THE CIRCULAR

Spring 2011

Hospice Care - It's not about giving up hope . . . it's about letting hope in.

OUR MISSION:

Hospice & Palliative CareCenter provides compassionate care for individuals living with a lifelimiting illness and their families, through quality medical, emotional, spiritual and social support.

PROGRAMS & SERVICES

If you would like information about any of the following programs and services. for yourself, a family member or friend, please call the office nearest you: 336-768-3972 in Winston-Salem 336-753-0212 in Mocksville 336-591-1124 in Walnut Cove 704-633-5447 in Salisbury or 1-888-876-3663, or visit us on the web www.hospicecarecenter.org

Hospice Care

Home Health Care Kate B. Reynolds Hospice Home

Palliative Care Services Carousel Pediatric Program Grief Counseling Center Community Support Program Community Partnership for End of Life Care



Hospice & Palliative CARECENTER

RUN TO HONOR ... RUN TO REMEMBER

Walk or Run or Just Come and Have Fun!

Plan to join us for the 15th Annual Hospice Hope Run on Saturday, April 16 at Deacon Tower at BB&T Field. The Hope Run has something for everyone from the competitive runner looking for a great 5K or 10K race, to the weekend walker, to the dedicated Hospice supporter who wants to cheer everyone on.

Don't let your lack of athletic prowess keep you from joining us because there's so much more than running and walking. You'll enjoy yummy breakfast food, live entertainment from great local bands and you're guaranteed to be captivated by the raucous sounds of the Winston-Salem State Marching Band. There really is something fun for everyone to enjoy!

New this year is the Primo Team Tailgate! In short, teams of 25 or more, or teams who raise over \$500, will receive a "primo" location to meet and rally before and after the run. Teams are also invited to stay for the WFU Demon Deacon Spring football game, free of charge, immediately following the run. To form your team, go on-line to www.support4hospice.org and follow the simple step-by-step instructions. New fund-raising incentives and teambuilding tools are available there to help you achieve your goals.

The run/walk starts and finishes at Deacon Tower at BB&T Field. Your \$25 registration fee (\$30 after April 8 and for those who want an official time) includes a custom designed T-shirt, pre and post-race refreshments, door prize drawings, and complete results.



(Continued on page 3, Run to Honor)

REGISTER ONLINE: www.support4hospice.org

EMPOWERING AFRICAN-AMERICANS AND ELIMINATING DISPARITIES

First Ever Conference Had 100 On Waiting List By Kim Underwood

In Forsyth County, Hospice & Palliative CareCenter serves a proportionately smaller percentage of African-Americans than whites. As part of ongoing efforts to change that, Hospice organized a conference called "Empowering Healthy Decisions for African-Americans." "We're trying to take Hospice to the community," said Ward Miller, a member of Hospice's Board of Directors and the Chairman of the Inclusion and Access Committee.

So many people wanted to come to the conference that all 120 available seats were reserved, and by the time it began on the morning of February 18, another 100 people were on a waiting list. Individuals from local churches and organizations such as the Forsyth County Health Department, Senior Services, Novant Health and Wake Forest University Baptist Medical Center who had the good fortune to attend heard from members of the Hospice staff and from people in the community.

Keynote speaker, Dr. Sylvia Flack, who is the Executive Director and founder of the Center of Excellence for the



Standing L to R: Elaine Little, Ann Dalton, Sharena Conner, and Chanda Miller

(Continued on page 3, Empowering)

A MESSAGE FROM THE CEO

2010 was a very exciting year for Hospice & Palliative CareCenter. And it was exciting because of the many, many efforts of dedicated staff, compassionate volunteers, committed board members, and a very generous community. We served more patients and families; finished the expansion

to our Kate B. Reynolds Hospice Home – on time and under budget; added a medical services building to our Winston-Salem campus which includes the first outpatient Supportive Care Clinic, just to name a few.

Looking back, I realize how fortunate this agency has been, not just this year but for its entire 32 year history. The strong community support has made this organization what it is today. I can't tell you what an honor it has been to be a part of it for 26 years. I will retire in June, knowing that Hospice & Palliative CareCenter is in good hands.

