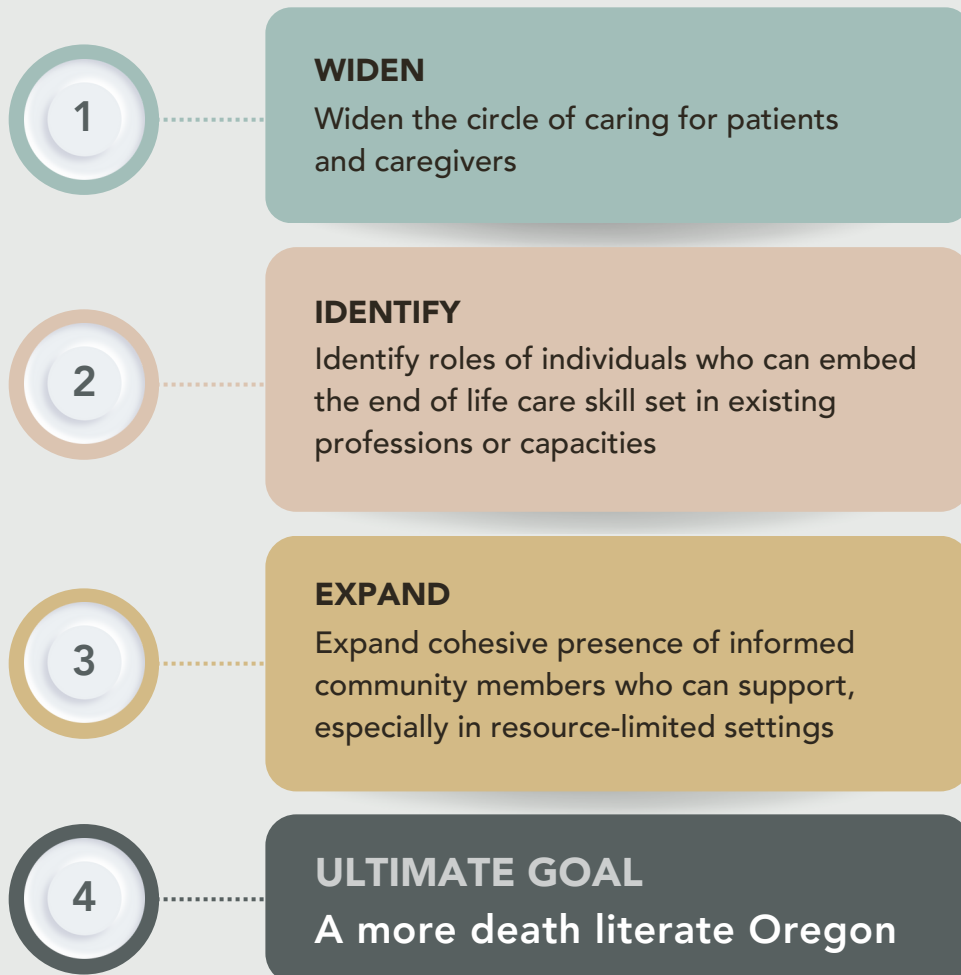
We are committed to fostering a safe and transformational environment for staff and clients to work, receive care, and thrive in their everyday lives. We are committed to being an agent of change by treating all with dignity, respect, and individualized care; prioritizing the work of anti-racism; life-long learning; building mutual and collaborative relationships in our community; and advocating for justice – both within our organization and the community at large.

THE NEED

Why develop and fund a community-based impact network for serious illness support? Because Individuals and caregivers navigating serious illness are not receiving all the support they need.

- In rural communities, access to palliative and end of life care is limited or nonexistent. This can lead to broad disparities in end-of-life care. In Oregon, 26 of our 36 counties are classified as rural or frontier.
- Adults over age 65 will comprise more than 21% of Oregon residents by 2030; in rural counties this will be close to 30%.
- Care provided by end-of-life doulas is not currently reimbursed by insurers causing a barrier to access this support.
- Awareness of end-of-life doulas and community health workers (CHWs) is still low.
- There are obstacles to end-of-life doulas establishing viable practices: start up costs. (e.g. insurance, marketing and educational materials), lack of reimbursement, and lack of community awareness.

PROJECT GOALS



Dying and death do not happen in isolation from the rest of life. People who are dying may not wish to be isolated and disconnected from their communities. There is more to do to engage communities in the end of life so that those affected by dying and death do not feel abandoned and socially isolated.

