



The John A. Hartford  
Foundation

FOR IMMEDIATE RELEASE

**CAMBIA HEALTH FOUNDATION AND THE JOHN A. HARTFORD FOUNDATION UNITE TO IMPROVE AWARENESS AND ACCESS TO SERIOUS ILLNESS AND END-OF-LIFE CARE**

*New York, NY and Portland, OR (August 29, 2019)* – Today, the [Cambia Health Foundation](#) and [The John A. Hartford Foundation](#) announced their partnership to co-fund seven national organizations working to improve care for older adults and other people facing serious illness and the end of life. The \$750,000 investment of the Cambia Health Foundation, alongside grants in the amount of \$3.5 million from The John A. Hartford Foundation will support the project, “[Building Public Engagement and Access to Palliative and End-of-Life Care](#).” With the goal of improving the way health care professionals and patients understand and approach serious illness care, this initiative will disseminate evidence-based innovations and coordinated communications to reshape public attitude toward palliative care, advance care planning, and hospice so that more people can live well – from diagnosis, through treatment, to cure, or end of life.

With the participation of seven leading organizations, this three-year project aims to:

- (1) Create messaging for the seven national organizations and other key stakeholders that will help build public and health care provider understanding of serious illness and end-of-life care.
- (2) Provide core support to enable the seven organizations to scale their operations and increase their capacity to meet the needs of more people.

The seven participating organizations are: [Ariadne Labs/Serious Illness Care Program](#), the Center to Advance Palliative Care ([CAPC](#)), the Coalition to Transform Advanced Care ([C-TAC](#)), [Respecting Choices](#), [The Conversation Project](#), the [National POLST Paradigm](#), and [VitalTalk](#). Subcontracted organizations include the American Academy of Hospice and Palliative Medicine ([AAHPM](#)), the National Coalition for Hospice and Palliative Care ([The Coalition](#)) and the National Hospice and Palliative Care Organization ([NHPCO](#)).

These organizations will work in coordination with the grantee, the [Cambia Palliative Care Center of Excellence at the University of Washington](#), to spread public messaging through newsletter messages, national seminar sessions, presentations, video blogs, convenings, and public reporting. In a prior phase of this grant, the seven organizations worked together and with other stakeholders on [CareLab](#), a transformative scenario planning resource that invites every participant in serious illness and end-of-life care to find next generation solutions.

The John A. Hartford Foundation and the Cambia Health Foundation encourage other funders to join the Serious Illness and End-of-Life Funders Collaborative organized by [Grantmakers in Aging](#) to keep up-to-date on this project and other initiatives that can help improve serious illness and end-of-life care. Grantmaking organizations interested in joining the funders collaborative should email Emily Baransy, Director of Operations & Program Development, Grantmakers in Aging at [ebaransy@giaging.org](mailto:ebaransy@giaging.org).

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### **About The John A. Hartford Foundation**

The John A. Hartford Foundation, based in New York City, is a private, nonpartisan, national philanthropy dedicated to improving the care of older adults. The leader in the field of aging and health, the Foundation has three priority areas: creating age-friendly health systems, supporting family caregivers, and improving serious illness and end-of-life care. For more information, visit [johnahartford.org](http://johnahartford.org) and follow [@johnahartford](https://twitter.com/johnahartford).

### **About the Cambia Health Foundation**

Cambia Health Foundation is the corporate foundation of Cambia Health Solutions, a total health solutions company dedicated to making health care more person-focused and economically sustainable. Founded in 2007, the foundation has funded over \$60 million in grants to advance patient- and family-centered care for all. Cambia Health Foundation strategically invests in philanthropy to change the way people experience health care from birth to natural completion of life. Learn more at [www.cambiahealthfoundation.org](http://www.cambiahealthfoundation.org), and follow us on Twitter: [@CambiaHealthFdn](https://twitter.com/CambiaHealthFdn).

### **Media contacts**

Marcus Escobedo  
Vice President, Communications and Senior Program Officer  
The John A. Hartford Foundation  
212-832-7788  
[marcus.escobedo@johnahartford.org](mailto:marcus.escobedo@johnahartford.org)

Mary Frances Baldes  
Communications Manager  
Cambia Health Foundation  
[maryfrances.baldes@cambiahealth.com](mailto:maryfrances.baldes@cambiahealth.com)