The hospice movement has come a long way since its introduction to the United States in the early 1970's and, even as our health care system is being assessed, I feel hopeful that hospice and palliative care will remain at the forefront as the model of care which always puts the patient and family first. This organization, surrounded by impassioned leaders and staff, will continue to set the pace for healthcare that focuses on quality service, compassionate care, and meeting patient and family needs.

I want to close with a personal thank you to all of you:

**The Boards of Directors of these two organizations, Hospice & Palliative CareCenter and the Hospice Foundation, are committed individuals who give of their time, talent, and expertise. We could not accomplish our mission if it were not for you.

**The staff and volunteers who minister to patients and families daily and live the Hospice philosophy. Whether you are direct care or support staff, the team is greater because of you.

**And the community, who have steadfastly supported our mission. You have opened your hearts, your wallets, and most of all, you have given of your time to ensure exceptional end-of-life care. I can not imagine having worked in a more supportive community.

It has been an honor and a privilege to dedicate these last 26 years to such a worthwhile cause. My retirement in June will be bitter-sweet, as I will miss so many people and the hands-on work of this organization, yet I look forward to spending quality time with friends and family. Thank you for the memories.

JoAnn Davis, President & CEO

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We would like to thank our Governing Board, Foundation Board of Directors, and Advisory Council Chairs for the contributions they make to Hospice & Palliative CareCenter. Board members volunteer their time and professional expertise for the agency, and their efforts are greatly appreciated.

SAVE THE DATE

It's Not Your Grandma's Blue Hair! Hair Extensions for Hospice - Mocksville

From May 27 through June 25, 2011, stop in at A Woman's Paradise at 1500 N. Main Street in Mocksville for your blue hair extension. That's right, a hair extension. For a minimum donation of \$6, you can sport a new sassy look for a worthy

cause. Wear it for a day... or wear it for a week... either way, Hospice patients and families will benefit when you show your support with your fun new 'do'! Call A Woman's Paradise at 336-480-5738 for an appointment to support the **Davie County Hair 4 Hospice** campaign.



Spring Cuts for Hospice At Nevyah Hair and Tanning Studio - Kernersville

On Saturday, April 30, Nevyah Hair and Tanning will sponsor a **Cut-A-Thon for Hospice**. Prizes will be raffled, a DJ will be onsite, and hot dogs, drinks, and baked goods will be sold to benefit Hospice & Palliative CareCenter. Nevyah Hair and Tanning Studio is located in Kernersville and the hours will be 10:00 a.m. – 3:00 p.m. Children's cuts - \$10, men's cuts- \$15, and women's cuts - \$20. Call 336-993-1800 if you have questions.



EMPOWERING AFRICAN-AMERICANS (Continued from page 1)

Elimination of Health Disparities, as well as the founding dean of the School of Health Sciences at Winston-Salem State University and a professor of nursing there, looked at some of the health issues that affect a higher percentage of African-Americans than whites and traced the disparities to their sources, many of which can be addressed. "Many African-Americans are not aware that we have serious health issues that we don't have to have," she said.

Some sessions covered the services Hospice offers. Hospice staff emphasized that, for those receiving services from Hospice, any disparities in treatment disappear.

"Once they come here, those disparities go away," said Rachelle Burrell, a Hospice grief counselor who helped organize the conference. "I know in my heart that, once they come here to receive care, they don't have to worry about the color of their skin – their

economic status. They are going to receive the best care."

Other sessions offered tips on such topics as insurance, endof-life planning and health care. Freda Clark-Cowan, a nurse practitioner with Hospice, talked about the need to make sure that you get what you need from your health-care provider. That can mean getting copies of medical documents to show to family members or saying, "Hold up! Wait a minute!" If it looks as if the doctor is about to leave before answering all of your questions. Other presenters spiced their presentations with humor, performing skits which had people laughing out loud.



Above: Tina Stearns (1) with Dr. Sylvia Flack

"Many African-Americans are not aware that we have serious health issues that we don't have to have," stated Dr. Flack

After a session in which Hospice chaplain Ann Dalton joined three spiritual leaders from the community – Iman Irshad Hasan, the Rev. James McDaniels, and Sister Laretta Rivera-Williams – in talking about spirituality and health, more than one person commented on how the day had proven to be richer than expected in both spiritual depth and humor.

