



# A How-To Guide for Engaging Your Campus, Workplace, and Community in Conversations about Health Care Decisions

# **Campaign Created by Faculty Learning Community on Palliative Care, California State University San Marcos**

## **Faculty Learning Community on Palliative Care (FLCPC)**

**Sharon B. Hamill, Ph.D.**

*Psychology, Faculty Director, CSU Institute for Palliative Care at CSUSM*

**Veronica Anover, Ph.D.**

*Modern Languages*

**Catherine Armas Matsumoto, Ph.D.**

*Communications*

**Colleen Moss, Ph.D.**

*Psychology*

**Caroline Boaz, MSN, RN, ACNS-BC, ACHPN**

*Nurse Consultant*

**Rocio Guillen-Castrillo, Ph.D.,**

*Computer Sciences & Information Systems*

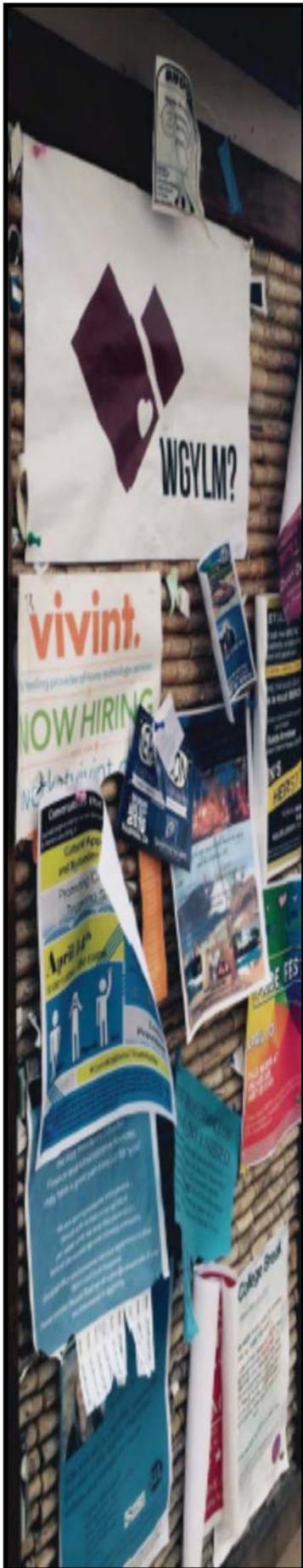
**Eileen Piersa, MS, MA**

*Director, Education Operations, CSU Institute for Palliative Care*



**WGYLM® is a Trademark of the  
CSU Institute for Palliative Care at CSUSM**

# Table of Contents



- 4** Introduction
- 6** Development of the  
WGYLM<sup>®</sup> Campus Campaign
- 9** Marketing Campaign:  
Raising Interest in WGYLM<sup>®</sup>
- 11** Integrating WGYLM<sup>®</sup> into a Course
- 19** Exploring Palliative Care: Expert Speakers
- 21** Working with Your Campus Faculty Center
- 23** Providing Palliative Care Information  
to Your Community: A Resource Fair
- 25** Express WGYLM<sup>®</sup>: Public Art Project
- 27** WGYLM<sup>®</sup> through Film
- 29** WGYLM<sup>®</sup> ...and Who Needs to Know?
- 31** Working with Your Campus Human  
Resources Department
- 32** Making the Most of Media Coverage
- 35** Digitizing WGYLM<sup>®</sup> Materials
- 37** Adapting WGYLM<sup>®</sup> for Children  
and Adolescents
- 41** Adapting WGYLM<sup>®</sup> for the Workplace
- 44** WGYLM<sup>®</sup> for Older Adult Programming
- 47** Conclusion and Copyright Permission

# Introduction



## What Gives Your Life **Meaning**?

**W**hat gives your life meaning? A deceptively simple question on the surface, yet its deeper significance reflects the essence of the human soul. What is it that we hold dear, and how do those values influence our behaviors and life choices? Of equal importance, to what extent have we shared our beliefs with those we love?

In the spring of 2015, a Faculty Learning Community on Palliative Care, as part of the CSU Institute for Palliative Care at California State University San Marcos, embarked upon a campus campaign to raise awareness of the importance of articulating one's values to others. A foundational piece of this value clarification exercise was consideration of one's health behaviors and healthcare decisions, and communicating those values to loved ones.

*“Palliative Care focuses on individuals with serious or chronic illness by addressing aspects of the whole person: physical, emotional, psychosocial, and spiritual. The WGYLM® Campaign is designed to bring awareness about, and provide a foundation for, critical healthcare conversations not only when we are seriously ill, but throughout our lives.”*

*- Dr. Sharon Hamill, Faculty Director, CSU Institute for Palliative Care at CSUSM*

Why did this team focus on college students?

**Research shows that:**

- 5.9% of students report having faced a chronic illness in the past 12 months (American College Health Association, 2018).
- At any one time, 22-30% of college students are in the first 12 months of grieving a loved one or friend (Balk, 2008).
- Moreover, as the current 4% of active-duty military and veteran students increases due to the Post 9/11 G.I. Bill, greater numbers of students will pursue degrees while dealing with chronic illnesses stemming from injuries incurred while serving their country.

Palliative care can provide important support to these college students by reducing suffering, increasing quality of life, and decreasing health care costs (Catania et al., 2015; McCarthy et al., 2015; Wittenberg-Lyles et. al., 2007). However, very few students from the general population know about the full complement of palliative care available around them (Kavalieratos, Ernecoff, Keim-Malpass, & Degenholtz, 2015).

To address this issue, the Faculty Learning Community at California State University San Marcos designed and implemented a 6-week campus campaign, attended by hundreds of students, to increase students' knowledge of and discussion about palliative care and advance care planning. A grass roots movement took hold. The campus conversation turned to thinking about our values, health behaviors, and healthcare, and the question of who would speak for us if we couldn't speak for ourselves.

The Faculty Learning Community on Palliative Care at CSUSM (FLCPC) has created this manual to document our experiences so we can assist other campuses in the design and implementation of campus campaigns on palliative care.

California State University San Marcos is one of the Campus Partners in the system-wide CSU Institute for Palliative Care. Our campus is being used as the model for other campuses and workplaces looking to implement the WGYLM® campaign. The manual begins with an overview of the scope of the project and how it was developed.

Additional chapters provide information on how to create various parts of the campaign, including ideas for enhancing or adapting the activities. Specifically, we have included information on how this campaign can be adapted for other age groups and for the workforce.

We hope this guide will help to bring palliative care and thoughtful healthcare planning discussions to the forefront and positively impact the lives of students, staff, faculty and workplace employee

It is indeed a campus-wide and community campaign that is very bold, enticing, participatory and thought-provoking. We hope you enjoy this process and we look forward to collaborating with readers on efforts to bring palliative care into the mainstream healthcare discussion.