Dying Well Community Charter, UK



THE SOLUTION

Trained end-of-life doulas, embedded in a community, can make a tremendous difference by filling in service gaps and providing non-medical support and skilled interventions to families. The same can be said of community health workers trained in palliative care. These community-embedded roles work in collaboration with health care providers and serve as a trusted bridge between the health system and community. Engagement with these community-based care providers can lead to more cohesive, coordinated and continuous care for individuals navigating serious illness.

THIS ENGAGEMENT ALSO EMPOWERS RURAL COMMUNITIES TO EVALUATE AND IMPROVE THEIR ALIGNMENT WITH THESE END-OF-LIFE FRIENDLY COMMUNITY CRITERIA, INTRODUCED BY THE COMPASSIONATE COMMUNITIES U.S. THINK TANK:

1. Community coalition to address gaps in care (such as healthcare inequities, lack of advance care planning, caregiver shortages)
2. Community-based death education
3. Palliative care available and accessible
4. Care and housing options for people at the end of life
5. Funeral and burial options that respect culture and the environment
6. Healthcare provider training in end-of-life conversations and planning

One of TPPP's 5-year strategic objectives is to build a statewide, community-based, serious illness support network. This will include the development of online infrastructure encompassing both an EOL doula and CHW directory, as well as a referral system to promote greater awareness and access to these support services for all residents. This centralized, online care network will be designed to connect Oregonians with high quality and human-centered services in their final stage of life.

The network will also benefit EOL doulas and CHWs with access to a peer-to-peer communication platform, mentorship and when required, assistance with background checks and liability insurance. Our goal is to build a dynamic network of 700+ community-embedded EOL doulas in Oregon by 2027.

THE OUTCOMES:

- 1** Oregonians will experience higher quality, more equitable end of life care.
 - In places where hospice and palliative care don't exist, community members can still have knowledgeable and skilled support.
 - Working alongside hospice and palliative care in communities that do have programs, network members can fill in care gaps caused by staffing shortages and distance to access services.
- 2** Social Isolation and Loneliness for adults with serious illness will be addressed by compassionate, caring fellow community members.
- 3** All Oregonians will have the opportunity to create an end-of-life plan that aligns with their goals and preferences for care.

My vision is to be someone who can be called upon, who builds connections, and creates a stronger social web of health in my community. I plan to volunteer with hospice with this education I've received, and I plan to be a voice for end-of-life care in public health and community health improvement planning. I think this grassroots work is the only authentic way to create sustainable change in how we care for each other and how we die.

Sarah Poe, Director-Malheur County Health Department
Graduate of The Peaceful Presence Project rural end-of-life doula training



The Peaceful Presence Project will serve our communities statewide as the steward and coordinator of the Oregon Network for Community-Based Serious Illness Support, with End-of-life Doula and Community Health Worker “hubs” dispersed across Oregon.

THIS NETWORK HAS FIVE CRITICAL COMPONENTS, AND WILL BE CULTIVATED IN THREE PHASES.



1. EDUCATION

Grant-funded programs to improve death and grief literacy in our state, including:

- End-of-life doula trainings targeted at rural communities
- Community health worker (CHW) continuing education in palliative care
- Community education



2. NETWORK INFRASTRUCTURE

- Launch an online directory and referral system
- Vetting and background check system
- Peer-to-peer support and communication
- Continuing education and mentorship



3. OUTREACH AND AWARENESS BUILDING

- Presentations and in-person networking to bring care model to rural communities
- Outreach support for trained EOL doulas and CHWs
- Promotion of network to strategic partners across the state



4. DOULA SEED-FUNDING SUPPORT

Startup funding for EOL doulas in underserved communities to get practices up and running: insurance costs, mentoring, contract templates, practice basics



5. INDIVIDUAL AND FAMILY SUPPORT FUNDS

Grant-supported "compassion funds" for low-income/high-need individuals to pay for services provided by EOL doulas

2023 PHASE ONE

BUILD THE INFRASTRUCTURE



1. EDUCATION: \$30,000

- Train 40 EOL doulas and 12 CHWs in rural Oregon
- *Funding status: Fulfilled* Supported by: Braemar Charitable Trust, Oregon Coalition of Local Health Officials (CLHO), Cambia Health Foundation



4. DOULA SEED FUND/STARTUP SUPPORT: \$7,500

- Provide \$500 stipends to 15 EOL doulas trained in 2023 for startup costs
- *Funding status: Ongoing*



2. NETWORK INFRASTRUCTURE: \$40,000

- Contract with IT developer to build online serious illness support directory and referral website
- *Funding status: Unfulfilled*