Dalton and Burrell were members of the team that organized the conference. Joining them on the planning committee were Sharena Conner, a Community Coordinator; Carol Ford, the Program Coordinator for the Community Education

Department; Diane Spaugh, the Vice President for Community Services; and Tina Stearns, the Director of Community Outreach.

The day transformed Sherri Wilson's understanding of Hospice. Wilson's mother died at Kate B. Reynolds Hospice Home, and before the conference, the Home was

Hospice as far as Wilson was concerned.

"I thought it was a place to come and die," said Wilson, who runs a computer lab at Winston-Salem State.

By the end of the day, she understood that Hospice offers far more, and she was planning to take advantage of the grief counseling that Hospice offers.

"It has changed my whole thought process with Hospice," Wilson said. "I never knew what palliative care was....I'm not going to keep this information to myself....Knowledge is power. I am very grateful that I came."

RUN TO HONOR . . . RUN TO REMEMBER (Continued from page 1)

Volunteers are needed for the day of the Hope Run. If you are interested, please call Martina Moore at 336-591-1125, ext. 548.



HOSPICE HOPE RUN at a glance:

WHAT:	10K (6.2 miles) Race & 5K (3.1 miles) Race or Walk
	Deacon Dash (for Children 8 & under - \$15)
DATE:	Saturday, April 16
TIME:	Registration begins at 7:00 a.m., 10K at 9:30 a.m., 5K at 9:45 a.m.
LOCATION:	Deacon Tower at BB&T Field
	Winston-Salem, NC
CONTACT:	Martina Moore at 336-591-1125, ext. 548

REGISTER ONLINE: www.support4hospice.org

Dear Volunteers:

On behalf of the Volunteer Services Department and Hospice & Palliative CareCenter, I would like to thank you for the many ways that you give your time to our agency.

Danny's story (on page 5) serves as a shining example of the gifts that volunteers bring.

Volunteers are essential members of our team and vital to the care of patients and families. Their talents are far reaching and touch many. We know it can be difficult to navigate the beartache of losing a loved one, yet volunteers help show the way. In fact, many volunteers at Hospice bave been through the journey of losing a loved one and understand the challenges and emotions that can be overwhelming.

Volunteers offer their support in other ways too, such as helping with special events, providing meals, or belping with administrative duties.

Every volunteer is a gift. Thank you for all that you do in support of our very worthwhile mission.

Marinda Maxwell, Director of Volunteer Services

HOSPICE SALUTES VOLUNTEERS

National Volunteer Appreciation Week is April 10-

Because of you...

- 600 patients and families receive care everyday
- Patients have a hand to hold
- Families have a friendly ear to listen and a shoulder to lean on
- Visitors are greeted at the Hospice Home
- Donors receive thank you cards
- Patients and families enjoy homemade cakes on birthdays and special occasions
- Patients have transportation to doctors' appointments

Because of you, Hospice & Palliative CareCenter will continue to provide compassionate care to all in need!

WARMING HEARTS ON VALENTINE'S DAY

Thanks to School Children in Stokes County



Imagine thumbing through over 2,000 Valentine cards, handmade by children from kindergarten through twelfth grade. It is a heartwarming experience. Volunteers, staff, patients and families who read the "I Heart Hospice" Valentine cards said how moving, and

sometimes funny, it was to read the messages that were indeed intended to warm

the hearts of Hospice patients. With endearing messages, poems, drawings and artwork, people couldn't help smiling.

With the outpouring of participation from all the school-aged children in Stokes County, there were enough cards to be given to Hospice patients, residents in long-term care facilities, Senior Center participants, Meals-On-Wheels recipients and the folks at the Senior Nutrition Sites.

world to get Because of the "I Heart Hospice" campaign, conversations about Hospice care were prompted in classrooms across the county. The relationships established during the campaign are meaningful. In fact, one school in Stokes County began receiving grief counseling from one of Hospice's certified Grief Counselors.

