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**NEWS
FOR IMMEDIATE RELEASE**

UNITY RECOGNIZES NATIONAL HOSPICE/PALLIATIVE CARE MONTH

Reaches Out to Community for End-of-Life Education

Green Bay, Wis. – October 28, 2009 – Unity, leaders in hospice and palliative care, today announced its recognition of November as National Hospice/Palliative Care Month through increased community education of support options during advanced illness and at the end of life. These initiatives are part of a broader national campaign launched by the National Hospice and Palliative Care Organization (NHPCO), encouraging people to learn more about hospice and palliative services before they are faced with a health care crisis.

Hospice and palliative displays will be placed throughout Unity’s twelve-county service area, including the Weyers-Hilliard (Howard) and Kress Family (De Pere) library branches in Brown County, the Algoma and Kewaunee Public Libraries in Kewaunee County, the Sister Bay/Liberty Grove Library in Door County, and the Stephenson Public Library (Marinette) and Peshtigo Library in Marinette County.

Unity nurse, social worker and grief counselor staff are scheduled to speak and staff information booths at both public and private events throughout Northeast Wisconsin to help participants understand what hospice is, the services provided, when hospice or palliative care is appropriate and other vital health care issues with which all consumers should be familiar. The importance of communicating wishes to family and loved ones—early and often—will be emphasized, and ways to help initiate these difficult discussions will be provided. Scheduled public events include:



LEADERS IN HOSPICE AND PALLIATIVE CARE

A caring not-for-profit partnership of Bellin Health, St. Mary's and St. Vincent Hospitals

- Wednesday, November 4th (1-2:15pm) - Sister Bay/Liberty Grove Library, “Planning for Health Care Decisions”
- Thursday, November 5th (1-2:15pm) - Sturgeon Bay Library, “Planning for Health Care Decisions”
- Friday, November 6th (9:30-10:15am) - Shawano Older American Club, “Coping with Grief During the Holidays”
- Wednesday, November 18th (1-3pm) - Sturgeon Bay NWTC Learning in Retirement, “Care for the Caregiver - Coping with Illness and Understanding Grief”
- Wednesday, November 18th (6:30-7:30pm) - Shawano Community Education, “Coping with Grief During the Holidays”
- Thursday, November 19th (3-4:30pm) - Shawano Dementia Care Group, Program for Family Caregivers – “Communicating with Your Loved One’s Physician”

Information about these speaking engagements and events is available by contacting Unity at 800-990-9249. Unity staff is available to speak at additional venues, at no charge, and can also be reached at 800-990-9249 to schedule a date and speaker.

NHPCO reports that more than 1.4 million patients are served by the nation’s hospice and palliative providers each year. Hospice and palliative care ensure that people coping with serious or life-limiting illnesses will live with dignity, comfort and compassion. The programs combine the highest level of quality medical care providing pain management and symptom control, with the emotional and spiritual support that patients and families need most. Hospice and palliative care go beyond traditional health care by providing a holistic approach

“As hospice and palliative professionals, our mission is to serve patients and families, and we’re committed to making sure they receive the care they want to receive,” said Nicole Curran, Unity’s Executive Director. “National Hospice/Palliative Care Month provides a wonderful opportunity to raise awareness of the available care options.”

About Unity

Unity, a not-for-profit leader in hospice and palliative care, is a partnership of Green Bay’s three not for-profit hospitals – Bellin Health, St. Mary’s Hospital Medical Center and St. Vincent



Hospital. Unity provides community-based hospice and palliative care, residential hospice care and grief support in twelve counties in Northeast Wisconsin. Unity is a member of the National Hospice and Palliative Care Organization (NHPCO) and the Hospice Organization and Palliative Experts (HOPE) of Wisconsin.

Unity is based in the Green Bay area with offices in Marinette, Shawano and Sturgeon Bay. For more information call (920) 338-1111 or visit www.unityhospice.org.

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