Palliative care (PC) treatment is multidisciplinary care that focuses on the relief of pain and other symptoms in patients with serious illness and their caregivers, and it has been proven to reduce symptoms, alleviate suffering, improve doctor-patient communication, and improve caregiver satisfaction. When providing such care, we must take the patient and family’s culture into consideration; however, a culturally appropriate model of care that takes into consideration the diverse cultural preferences of terminally ill rural patients and their caregivers is not currently available in the United States. The goal of Dr Elk’s research is to develop Palliative Care programs that are designed to meet the unique needs of African American and White rural South patients at end of life and their families. The method she uses to design and test this program is Community Based Participatory Research (CBPR); this is where the research team, the PC doctor and hospital staff partner fully with African American and White community members to design this unique program. Meeting regularly with the community, it took two years to design the program and in January it will be delivered at Beaufort Memorial Hospital. The goal of this stage is to see how African American and White inpatients who have a terminal illness, and their families, like the program and determine if it helps them.