

Virtual Palliative Care Education for the South Asian Community

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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



Mukund Acharya



Kavitha Ramchandran...

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