

# Advance Care Planning Education Initiative for the African American Community

Gloria Thomas Anderson, Ph.D., LMSW  
Founder and Lead of The Let's Talk About ACP Program



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# Special Thanks to the John and Wauna Harman Foundation for this Partnership Opportunity

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Center for Practical Bioethics and Dr. Gloria Thomas Anderson

**Key Partnership Goals** (based on Harman Foundation expectations):

- To disseminate at a national scale the “Let’s Talk About ACP” program as an effective, community-centric, faith-based ACP model for Black communities.
- To expand and refine the program elements, including tracking program outcomes, follow-up engagement of trained facilitators, and cultivation of relationships with national faith networks.



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# The “Face” of the Initiative, Let’s Talk About ACP

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**Gloria Thomas Anderson, Ph.D.,  
LMSW**



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# The Unique Proposition of LTAACP

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- Developed and Created by an African American for African Americans
- My Credentials
- My Experience
- My Passion



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# Question

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What are some viable options to use my presence to expand and sustain the initiative, LTAACP?



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# My Ideas

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## Dr. Gloria's Ideas

- Structure on a sliding scale for organizations, churches, etc.
- To license the LTAACP program with an annual renewal fee
- Seek funders with aligned missions to sponsor churches



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# Question

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What strengths does the Center have that can be utilized to move the initiative forward from here, based on the partnership agreement with Harman?



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# Question

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How can the Center help to further the expansion, growth, and sustainment of the initiative?



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# Question

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Where do we go from here?



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# OVERVIEW

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- **ISSUE:** The ongoing need for culturally respectful care conversations between healthcare professionals and underserved populations remains a critical issue.
- **SOLUTION:** Addressing disparities in advance care planning (ACP) within African American communities through the structured LTAACP program led by trained facilitators.



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# The Need for Advance Care Planning in African American Communities

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- **STATISTIC:** African Americans are less likely to engage in ACP compared to their White counterparts. <https://pmc.ncbi.nlm.nih.gov/articles/PMC9998020/>
- **IMPLICATION:** This disparity may lead to end-of-life care that does not align with patient preferences.



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# Evidence Supporting Structured ACP Programs

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Community-based ACP events designed and led by and for the Black community are highly acceptable...

To broaden the reach of ACP to promote equity and to empower communities to leverage their priorities and assets for sustainable ACP engagement, there is a need for a fully community-based approach to ACP, and specifically, approaches that are initiated, designed, implemented, and tested by the Black community.

Source: J Gen Intern Med

2023 Mar 9;38(11):2478–2485. doi: [10.1007/s11606-023-08134-2](https://doi.org/10.1007/s11606-023-08134-2)

Note: While evidence is mixed, structured programs show promise in enhancing ACP engagement.



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# Addressing Disparities through Organized Curricula with Certified Facilitators

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**APPROACH:** Implementing the structured LTAACP program with certified facilitators to ensure culturally sensitive and effective communication within our **targeted population.**



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# Benefits of Certified Facilitators in ACP

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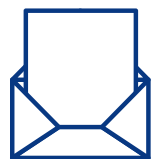
**ADVANTAGE:** Trained facilitators can navigate cultural nuances, building trust and understanding within African American communities.



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# 2024 Workshop Facilitator: Pastor Vincent Jones, Knoxville TN



Good morning Dr. Anderson,

I just wanted to share a praise report regarding ACP. One of the participants in the ACP at the church has recently transitioned. I did not find out until last week from her brother that she was able to get her affairs in order. Apparently after the discussion at the church, she went to get an insurance policy. Her brother told me that her approval for the insurance policy (which took 30 days) came back ONE day before she transitioned which really helped the family take care of her funeral arrangements and expenses once a dust settled from the shock of her passing. In addition, she was able to leave written instructions for her family that we executed without any contentious misunderstandings. I was not certain if she was paying attention to the presentation but I am glad to know that your work resonated with her in such a way that made a significant impact on her family.

I just wanted to say thank you for being a visionary and for providing a needed service that is tailored to our community. Thank you for your intentionality regarding putting together a program that allows the facilitators to easily hop right in and lead a discussion with a difficult subject matter. I hope that you don't mind if I share a few pictures. We were not sure if you had a policy if you were opposed to the church posting a few pictures that I took from both ACP events. Thank you for all you do.

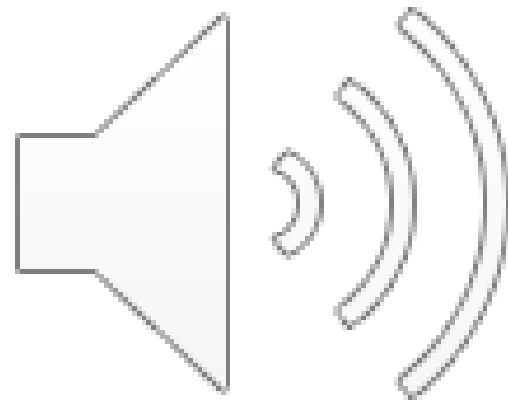


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# 2024 Workshop Facilitator's Voice: Suzette Elrod, Memphis TN

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# Facilitator-Suggested Outreach Strategies

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- **Group Training Sessions:** Conduct sessions with multiple churches simultaneously.
- **Virtual Information Sessions:** Use platforms like Zoom to introduce the program to various congregations.
- **Social Media Campaigns:** Create targeted campaigns to raise awareness among faith-based organizations.



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# Challenges in Advancing the ACP Initiative in the African American Community

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- **Community Skepticism:** Building trust within communities with historical mistrust of healthcare systems.
- **Resource Limitations:** Training programs often have associated costs.
  - *Example:* Vital Talk courses range from \$300-\$1,000.



