



THE PEACEFUL PRESENCE PROJECT

# Strategic Plan

2023-2027



peaceful presence  
END OF LIFE DOULAS



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# INTRODUCTION

**The Peaceful Presence Project was founded by a group of women who recognized that true change manifests through collaboration and realized the alchemical potential in combining forces and hearts.**

Nurses in the group had seen the suffering that accompanied patients to hospice care when they were afraid of dying and largely unprepared for it, and this inspired the collective to cultivate a solution that could ease this suffering. The Peaceful Presence Project received nonprofit status in December of 2019 and has been growing in scope and impact ever since.

Our work is framed in the Compassionate Communities Model of care, which recognizes that caring for one another during times of crisis and loss is not simply a task for health and social services but is everyone's responsibility.

This model of care is focused on transforming practices and conversations around death, dying, and end of life care. It acknowledges that holistic and collaborative action between systems is required to ensure that communities are able to provide practical and emotional support for its members in a skilled and informed way. The ability to identify and develop cohesive networks of care will increase community resilience, as well as encourage higher quality and more equitable end-of-life care experiences.



## Education

Programs to improve death and grief literacy, including:

- end-of-life doula training
- community workshops and conversations
- clinician and health worker education and coaching



## Planning

Holistic end-of-life planning, advance care planning, and planning for care needs, including outreach to individuals living in rural Oregon and those experiencing homelessness.



## Compassionate Presence

Companioning individuals and their caring circle through the experience of serious illness and the end of life with trained doula support.

# Our Mission

## **Mission:**

The Peaceful Presence Project reimagines and transforms the way communities talk about, plan for and experience serious and terminal illness.

## **Vision:**

A culture in which every community member receives compassionate, equitable support through the end of life.

## **5 Year Goal:**

To cultivate a Compassionate Communities model of care in the state of Oregon.

*To learn more about our vision for the Oregon Network for Community-based Serious Illness Support, click below:*  
<https://thepeacefulpresenceproject.org/oregon-network-for-serious-illness-support>

**Our Vision:**  
**A culture in which every community member receives compassionate, equitable support through the end of life.**

# Our Purpose

We provide non-medical, thoughtful support to individuals and families facing serious and terminal illness.

Our work is founded on the Compassionate Community model of care. This public health approach to palliative care believes that we all have a part to play in supporting our neighbors, family and friends in the last stage of life.

We offer education to improve death and grief literacy; holistic and proactive planning for advanced illness care and compassionate bedside presence.

# Our Values

The Peaceful Presence Project believes that equitable and compassionate end of life care is a human right. As such, we seek to make our services accessible to every person who desires our support.

We are committed to fostering a safe and transformational environment for staff and clients to work, receive care, and thrive in their everyday lives. We are committed to being an agent of change by treating all with dignity, respect, and individualized care; prioritizing the work of anti-racism; life-long learning; building mutual and collaborative relationships in our community; and advocating for justice – both within our organization and the community at large.

# 2023-2027 STRATEGIC OBJECTIVES

## 1

### **Build a community-based network for serious illness support in Oregon**

- Train community members across the state (with a specific focus on rural communities)
- Partner with hospices to train volunteers as EOL doulas
- Build infrastructure for a statewide referral system
- Develop resources and support systems for network members

## 2

### **Increase the number of Traditional Health Workers trained in palliative care in rural Oregon**

- Develop, deliver and evaluate a continuing education curriculum
- Design and implement a referral hub and peer mentoring program
- Develop a plan, including funding opportunities, to scale this program statewide

## 3

### **Improve death literacy across Oregon**

- Build awareness of the public health approach to palliative care
- Continue the end-of-life Community Education Series
- Develop a plan to broaden reach of the Compassionate Presence self-paced modules
- Partner with local and state agencies to provide community volunteer trainings in palliative care support
- Identify opportunities for clinician training in non-medical palliative care

## 4

### **Establish a comprehensive program for facilitating end of life planning across Oregon**

- Create a sustainable program for *endnotes* immersion training
- Partner with KODA Health to deliver end-of-life planning training (advance directives) for doulas and other community professionals

## 5

### **Develop a sustainable funding model**

- Create a multi-year fundraising plan
- Centralize outreach efforts with community partners
- Develop a business plan to market *endnotes*

# STRATEGIC OBJECTIVES

## 1

### **Build an EOL doula network in Oregon**

- Train community members across the state (with a specific focus on rural communities)
- Partner with hospices to train volunteers as EOL doulas
- Build infrastructure for a statewide referral system
- Develop resources and support systems for the doula community

### **2024 goals in support of this objective:**

Train 45 additional end-of-life doulas in rural communities in Oregon through our Professional Training in 2024

Develop and deliver in-house end-of-life doula program for Central Oregon hospice by end of Q4

Develop Program Manager role for peer mentoring and community support for TPPP-trained doulas across the state by end of Q2

Build out referral and scheduling page platform to facilitate growth of community network by Q4

Grow doula services for TPPP in Central Oregon to at least 12 clients by end of Q4

Learn more about the Oregon Network for Community Based Serious Illness Support [HERE](#).

