

**The Community Network Journey Project  
Ten Year Prospectus  
Revisiting Our Roots, Visioning Our Future Direction**

Prepared by Susan Keller, Founder/Director, Community Network Journey Project

**I. Beginnings ~ Ending the 20<sup>th</sup> Century**

"Successful Journeys" essay written and circulated to community advisors with intent of publishing to empower elders; Journey Project Management Group convened by the Community Network (CN) to help explore project potential, develop needed contacts, educational resources, essays for publication and community activities. 1994  
(Jerry Casson, Pat Eliot, Marge Ling, Helen Rudee, Arlene Ulmer)

Sonoma County Community Foundation grant received to help fund "End of Life Storytelling Project." (Grant Award: November, 1995 - \$2,500)

Jean Schulz Donor Advised Fund grant received to purchase computer equipment needed for Journey Project development (Grant Award: April, 1996 - \$3,100)

Pacific Foundation for Medical Care grant received to visit model sites around United States for community based long-term care and palliative care and develop consumer workshop. (Grant Award: 1997/98 - \$4,700)

Pacific Foundation for Medical Care grant received to "convene and staff a Coordinating Council of healthcare professionals to assist with development of an interactive workshop program" and obtain licenses required by four state licensing boards (Nursing, Behavioral Sciences, Nursing Home Administrators, Community Care Licensing) to provide Continuing Education units for professional workshop program. (Grant Award: 1998/99 -- \$27,460)

The Community Network (CN) was funded to create "the Home Funeral Handbook" with the Natural Death Care Project operating as a program of the Community Network from 1997 until it spun off as the new nonprofit "Final Passages" in 2000. (Private Donor: \$5,000)

Robert Wood Johnson Foundation initiated and funded multi-million dollar Last Acts campaign to improve quality of care at life's end. Keller/CN invited to participate in organizing meeting. (Newport Beach, Fall 1999 - expense paid event)

**II. Beginning the New Millenium ~ Parrallel Efforts and Partnerships**

The Community Network facilitated work of the Senior Residential Care Council of Sonoma County (SRCC) advocating development of affordable residential care and community-based

long-term care until the SRCC Board elected to merge with the Community Network Journey Project (Spring, 2000).

National Organizing Effort for Bill Moyers "On Our Own Terms" series - resulted in creation of End of Life Care Alliance of Sonoma County (EOLCA) with Community Network Journey Project in lead organizing and staff support role. (Summer, 2000)

Susan Keller/CN facilitates, coordinates and staffs pro bono development of EOLCA building on Community Network Journey Project (CNJP) successes to date and strengths of EOLCA partnership. (2000 to present)

Susan Keller begins serving as Steering Committee member of the California Coalition for Compassionate Care, a coalition of state agencies and organizations concerned with improving quality of care at life's end across the entire spectrum of service delivery. (2000 - present)

Keller/CN & Mike Humphrey, Manager of Sonoma County In Home Supportive Services Public Authority (IHSSPA) team up to create an "End of Life Issues" training program for IHSSPA caregivers. First contract offer fell through due to IHSSPA budget cutbacks. Workshop provided pro bono by Keller/CN Journey Project with assist of EOLCA 5/03

Robert Wood Johnson Foundation (RWJF) in 2002 organizes Rallying Points (RP) effort to provide technical support to community coalitions working in end of life care, but allows no funding for coalitions except travel stipends and consultants until 2004. Program folded into Last Acts Partnership then terminated by RWJF in Fall 2004.

Keller attends all RWJF and RP related regional and national conferences by invitation, all expenses paid via travel stipends. (Grant Awards Total \$4,500: 1999 -2004)

Private developer Aelphnull, LLC contracts with Community Network to provide research needed to design senior housing and continuum of care services using models and research developed by the Senior Residential Care Council and Journey Project, and building upon existing rural health clinic and rural retirement community. (The Irises at Sea Ranch and Redwood Coast Medical Services Center, Gualala - 2003 - present)

Susan Keller, CNJP, invited to join national Medicare supported program expanding urban based models of community-based long-term care to rural regions through the PACE (Program of All-Inclusive Care for the Elderly) headquartered in Alexandria, VA. Winter/Spring 2004 Keller actively participated in Community Development and Technology Work Group strategic planning teleconferences and National Conference launching PACE Rural Program being created as a result. (Milwaukee, WI June, 2004)

RWJF funds the National Hospice and Palliative Care Organization (NHPCO) to continue RWJF efforts supporting community end of life coalitions via Caring Connections and LIVE Project to

convene in Atlanta in April, 2005. Community Network and EOLCA are nationally recognized partners in this effort but no funding opportunities exist except travel stipends and technical assistance and support.