And the winners are: (L to R) 2-5 years: Pine Hall Elementary School - student: Sage Stovall • teacher: Mrs. Saunders 6-9 years: London elementary School - student: Riley Kiser • teacher: Robin Blackburn 10-12 years: Mt Olive Elementary School - student: Devin Hill • teacher: Christy Jerritt 13-18 years: Meadowbrook Academy - student: Kim Duncan • teacher: Cathy Toomey



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DANNY'S STORY By Samantha Bass, Hospice Volunteer Coordinator

On December 14, 2010, Danny Ballow, a devoted patient-care volunteer at the Kate B. Reynolds Hospice Home, walked in at 9:00 a.m. to start his normal Tuesday routine. He came in, took his coat off, and sat down to read the list of veterans who were currently being cared for at KBR. On the list he noticed that there was a patient whom he had visited twice before. Eager to visit this patient again, Danny began to make his rounds.

When Danny approached the patient's room, the man's wife was sitting in the room watching television. Danny walked in and sat down with the wife, who began talking with him about the events of the previous week. She seemed happy to see Danny, as he was a familiar face, but she was clearly saddened by the patient's decline.

"He can't hear you anymore," the wife

said to Danny. "Oh yes, he can," replied Danny. "He can hear you. You just have to talk to him." Danny went to the man's bedside and began to talk to him just as if he were awake. Shortly after, the wife joined Danny at the bedside, curious to



Samantha Bass, Hospice Volunteer Coordinator and Danny Ballow, Volunteer

"He can hear you. You just have to talk to him."

see if the patient could really hear them. Noticing her interest, Danny encouraged her to speak to her husband.

As the patient continued to lie there, seemingly unaware of the world around him, Danny said to him, "Your wife needs to know that you can hear her. If you can, please let her know somehow."

Minutes passed while the wife and Danny continued to talk to the patient. As the conversation was coming to a close and as Danny was getting ready to leave, the wife leaned down to her husband and whispered, "I love you." The wife stood up,

preparing to tell Danny good-bye and to thank him for his time, but before she turned around, her husband opened his eyes, closed his mouth, and stared directly into her eyes. Then, without saying

 anything, he closed his eyes once more and drifted back into peaceful sleep.

On December 14, Danny was able to facilitate a priceless moment for a dying husband and his grieving wife. "This is what Hospice is all about," Danny says. "This is why I volunteer my time."

THANK YOU FOR SUPPORTING HOSPICE

SHAMROCK RUN

Many thanks to St. Francis of Assisi Church in Mocksville for selecting Hospice & Palliative CareCenter to be the beneficiary of the 23rd Annual Shamrock Run, Walk & Tots Trot – Saturday, March 5, 2011. Proceeds from the Shamrock Run will benefit patients and families in need of Hospice care.



Hospice staff Brad Daniel, Ann Gautbreaux, Cora Healy-Moren and April McDaniel at the Sbamrock Run.

WINDSOR JEWELERS A REAL GEM

Rob Simon and the staff at Windsor Jewelers know how to take care of their customers. They also know how to take care of Hospice patients and families. For the second year in a row, Windsor Jewelers hosted a special weekend event in the fall featuring nationally known jewelry designers and shared proceeds from the event with Hospice. In addition, they support the Hospice Hope Run. Thanks to Windsor Jewelers.

SHAG CLUB TREATS HOSPICE LIKE FAMILY

Again in 2010, The Winston-Salem Shag Club overwhelmed Hospice with their generosity. At their January social, members of the Shag Club proudly presented their 2011 gift to Hospice & Palliative CareCenter in the amount of \$6,000 to Janet Bondurant, Development Administrative Manager. After the check presentation, numerous members of the group approached Janet to share their own stories about how Hospice has helped them personally.

Since 2003, Hospice has been the recipient of the proceeds from the Winston-Salem Shag Club Annual Turkey Trot, with gifts from these events totaling almost \$70,000....WOW! Hospice is grateful to be the recipient of these gifts and very happy to know that so many members of the Shag Club have been touched by Hospice.



Members of the Shag Club have a fun night of dancing.

BEAUTIFUL FACILITIES

Thanks to a Dedicated Team By Kim Underwood

The four members of the facilities team like serving others by making sure that Hospice's buildings function smoothly and that everyone has whatever they need. They also appreciate the working atmosphere at Hospice.

When Steve Weeks was thinking about applying for the job as Facilities Manager, someone told him "there wasn't a better group of people to work for." Since taking the job in November, he has found that's true. "People appreciate you here, and they tell you that," Weeks said. "I love my job."

