



2020 Accomplishments

During this challenging year, Goals of Care Coalition of New Jersey (GOCCNJ) worked tirelessly to develop and deliver quality public service programming to address end-of-life care in New Jersey and to advocate for New Jersey's most vulnerable residents, including those living in long-term care and their families. The devastating impact of COVID-19 in these facilities imposed an immediate need for advance care planning services and set our efforts in motion. At the same time, we continued to advance our mission of advocacy to ensure that all patients in New Jersey receive the care they need and no less, and the care they want and no more regardless of race, color and socioeconomic status.



Goals of Care Coalition
of New Jersey

Response to COVID-19



Helped over
8,000

patients, families, healthcare decision-makers and medical/legal professionals during the COVID-19 pandemic learn about advance directives and how to complete POLST forms.

Developed specific recommendations for the NJ Governor and Department of Health to implement in advance of the expected second wave of the coronavirus to help align treatment with patient's goals of care and improve understanding of and access to palliative and hospice care services.

Called on Governor Murphy to send the National Guard

into nursing homes to help care for residents; shaped NJ government and medical community response through regular media outreach, letters-to-the-editor, and coordination with coalition members.



Advancing Our Mission



Partnered with Hollywood legends to **increase awareness about POLST.**

3,500+
VIDEO VIEWS

Advocated for legislation

aimed at improving end-of-life care by working with state legislators and public health officials to pass 3 new laws to improve awareness and education about advance care planning and end-of-life care options.



Strengthened our coalition, expanded expertise and resources, and increased capacity for outreach by **adding 4 new coalition members.**



Developed first in class tool and training program for hospital chaplains and community-based clergy to facilitate goals of care conversations.



Created the **ONLY** certification program in advance care planning for clinical social workers.



Promoted systemic **change in medical education** by working with

NJ's medical schools to develop a systematic needs assessment of the end-of-life and palliative care skills training.