

# Hospice and Palliative Care:

## Toolkit for the Introduction of Hospice and Palliative Care into Higher Education Programs

This toolkit provides step-by-step guidance to advocate for higher education programs to include hospice and palliative care topics in their curriculums. This important initiative is aimed at increasing overall awareness of the benefits of hospice and palliative care, as well as gaining interest in the career paths available in this field.

### This toolkit includes:

1. **Techniques** to identify and begin outreach to an appropriate university contact (suggested e-mail template included)
2. **Ideas for fostering relationships** with universities and spreading knowledge of the field
3. **A PowerPoint presentation** that describes the basics of hospice and palliative care along with customizable slides to explain your role in the field
4. **A single page handout** to distribute at university events
5. **A resource guide** for those interested in learning more

## Techniques to Identify and Reach Out to Appropriate University Contacts

Getting involved with a college or university can be difficult, especially when first trying to get your foot in the door. Below is a list of potential employees to reach out to regarding education surrounding hospice and palliative care education for students.

1. **Administrator** to the Dean or the Dean of the program you wish to educate
2. **Former professor** that you respect and have interacted with
3. **Former rotation mentor** that works at a college/university
4. **Former classmates** that have connections within the college/university or currently work there
5. **Professional colleagues** that have connections within the college/university or have an affiliation that they can get contact information from
6. **School development teams** that run fairs within the college/university
7. **Fraternities or sororities** that you participated in
8. **Other clubs or groups** that you were a part of during your education process

## Fostering Relationships with Colleges/Universities in Your Area

Since many of us do not live in the same area as the college/university we attended, it may seem difficult to find and develop new relationships with the ones located in our current area. Networking can often require time that we do not have. Here are a few tips and considerations to help to build relationships with colleges/universities that we do not have personal ties to:

- 1. Does your company** work with a hospital system that is part of a college/university in the area? If so, can we use that leverage to get contact information?
- 2. Do you have friends or family** that went to or have children that go to the colleges/universities in the area?
- 3. Do you have any family members** that attended schools in the area where you currently live that you can ask to connect you?
- 4. Are there charity events** that the colleges/universities put on that you or your company can be a part of or contribute to?

## Sample Email Template to Initiate Contact

### GENERAL OUTREACH TEMPLATE:

**Subject:** Educational Student Introduction to Hospice and Palliative Care

Dear \_\_\_\_\_,

My name is \_\_\_\_\_. (Describe your association to the college/university, or who put you in contact with them). I want to offer a perspective from an area of healthcare that is often overlooked in the educational criterium, hospice and palliative care, and to advocate for increased student exposure. These portions of healthcare are an important specialty within the continuum that I believe would be beneficial for your students to learn more about. We would discuss the importance of these healthcare areas and the potential job opportunities available for students after graduation in the field. I believe it may benefit your student body to be informed of a variety of career options that they may not currently know exist.

Please let me know if this is something you would be interested in discussing further or if there is someone else I should be in contact with regarding this topic.

Thank you for your time,

[Name]

[Title]

[Your Company Name]

[Your Contact Information]



## CAREER OFFICE OUTREACH TEMPLATE:

**Subject:** Invitation to Host a Session on Hospice and Palliative Care Careers

Dear [College Name] Team,

I hope this message finds you well. My name is (NAME), and I am the (ROLE) at [Your Company Name]. We are reaching out to explore the possibility of visiting your esteemed college to share valuable information about hospice and palliative care, as well as the diverse career opportunities available in this field.

Hospice and palliative care are essential services that provide compassionate support to individuals and families during some of the most challenging times in their lives. As the demand for these services continues to grow, so do the career opportunities within this sector. We believe that students at [College Name] would greatly benefit from learning about the various roles available, both in clinical care and on the business side of hospice and palliative care.

During our session, we would like to highlight the following:

- The rewarding nature of careers in hospice and palliative care.
- Opportunities for career growth and advancement within the field.
- The potential to transition into leadership roles.
- The diverse range of positions available, from clinical roles to business and administrative positions.

We are confident that this session will provide your students with valuable insights and inspire them to consider a career in hospice and palliative care. We would be honored to collaborate with you to schedule a convenient time for this session.

Thank you for considering our request. We look forward to the opportunity to engage with your students and share our passion for hospice and palliative care.

Warm regards,

[Name]

[Title]

[Your Company Name]

[Your Contact Information]

## Presentation Template

We have developed a presentation template that goes over the differences between and importance of hospice and palliative care. There is a section at the end of the presentation for you to input create own slides that are specific to your career specialty within hospice and palliative care. These slides should show your job description, what you do on a day to day basis, and the importance of your work. **The presentation can be found at:** [allianceforcareathome.org/resource/hospice-and-palliative-care-careers](https://allianceforcareathome.org/resource/hospice-and-palliative-care-careers)

### Resource Guide for Further Learning

More information and contact information is available at: [allianceforcareathome.org/resource/hospice-and-palliative-care-careers](https://allianceforcareathome.org/resource/hospice-and-palliative-care-careers)