# STRATEGIC OBJECTIVES

## 2

### **Increase the number of Traditional Health Workers trained in palliative care in rural Oregon**

- Develop, deliver and evaluate a continuing education curriculum
- Design and implement a referral hub and peer mentoring program
- Develop a plan, including funding opportunities, to scale this program statewide

### **2024 goals in support of this strategic objective:**

Deliver and evaluate course offered for at least 12 rural-based community health workers with Oregon State University by end of Q2

Advocate for end-of-life speciality in the Personal Health Navigator role in 2024

Develop and deliver end-of-life education for at least one cohort of personal health navigators by end of Q3

# STRATEGIC OBJECTIVES

## 3

### Improve death literacy across Oregon

- Build awareness of the public health approach to palliative care
- Continue the EOL Community Education Series
- Develop a plan to broaden reach of the Compassionate Presence self-paced modules
- Partner with local and state agencies to provide community volunteer trainings in palliative care support
- Identify opportunities for clinician training in non-medical palliative care

### 2024 goals in support of this strategic objective:

Offer up to 9 community education workshops in 2024

Collaborate with Public Health Palliative Care International to convene Central Oregon community leaders for educational workshop with PHPCI president by end of Q1

Develop a plan to identify partnership for dissemination of Compassionate Presence self-paced modules, as well as funding to make material available at no cost for Oregon residents by end of Q3

Further leadership skill-building in public health palliative care by learning and networking at PHPCI annual summit in October 2024

Continue NODA coalition building by networking with 5 local organizational bodies including local government, social services, health care, faith communities and public health in 2024



# STRATEGIC OBJECTIVES

## 4

### Establish a comprehensive program for facilitating end of life planning across Oregon

- Create a sustainable program for endnotes immersion training
- Partner with KODA Health to deliver end-of-life planning training (advance directives) for doulas and other community professionals

### 2024 goals in support of this strategic objective:

Develop and launch *endnotes* immersion program by Q3

Train 4 doulas to deliver *endnotes* immersion program by end of year

Add ACP training program with KODA Health to Professional Doula Training Curriculum by end of Q2

Facilitate relationship between KODA Health and end-of-life doulas as ACP facilitators

# STRATEGIC OBJECTIVES

## 5

### Develop a sustainable funding model

- Create a multi-year fundraising plan
- Centralize outreach efforts with community partners for *endnotes*, referrals, and educational opportunities
- Develop a business plan to market *endnotes* to expand the reach of planning resource

### 2024 goals in support of this strategic objective:

Identify 3-5 grant opportunities to support the 5-year plan by the end of Q2

Centralize outreach efforts to increase *endnotes* sales, referrals and educational programming by Q3

Work with Learning Cloud to secure at least 50 international registrants by the end of 2024

Expand marketing plan to increase sales of *endnotes* and self-paced trainings by end of 2024

Hire Program Coordinator to assist newly promoted Program Manager with administrative and outreach tasks to promote growth

# INVITATION

**The strength of our work resides in collaborative partnership.**

Our mission and our vision of a culture in which every community member receives compassionate, equitable support through the end of life depends on community partners stepping up, showing up and coming to the table to move our work forward.

We invite you to join this list of trusted collaborative and funding partners:

[The Coalition to Transform Advanced Care \(C-TAC\)](#)

[Koda Healthcare](#)

[Public Health Palliative Care International](#)

[Partners In Care Hospice and Palliative Care](#)

[Oregon Office of Rural Health](#)

[Oregon Coalition of Local Health Officials](#)

[St Charles Foundation](#)

[Central Oregon Health Quality Alliance](#)

[Cambia Health Foundation Sojourns Scholar Program](#)

[EDL Northwest](#)

[Harry A. Merlo Foundation](#)

[Braemar Charitable Trust](#)

[Roundhouse Foundation](#)

[Cow Creek Umpqua Indian Foundation](#)

[The Rosendin Foundation](#)

# We thank you for your support of The Peaceful Presence Project

## Our Team

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