FOR IMMEDIATE RELEASE
November 1, 2012
Contact: Judy Proctor, Manager, NHCCC
(603) 415-4276
jproctor@healthynh.com

NH Comprehensive Cancer Collaboration’s “Emerging Issues” Work Group
Releases Brief, Taking the Fear Out of Palliative Care

CONCORD – In recognition of National Hospice and Palliative Care Month, the New Hampshire Comprehensive Cancer Collaboration’s “Emerging Issues” work group has released an issue brief, *Taking The Fear Out of Palliative Care*.

The NH CCC developed the state’s Cancer Control Plan and partners with the New Hampshire Hospice and Palliative Care Organization to increase awareness of and access to palliative care in New Hampshire.

Palliative care is the medical specialty focused on preventing, treating and relieving the debilitating effects of serious illness. The goal is to improve quality of life for patients and their families earlier in the disease process – whatever the prognosis. As an illness progresses, patients can transition to hospice care for necessary treatment and services. Hospice focuses on caring, not curing and helps patients and families focus on living as fully and comfortably as possible.

*Taking the Fear out of Palliative Care* informs readers about the benefits of palliative care and how to get referred for this comprehensive, patient-centered care that addresses individual needs to improve one’s quality of life. The brief also distinguishes the differences between hospice and palliative care, and what patients can expect once they receive palliative care. Anne Marie Winkler, an “Emerging Issues” work group member, led the efforts in developing this brief.

“We don’t want people to be afraid of Palliative Care,” said Janice McDermott, Executive Director of NH Hospice and Palliative Care Organization and co-chair of the NH CCC Palliation workgroup. “The best thing that families can do to prepare for serious illness is to have an open conversation with one other before the need arises. Getting comfortable with the topic is the first step.”

Three Palliative Care objectives are identified in the *2010-2014 New Hampshire Comprehensive Cancer Control Plan*. They are to:
- Increase the participation of hospitals providing palliative care services to cancer survivors;
- Establish a baseline of how cancer survivors access information about palliative care, and;
- Increase the proportion of New Hampshire cancer care settings that have adopted evidence-based assessment and symptom management.

The work group also developed an informational video about Palliative Care for patients, families, and healthcare providers. The DVD is available upon request.

**About the New Hampshire Comprehensive Cancer Collaboration**

The New Hampshire Comprehensive Cancer Collaboration (NH CCC) was established in 2004 to address one of the leading causes of death in New Hampshire. The NH CCC is a dedicated partnership of individuals and organizations committed to eliminating cancer in the state. The NH CCC developed the New Hampshire Comprehensive Cancer Control Plan to address the following priorities: preventing cancer by creating environments that support a healthy lifestyle, increasing early detection of cancer through screening, improving the treatment of cancer and quality of life for people living with cancer, and reporting on the latest cancer research. For more information about the NH CCC and the NH Cancer Plan, visit [www.NHCancerPlan.org](http://www.NHCancerPlan.org).

###