A Theoretical Approach to Developing Palliative Care Educational Videos

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In appreciation of the patients willing to share their stories with us
Growth of Palliative Care Programs

- Palliative care programs offered by most large medical centers, outpatient clinics, cancer clinics, home-care agencies, and community-based hospices.
Yet, few consumers aware of palliative care . . .
Awareness of End-of-Life Terms, California, 2011

PERCENT SAYING THEY HAVE HEARD OF THESE TERMS

- Hospice care: 73%
- Do-not-resuscitate (DNR) order: 63%
- Advance directive: 38%
- Palliative care: 17%
- POLST: 13%

(Source: CHCF, 2012)
Few knowledgeable about palliative care

Source: CAPC, 2011

*Data from a Public Opinion Strategies national survey of 800 adults age 18+ conducted June 5-8, 2011.
Current Approach to Public Education

Majority focus on inpatient palliative care
Many include or are primarily physicians
Lack personal details of individuals
Often avoid addressing common misconceptions
Theoretical –based Approach

Social Learning Theory (Bandura, 1977)
  Vicarious learning, reinforcement
  Social norms, attitudes, beliefs,
    influence intentions toward behavior
Previously used in behavioral interventions such as HIV, smoking cessation, and other behaviors (Corby, Enguidanos, & Hall, 1996)
Hospice Role Model Stories

• Stories of African American patients enrolled in Hospice and their family members

• Purpose to
  • Increase hospice knowledge
  • Correct misconceptions
  • Create familiarity with hospice
Hospice Stories: Knowledge

Enguidanos et al. (2011)
Hospice Stories: Attitudes

Enguidanos et al. (2011)
Intentions to Enroll in Hospice

Enguidanos et al. (2011)
Approach

• Conducted interviews with patients in their home
• Interview protocol
• Videotaped & transcribed
  • Use direct language from the protagonist
  • Provide personal information
  • Conveys accurate and identifiable experience

https://youtu.be/fpm_nzvPCUA
Video Elements

• Personal information
  – Name, age, family
  – Illness history/progression

• Initial response to palliative care
  – Thoughts, beliefs, misconceptions

• Experience of palliative care

• Outcomes resulting from receipt of palliative...
Mary & Dan

https://youtu.be/q6Lq-uw-2RU
Questions?