


**WE HONOR VETERANS**  
*Flagging Progression on a Mission to Serve*

***We Honor Veterans: Creating a Veteran-Centric Culture***

***January 18, 2011***


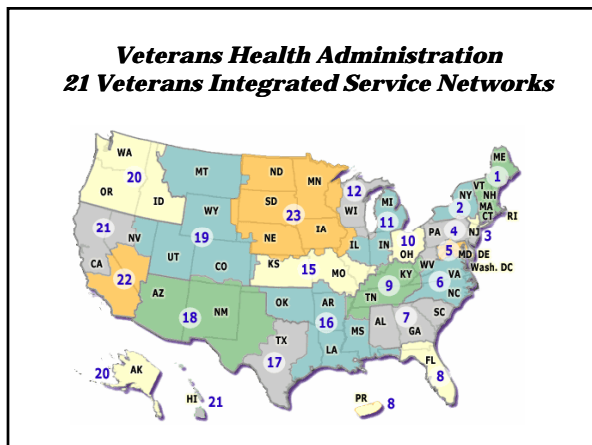
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| Diane Jones, MSW<br>VA Palliative Care Consultant<br>djones@ethosconsult.com | Emil Zuberbuehler, BS<br>National Veterans Program Director<br>ezuberbuehler@nhpco.org |
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**WE HONOR VETERANS**  
*Flagging Progression on a Mission to Serve*

***A Veteran-centric Culture***

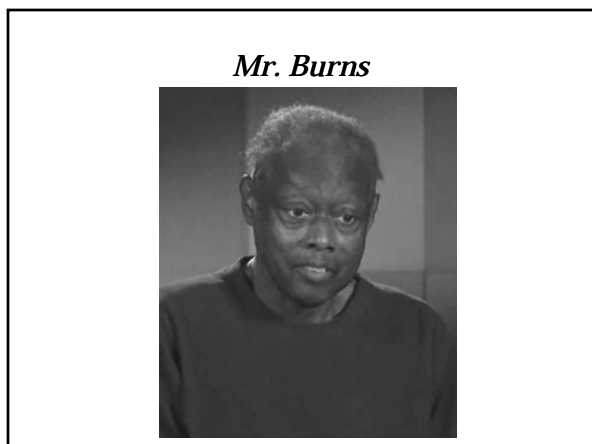
Diane Jones

***Veteran Statistics***

|                 | Peak Year 2006 | FY2010  | FY2011  | FY2012  | FY2013  | FY2014  |
|-----------------|----------------|---------|---------|---------|---------|---------|
| Veteran Deaths  | 687,576        | 670,640 | 662,704 | 653,667 | 643,690 | 632,931 |
| Living Veterans | 22.7M          | 22.6M   | 22.1M   | 21.7M   | 21.3M   | 20.8M   |

**> 25% of all deaths in US are Veterans**  
**< 4% of Veteran deaths are in VA facilities**  
**~ 33% of Veterans are enrolled in VA**



- Embed Mr. Burns video here***
- Presenter will describe him on slide 5, then play the video.
  - start the video at 5:51
  - stop at 12:06

### *What is “Veteran-centric”?*



- Focuses on the needs, desires and treatment of our Veterans
- Requires Veteran responsibility and accountability
- Depends on communication, coordination and collaboration among healthcare providers



### *The WIIFM Factor*



- What's In It For Me?
- Acknowledges and respects all interest positions and cultural differences
  - Language of organization
  - Rules, regulations and SOP
  - Perceptions
- Provides opportunities to identify and address misunderstandings and barriers



### *Moving beyond WIIFM*



- WIIFU – What's In It For Us?
- Creates a culture that includes Veteran-centric activities
  - Moves the focus from individual organizations to partnership
  - Moves from organizations' needs and goals to Veterans' needs and goals
  - Taps into a shared value of honoring our Nation's Veterans



### *We Honor Veterans Campaign*

Emil Zuberbueler



### *Campaign Goals*



- Promote Veteran-centric educational activities
- Increase organizational capacity to serve Veterans
- Support development of strategic partnerships
- Increase access and improve quality



### *What does We Honor Veterans mean?*





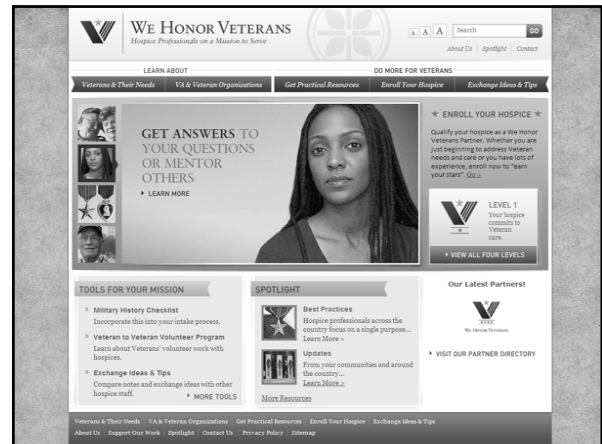
- Asking about military history and knowing what to do with the answer
- Partnering to improve care
- Extending VA and community reach to improve care and access
- Improving quality by measuring the impact of VA and community interventions



***In Support of the Goals***

[www.WeHonorVeterans.org](http://www.WeHonorVeterans.org)

- Centralized Information
- Educational Resources
- Partnerships

The screenshot shows the We Honor Veterans website with a navigation menu, a search bar, and several content sections including 'GET ANSWERS TO YOUR QUESTIONS OR MENTOR OTHERS', 'ENROLL YOUR HOSPICE', 'TOOLS FOR YOUR MISSION', and 'SPOTLIGHT'.

***Levels of Commitment***

- Recruit: Get oriented and commit
- Level 1: Provide Veteran-centric education
- Level 2: Build organizational capacity
- Level 3: Develop and strengthen relationships
- Level 4: Increase access and improve quality





***Recruit:  
Commit as WHV Partner***

- Review We Honor Veterans Overview PowerPoint slides
- Sign and submit the Partners Commitment form (CEO or Executive Director)






***Levels 1 – 4  
Categories of Activities***

1. Education
  - Staff and volunteer education and programs
  - Community Education
2. Organizational policies and procedures
  - Integration
3. Hospice-Veteran Partnerships (HVP)
  - VA Medical Centers and community stakeholders
  - Local, regional and statewide HVPs



***Level 1***

- Education
  - Conduct minimum of 3 veteran-specific presentations for staff, volunteers
- Organizational policies and procedures
  - Review Military History Checklist
  - Integrate into admission process
- Hospice-Veteran Partnerships (HVP)
  - Identify designated Hospice and Palliative Care contact person
  - Review HVP PowerPoint presentation



**Web Resources**

- Campaign Materials
- PowerPoint Presentations
- Communications/Publications
- Internal/Organizational Capacity Building
- Community Engagement





**Web Resources, cont.**

- Veteran Recognition
- Working w/ VA & Veterans
- Hospice & VA
- NHPCO/Veterans Program Reports





**Partner Resources**

- WHV Program Support Staff
  - [Veterans@nhpco.org](mailto:Veterans@nhpco.org)
- Veteran Awareness Regional Representatives (VARRs)
- Coming Soon!
  - Facebook, Twitter, YouTube pages



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Watch for information!  
“Peace at Last”

Presented by Deborah Grassman

Feb. 15, 2011 2-3:30 ET

