

Media Contact:

Laura Jarosz
Director of Development
Unity
(920) 338-1111
ljarosz@unityhospice.org

NEWS

FOR IMMEDIATE RELEASE

UNITY RECOGNIZES NATIONAL HOSPICE/PALLIATIVE CARE MONTH

Reaches Out to Community for Awareness During Advanced Illness and at the End of Life

Green Bay, Wis. – November 09, 2010 – Unity, leaders in hospice and palliative care, today announced its celebration 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 care before they are faced with a health care crisis. The proclamation recognizing November as National Hospice/Palliative Care Month is annually made by the President of the United States. President Barack Obama’s Proclamation can be read in full on the White House website.

“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,” said Nicole Curran, Unity’s Executive Director. “We are proud to offer the kind of care that provides pain management, symptom control, psychosocial support and spiritual care, not only to patients but to their families as well. National Hospice/Palliative Care Month provides a wonderful opportunity to raise awareness of the available care options.”

Palliative and hospice patient care staff provide expert medical care to help patients and families achieve their goals no matter at what point of the disease progression they find themselves. The care staff answers questions, offers advice on what to expect and help families with the duties of being a caregiver. The teams also provide emotional and spiritual support for the entire family.



“With the help of palliative and hospice care, patients and families alike can focus on what’s most important – enjoying life together,” comments Rance Hafner, MD, Unity’s Medical Director. “It’s about the quality of life.”

Unity has scheduled several events throughout Northeast Wisconsin to help people learn more about the unique systems of support provided by palliative and hospice care. *Portraits of HOPE*, a traveling display of photographs, depicting hospice life throughout Wisconsin, is set up at Bay Park Square, Green Bay, through the month of December. The display is located in the Kohl’s wing of the mall and is a project created by the Hospice Organization and Palliative Experts (HOPE) of Wisconsin to celebrate hospice patients, families, staff and volunteers.

Additional displays will be placed throughout Unity’s twelve-county service area in November. Confirmed locations for displays featuring Unity’s memorial quilts, which are comprised of fabric squares created by friends and family to honor and represent their loved ones, include the Weyers-Hilliard Branch Library (Howard), Kress Family Branch Library (De Pere), East Town Mall (Green Bay), Holy Family Parish (Brillion), Algoma Public Library, Kewaunee Public Library, Door County Library – Sturgeon Bay branch, Lester Public Library (Two Rivers), Stephenson Public Library (Marinette), Suring Area Public Library and Coleman-Pound Branch Library. Informational displays will also be located at The Cancer Team – Bellin Health (Green Bay) and the Regional Cancer Collaborative sites of St. Vincent Hospital (Green Bay), St. Mary’s Hospital Medical Center (Green Bay), Bay Area Medical Center (Marinette) and Ministry Door County Medical Center (Sturgeon Bay).

About Unity

Unity is a not-for-profit provider of community-based hospice and palliative care, residential hospice care and grief support in 12 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 a partnership of Green Bay’s three not-for-profit hospitals – Bellin Health, St. Mary’s Hospital Medical Center and St. Vincent Hospital.

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.