5. INDIVIDUAL AND FAMILY SUPPORT FUNDS: \$10,000

- Maintain donation-funded 'compassion funds' to bring EOL doula support to low income clients
- Outreach efforts with community partners to identify individuals/families in need
- *Funding status: Ongoing*



3. OUTREACH AND AWARENESS: \$12,000

- Develop an outreach and education plan to encourage EOL doulas across Oregon to join the TPPP network
- Network with strategic partners across the state to ensure expanding utilization of the online infrastructure: hospices, Oregon Office of Rural Health, rural clinics, OHA, Council on Aging, palliative care teams, cancer support groups, grief support groups, other EOL doula networks, faith-based communities, CCOs
- *Funding status: Ongoing*

2024 PHASE TWO

GROWING AND SUPPORTING THE NETWORK



1. EDUCATION: \$60,000

- Train 60 EOL doulas and 24 CHWs in rural Oregon
- Partner with 2 hospices to train volunteers to EOL doula skill set
- Funding status: Ongoing Supported by: Braemar Charitable Trust, Roundhouse Foundation, Cambia Health Foundation, EDL NW



2. NETWORK INFRASTRUCTURE: \$25,000

- Launch and maintain online serious illness support directory and referral website
- Funding status: Unfulfilled



3. OUTREACH AND AWARENESS: \$20,000

- Ongoing outreach plan to bring Oregon-based EOL doulas into the TPPP network
- Participate in ongoing policy efforts for adding EOL doulas to the state registry, and allowing for medicare/medicaid reimbursement
- Funding status: Ongoing
- Supported by Oregon Community Foundation Donor Advised funds



4. DOULA SEED FUND/STARTUP SUPPORT: \$15,000

- Provide \$500 stipends to 30 doulas trained in 2024 for startup costs
- Negotiate group discounts for EOL doula insurance for network members
- Launch peer-to-peer support and mentoring programs
- Funding status: Unfulfilled



5. INDIVIDUAL AND FAMILY SUPPORT FUNDS: \$30,000

- Raise an additional \$30K of grant and donation funded 'compassion funds' to bring EOL doula support to low income clients
- Continue outreach efforts with community partners to identify families in need
- Funding status: Ongoing
- Supported by The Rosendin Foundation and Cow Creek Umpqua Indian Foundation

2025-27 PHASE THREE

SCALING AND SUSTAINABILITY



1. EDUCATION: \$150,000

- Train an additional 180 EOL doulas and 50 CHWs in rural Oregon over 3 years
- Develop training for paramedicine professionals and paid caregivers
- Expand community education programming
- Expand continuing education programming
- Funding status: Unfulfilled



2. NETWORK INFRASTRUCTURE: \$60,000

- Activate referral system and maintain online serious illness support directory over 3 years
- Funding status: Unfulfilled



3. OUTREACH AND AWARENESS: \$36,000

- Increase awareness of network for serious illness support through media and targeted partnerships with hospices, public health and community clinics
- Continued efforts with state registry and reimbursement models for EOL doulas
- Funding status: Unfulfilled



4. DOULA SEED FUND/STARTUP SUPPORT: \$30,000

- Provide \$500 stipends to 60 EOL doulas trained in 2025-27 for startup costs
- Funding status: Unfulfilled



5. INDIVIDUAL AND FAMILY SUPPORT FUNDS: \$40,000

- Raise an additional \$40K of grant and donation funded 'compassion funds' to bring EOL doula support to low income clients
- Outreach efforts with community partners to identify families in need
- Funding status: Ongoing

INVITATION

THE STRENGTH OF OUR WORK RESIDES IN COLLABORATIVE PARTNERSHIP.

Our mission and our vision of a culture in which every community member receives compassionate, equitable support through the end of life depends on community partners stepping up, showing up and coming to the table to move our work forward.

We invite you to join this list of trusted collaborative and funding partners:

[The Coalition to Transform Advanced Care \(C-TAC\)](#)

[Koda Healthcare](#)

[Partners In Care Hospice and Palliative Care](#)

[Oregon Office of Rural Health](#)

[Oregon Coalition of Local Health Officials](#)

[Central Oregon Health Quality Alliance](#)

[St Charles Foundation](#)

[Cambia Health Foundation Sojourns Scholar Program](#)

[EDL Northwest](#)

[Harry A. Merlo Foundation](#)

[Braemar Charitable Trust](#)

[Roundhouse Foundation](#)

[Public Health Palliative Care International](#)

[Cow Creek Umpqua Indian Foundation](#)

[The Rosendin Foundation](#)

WE THANK YOU FOR YOUR SUPPORT OF THE PEACEFUL PRESENCE PROJECT

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