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# Addressing Financial Challenges

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- **Alternative Funding:** Seek grants focused on health equity and community education.
- **Sliding Scale Fees:** Implement payment models based on participants' ability to pay. (Determine best approach)
- **Volunteer Facilitators:** Engage community members willing to be trained and serve pro bono.
- **Aligned Sponsorships:** Seek corporate and foundation sponsors whose mission aligns with LTAACP.
- **Community Partnerships:** Collaborate with organizations and faith-based groups who reach our target audience.



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# What We've Done So Far for the Educational LTACCP Program

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- 1.Community Assessment:** Identify specific needs and preferences within the target community.
- 2.Curriculum Development:** Create culturally relevant materials addressing identified needs.
- 3.Facilitator Training:** Certify facilitators with emphasis on cultural competence.
- 4.Event Implementation:** Host workshops in accessible community venues.
- 5.Feedback Mechanism:** Collect participant feedback to refine future sessions.



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# Service Goals for the LTAACP Program

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**1.Certified Facilitator Training:** Equip individuals with skills to lead ACP discussions.

- *Objective:*Train 40 facilitators within the first year.
- *Milestone:*Achieve a 100% certification rate among trainees.

**2.LTAACP Workshops (Virtual and In-Person):** Educate the community on the importance of ACP.

- *Objective:*Facilitators to conduct 2 workshops each annually, 80+ workshops collectively.
- *Milestone:*Reach 500 community members each year collectively.

**3.Information Sessions for Faith Leaders:** Engage religious leaders to advocate for ACP.

- *Objective:*Host bi-monthly information sessions with at least 15-20 faith leaders.
- Milestone:*Integrate LTAACP workshops into 20 congregations within a year.



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# Advancement Strategy for Promoting and Marketing the LTAACP Program

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- **STRATEGIES:**

- **Community Partnerships:** Collaborate with organizations and faith-based groups who reach our target audience.
- **Social Media Outreach:** Utilize platforms and content types popular within the African American community to share information.
- **Testimonials:** Share success stories from program participants on website and social media.
- **Local Media:** Engage with community radio stations, influencers and news stations.
- **Hosting LTAACP Workshops:** Focus on states where we have Certified Facilitators.
- **Aligned Sponsorships:** Seek strategic corporate and foundation sponsors whose mission aligns with LTAACP (for funding and in-kind support).



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# Community Partnerships

Collaborate with organizations and faith-based groups who reach our target audience.

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- **Living Legacy Leaders** (Dr. Marilyn Hubbard):
  - <https://www.youtube.com/watch?v=cadaFTniJM0>
- **Aging While Black** (Raymond Jetson):
  - [https://www.youtube.com/watch?v=hH\\_WskNmNdM](https://www.youtube.com/watch?v=hH_WskNmNdM)
- **Compassion & Choices** (Prospective Initiative):
  - Advocating for equitable end-of-life care options.
  - <https://compassionandchoices.org/take-action/community-engagement/african-american-community/resources/>



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# Community Partnerships

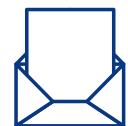
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- **Living Legacy Leaders** (Dr. Marilyn Hubbard):

Focus: Empowering African American communities through legacy planning.

The Detroit Family Caregiving Initiative, Living Our Legacies, is a Cohort group of 27 Detroit area Caring Congregations, their ministries and over eighty ministry leaders singularly focused on improving the health and wellbeing of Family Caregivers and their loved ones.

The Initiative is implemented by the National Association of Black Women Entrepreneurs (NABWE), administered by the Detroit Area Agency on Aging and funded by the Ralph C. Wilson Jr. Foundation in partnership with Detroit area Christian congregations.



**Gloria: Thank you so very, very much for your wonderful presentation last night. You shared valuable information that was very received. You brought a much needed cultural and spiritual perspective to Advance Care Planning. We especially appreciated your authenticity and sincerity. Your contact information and resources will be included in our virtual community.**



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# Community Partnerships

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- **Aging While Black** (Raymond Jetson):
  - Support Statement: "How can Aging While Black support the broad dissemination of this resource?"
  - Role of Community: "What role can organizations/grassroots efforts/families play in sharing and utilizing this resource?"
  - <https://agingwhileblack.co/>



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# Prospective Community Partnership

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- [Compassion & Choices](https://compassionandchoices.org) (Prospective Initiative):
  - Advocating for equitable end-of-life care options.
  - <https://compassionandchoices.org/take-action/community-engagement/african-american-community/resources/>



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# Notable ACP Presentations & Appearances (2024-2025) (Prospective Community Partnerships)



**NACSW Annual Convention- Dallas, TX ~ "Beyond Borders: Compassion, Competency & Action"**

**African Americans and End of Life Care: What Y'all Gon' Do With Me?**

By Gloria Thomas Anderson

Friday October 11, 2024 / 12:50 PM - 01:50 PM

Powered By Whova

**PLAN AHEAD FOR YOUR HEALTHCARE**

**Making Medical Decisions When You Can't | Advance Care Planning**

youtube.com



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# Future Actions for Expanding the LTACCP Initiative

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- 1. Forge New Partnerships:** Collaborate with healthcare institutions and community organizations.
- 2. Diversify Funding Streams:** Explore grants, donations, and sponsorships.
- 3. Enhance Digital Presence:** Reimagine informative website and active social media engagement.
- 4. Continuous Training:** Offer refresher courses and advanced training for facilitators.
- 5. Monitor and Evaluate:** Regularly assess program impact and make data-driven improvements.



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To have breath is  
to have hope  
because things  
can change at any  
moment—when  
we are hopeful.

GTA



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# THANK YOU

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## Q&A



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