Background:
• ~70% of U.S. adults have never heard of Palliative Care (PC).
• S. Asians have very limited knowledge of PC.
• ~75% of S. Asians want more information about PC and believe this information should be more available.

Community Partner:
Sukham (sukham.org) is an all-volunteer non-profit organization promoting healthy living, aging well and preparing for life’s transitions in the Bay Area South Asian Community.

Mission: To increase awareness and provide curated information, resources and support for serious illness, palliative care, hospice, advance-care planning, living and aging well.

Project Description:
• Partnership: Existing relationship with Sukham’s President (M. Acharya)
• Webinar: 60min “Intro. to Palliative Care” Zoom webinar, presented by S. Asian PC physician (K. Ramchandran)
• Recruitment: flyer; event postings in India Currents, India West, Stanford event calendars, and social media
• Evaluation: Electronic survey: demographics, likelihood to recommend (LTR), and open form responses

Outcomes:
Attendees: 42  Survey response rate: 24%
LTR: 4.7/5  YouTube views: 486
Demographics: 78% S. Asian, 70% female, mean age 71

Best Part of the Event: “Knowing that this is an essential layer of support when confronted with serious illness.”

Lessons Learned:
• There is a desire for more palliative care information in the local S. Asian community
• The webinar was simple to prepare and implement
• Partners would like to continue to work together, providing quarterly webinars

Recommendations:
1. Draw on each partner’s strengths when assigning tasks
2. Market through multiple channels between both partners
3. Make it count double: record the event and share on social media