



KŌKUA MAU
"Continuous Care"

A Partnership Improving Care at the End of Life

News Release

Kokua Mau Receives National Award Of Excellence For Activism To Improve End-Of-Life Care

*Award presented at Rallying Points'
3rd Annual Conference in Newport Beach, California*

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Kokua Mau, a statewide coalition dedicated to improving end-of-life care in Hawaii, was honored September 13 with the **Community Coalition Award of Excellence for a Statewide Coalition** from Rallying Points, an initiative of The Robert Wood Johnson Foundation. Rallying Points, which fosters effective local coalitions addressing end-of-life care, presented each honoree with \$15,000 at a national conference in Newport Beach, California. This recognition is equivalent to a "Statewide Coalition of the Year" award.

Kokua Mau was recognized for its continuing excellence as a statewide coalition in the Rallying Points program. Hawai'i's organization has developed innovative and effective models for partnering with key individuals and groups throughout the islands, focusing on public awareness, faith community training, professional education and public policy on end of life issues.

"Kokua Mau is honored to receive this award, and our coalition members throughout the islands are excited to hear about it," says Ken Zeri, President & CPO of Hospice Hawaii and Kokua Mau project director. "We appreciate Rallying Points' support of our mission to improve end-of-life care in Hawaii, and it is validating to know that our work is making a difference."

Zeri says the group has started exploring how the award monies can help develop self-sustaining programs.

Award recipients were selected for their achievements in four areas:

- Identifying community needs for better care at the end of life;
- Acting as advocates for health system changes bringing about better care at the end of life;
- Developing and implementing specific projects to improve end-of-life care; and
- Providing guidance to new and emerging coalitions through mentoring.

Coalitions were selected by an expert review committee evaluating each applicant's success in areas such as setting an agenda for community change, working with partners or community leaders, showing results, establishing elements of a lasting presence in the community, and being capable of mentoring other coalitions in similar advocacy work.

Additional regional Awards of Excellence were presented to:

- Eastern/Southern Region: *Take Charge of Your Life Partnership*, Pittsburgh, PA
- Emerging Coalition: *A Better Way Coalition*, Boise, ID
- Midwest Region: *Grand Island Coalition for End of Life Care*, Grand Island, NE
- Western Region: *Children's Care Coalition*, Soquel, CA

Rallying Points—Improving Community End-Of-Life Care Through Coalitions

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