In many ways, Weeks, who already had an electrical contractor's license and was working on finishing up his facilities-manager certification, feels as if he was made for the job and that getting the job was meant to be. He was working as a Production Supervisor for Corning Cable Systems when a colleague who was planning to move to Florida asked for help learning how to do an online search for work. While showing him, Weeks came upon the opening at Hospice.

"Everything fell into place perfectly; I wasn't even looking

for a job at the time," he said.

The other members of the facilities team are Teddy Cain, the Maintenance Coordinator; Vince Monte, the Facilities Technician; and Bonnie Hernandez, the Housekeeper, who serves as staff liaison with the three contract housekeepers.



Cain has been with Hospice for four years. If something breaks, Cain is there to fix it. He's the

sort of person who considers a broken boiler an invigorating challenge.

"I have always liked working with my hands," Cain said. "I love it all."

Even if that means coming in during the middle of the night. "When I am out of town, he is the number I give out," Weeks

said.At home, Cain enjoys fixing up classic cars and trucks. He does it all - engines, body work, painting. He would love to find a 1970 Barracuda to work his magic on.

"That's the most rare car I like," he said.



Although Monte has been with Hospice for nine years, he is a relatively new member to the facilities team. Before, he delivered medications to Hospice patients' homes.

"If I was invited in the home to talk, I gladly did that," he said. "I'm a good listener." These days, his

responsibilities include setting up rooms for meetings, unstopping sinks, changing light bulbs and whatever else comes up.

"I like my new job as well," Monte said. "I am still part of a team and I feel I'm making a difference....We're here to help people."



Above: The Facilities Team (L to R) Steve Weeks, Bonnie Hernandez, Vince Monte, and Teddy Cain

After work, he heads to his 12-acre farm near Pinnacle where he keeps horses, goats, heritage-breed turkeys, chickens, pigeons, cats and dogs. The word is out that he will give a home to animals that need one, and new ones regularly come his way.

Hernandez, who will celebrate her first anniversary with Hospice in May, finds her job so rewarding, she said, because she can be of direct service to patients and their families.

"I love people," she said. "They have my heart – these people here."

She also appreciates the way the people who work at Hospice treat each other.



"You can be yourself here," she said. "You feel at home here." On her own time, she enjoys reading such authors as James Patterson, Danielle Steel and Nora Roberts and doing a bit of gardening. "I was raised on a farm. I grow anything I can grow."

Weeks has a packed schedule. He is working on furthering his education at Western Carolina University. Certified as an emergency medical technician (EMT), he also works part-time with the Midway Fire Department in northern Davidson County.

The recent additions to Hospice's three-building main campus mean that, lately, a lot of the facilities team's energy has gone toward readying new offices and moving people. Hospice serves 13 counties, and, in addition to the heating, air conditioning, plumbing, lighting, supplies and such at the 75,000-square-foot main complex, the facilities team is also responsible for the outlying offices that nurses and others work out of.

One of Weeks' goals is to develop a preventive-maintenance plan for Hospice.

"The goal is to take unplanned maintenance and turn it into planned maintenance," Weeks said.

The facilities team has an opening for one more person, and Weeks is looking for the right person to join the team as

a Maintenance Technician. For now, he feels lucky to have the members of the team.

"They are really dedicated to what they do," Weeks said. "They are dedicated to the mission of Hospice and to each other."



A WHIRLING DERVISH

Board Member Happy to Say "Yes" By Kim Underwood

Candice Brown became familiar with Hospice through her work as a lawyer. She was impressed with the organization and was happy to say "yes" when invited to serve as a member of the Board of Directors.

"You just kind of come in and stay," Brown said. "The people are amazing. They believe in what they do."

Brown, who earned her law degree at the University of North Carolina at Chapel Hill, works for RAI Services Company, Inc., a subsidiary of Reynolds American Inc. She went there as a lawyer. These days, she focuses on human-resources strategies, including diversity training. She is also an adjunct professor of law at Winston-Salem State University and a newlywed. She and her husband, Ivey, an assistant university attorney

at Winston-Salem State, married in September. (For details of their courtship and marriage, go to www.candiceandivey.brides. com) Brown is always on the move. In addition to her work with Reynolds, Winston-Salem State and Hospice, she is active in her church, St. Benedict's Catholic Church, and with such organizations as the Junior League of Winston-Salem, the North Carolina Bar Association and Alpha Kappa Alpha Sorority.