### **III. Year 2004 Highlights**

Keller, CNJP, initiates major planning/ funding effort needed to leverage Robert Wood Johnson Foundation Rallying Points Program funding into Sonoma County working in concert with EOLCA. Grants resulting funded:

(a) Susan Keller, CN, with EOLCA, plan and organize a Spanish Language version of the Journey Project End of Life Issues series, and present 2 hour Fall Invitational "Wellness Through Life's End" Workshop for professionals. Grant Award = \$7,500.

(b) website development grant to Mathias Consulting (Santa Rosa) to assist the Community Network with creation of website easy to use and maintain. Grant Award = \$8,200

(c) staffing and expenses to create, deliver and video tape a pilot test Spanish language workshop, develop an EOLCA website presence via the Community Network website, and related work. Grant Award = \$10,000

Spring, 2004 - Sonoma County In Home Supportive Services Public Authority (IHSSPA) contracts CN for Second Annual presentation of 9-hour "End of Life Issues" caregiver training workshop co-sponsored by EOLCA.

Summer, 2004 - EOLCA draft Plan for Cooperative Action adopted, EOLCA Steering Committee elects to become Standing Committee of the Community Network and formalizes advisory role to CN Journey Project in the process.

Fall, 2004 - CN/EOLCA present Spanish language 4-hour End of Life Issues training for IHSS Latino caregivers including all English handout materials translated and session video taped

Keller presents Wellness Through Life's End 2 hour state certified Continuing Education (CE) training for EOLCA invitational workshop funded via RP grant.

[www.CaringCommunity.org](http://www.CaringCommunity.org) launched as Community Network/EOLCA website built with assistance from Cheryl Chase, Mathias Consulting via Rallying Points grant.

Secured contract with IHSSPA for 2005 and 2006 End of Life Issues Caregiver Workshop series.

Awarded complimentary Associate Membership in the National Hospice and Palliative Care Organization for CN Journey Project to participate in the "Caring Connections" national consumer initiative, the "It's About How You LIVE" Campaign, and the April, 2005 Atlanta orientation program funded by Robert Wood Johnson Foundation.

#### **IV. Ten Years On ~ Outcomes Resulting**

- The Community Network (CN) remains in a leadership role locally, in California and the nation advocating for and supporting development of palliative care and community-based long-term care as equal opportunity choices for the frail and dying, regardless of income or health system.
- Journey To Life's End: A Traveler's Guide, is in its fourth printing, accessible to the community on loan via all Sonoma County public libraries, Sutter's Women's Health Center Library, Memorial Hospice Library, the Environmental Center Library and excerpts via our website. More than 500 copies sold generating approximately \$7,500 in sales.
- The Journey Project Resource Center is now established as our area's premier special library collection for emerging models of palliative care, related research, tools and materials. It is housed in back office Environmental Center, a storefront located at 404 A Mendocino Avenue in Santa Rosa, CA.

In additional, the Community Network Journey Project (CNJP) has:

- produced scores of workshops teaching thousands of consumers, consumer advocates, IHSS caregivers and students about palliative care, good end-of-life care planning and care giving techniques.
- licensed and produced 6 related courses providing several hundred health and social service professionals with palliative care orientation trainings including end of life care planning tools and care giving essentials for caring for the dying.
- collaborated with the End of Life Care Alliance to create content and web links to build our new website ([www.CaringCommunity.org](http://www.CaringCommunity.org))
- organized a major community effort to translate Journey workshop materials into Spanish, deliver and video tape a 4 hour End of Life Issues workshop for Latino caregivers in the Sonoma County In-Home Supportive Services program.
- collaborated with the End of Life Care Alliance and other organizations to produce three 2-day training seminars for physicians presenting the Educate Physicians in End of Life Care (EPEC) Training Program and training approximately 150 area physicians plus other health care professionals (2002, 2003, 2005)

## **V. Future Outlook ~ 2005 Focus for Program Funding Development**

Maintain and expand programming developed to date in a fiscally sound, sustainable manner.

Create marketing tools and secure computer equipment and software to enable fundraising and project activities to proceed.

Develop and implement "2005 Program and Fund Development Work Plan" created by CN in partnership with EOLCA, participating organizations including area hospices, Sonoma County IHSSPA, Compassion in Dying, United Healthcare Workers Union (formerly SEIU Local 250) and others serving the frail and dying.

Secure funding needed to cover operating expenses, student intern scholarships, wages for Susan Keller (CNJP Director), and consultant fees for key consultants to realize full potential for website marketing, on-line course work and audio/video production

Strengthen partnership with the Sonoma County Conservation Council/Environmental Center through fund development efforts of mutual benefit to the Community Network Journey Project housed in the Environmental Center.

### **Appendices:**

- 1. Community Network - Quarter Century Report**
- 2. Advance Care Planning and Palliative Care Workshops, Publications & Consult Services**
- 2. Journey Project brochure**
- 3. EOLCA brochure**