She has found that her husband is a good anchor. "He's hilarious," she said. "He's a good balance." Brown became a member of the Board of Directors in 2008 and is now serving her second term. She is chair of the



"The people are amazing. They believe in what they do." Candice Brown Personnel Committee and a member of the CEO Search Committee. She has also provided diversity training for Hospice. For her, that means more than just differences in race and gender.

"I focus on similarities and differences," she said. "It's about how we interact."

Brown, 34, started life in Winston-Salem. Her father, Sylvester Wooten, was the director of the Counseling Center at Winston-Salem State; and her mother, Eveland Wooten, was a teacher at North Forsyth High School. A year after Brown was born, the family moved to Lumberton. Brown grew up interested in history, law and education – "I think I enjoy the study of people" - and after graduating from UNC-Chapel Hill in 1997 with a degree in U.S. History, she spent

a year working with the school systems in Chapel Hill and Carrboro before returning for law school.

Working as a summer associate for Womble Carlyle Sandridge & Rice brought her back to Winston-Salem, and after earning her law degree in 2001, she joined the firm, specializing in insurance litigation. In 2003, she moved to Constangy Brooks & Smith, which specializes in employment law. Her work there brought her in touch with Hospice.

"I think it's an amazing organization," Brown said.

Grief Support – Only a Phone Call Away

The loss of a loved one can be an emotional hardship. With the help of grief counseling you can learn to remember your loved ones with less pain. Hospice & Palliative CareCenter offers a variety of grief support groups as well as individual grief counseling. Please contact the office closest to you to schedule an appointment or to inquire about additional groups, workshops, or other special events that may be offered throughout the year. In addition, you can find a comprehensive listing on our web site at www.hospicecarecenter.org

Thanks to donations, there is no charge for our grief counseling services. While there is no fee for our groups, advance registration is requested.

Don't face grief alone when help is only a phone call away.

 Serving 13 counties from 4 offices

 336-768-3972 Winston-Salem
 336-7

 336-591-1124 Walnut Cove
 704-0

336-753-0212 Mocksville 704-633-5447 Salisbury Hospice Staff Recognized for Outstanding Support United Way of Forsyth County Nominated Hospice for the Spirit Award

Hospice staff increased donations to the 2010 United Way campaign by 71%! Hospice was one of only 31 companies in the state to receive the Spirit of North Carolina Award, presented at a luncheon in Pinehurst, NC Friday, February 18. The Spirit awards provide statewide recognition for outstanding commitment and support to communities through local United Way involvement.



Save the Date for an Outdoor Adventure on the Dan River Saturday, June 4

Nestled at the foot of Sauratown Mountain Range & Hanging Rock State Park in Stokes County

- ----Enjoy some of the most gorgeous scenery in North Carolina along the Dan River
- **Paddle or float** down the river at your own pace
 Stop along the way for a **swim**, family **picnic**, and **soak up the view**
- ~~~No experience or gear necessary



Participants will be given a set of poker cards from designated paddlers spread out along the 6-mile river run. The group with the winning poker hand will win prizes. The fee of \$25.00, which benefits Hospice, includes lunch, a t-shirt, shuttle service up the river to the launch



site, and live music at the Dan River Company. Participants who don't have their own canoe or kayak can rent on-site at the Dan River Company. To learn more about the Dan River Company, visit **www.danrivercompany.com**

To get your preferred shuttle time, please register early. For more information about the event, and to register, contact Martina Moore at 336-970-1293.

SAVE THE DATE HOSPICE YARD & BAKE SALE

June 18

8:00 a.m. to 1:00 p.m.

MAPLE SPRINGS UNITED METHODIST CHURCH 2569 REYNOLDA RD

The Hospice Yard & Bake Sale is to raise money for Hospice patients and families who need help with groceries, heating costs, fans, etc.

Come hungry and ready to browse and buy! Homemade BBQ, cakes, pies and cookies will be available. No early birds please!

Please call Becky Bailey at 331-1472 with questions and donations.



THE CIRCULAR - Spring 2011 Issue

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Visit our web site for information, news and upcoming events at hospicecarecenter.org



Hospice & Palliative CARECENTER

Hospice & Palliative 10 Wi CARECENTER WY

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