Palliative care (PC) programs have been proven to reduce symptoms, alleviate suffering, enhance care delivery and result in family satisfaction. Unfortunately, there are no PC programs in rural South Carolina. Culturally-tailored PC programs are critical in ensuring the unique needs of African American (AA) and White (W) elders are met. However, to date, there are no culturally-tailored PC programs for any rural elders in the US.

Dr. Ronit Elk’s study will address this gap through her NIH-funded R21 entitled, *Community-Generated Palliative Care Telemedicine for Rural Black and White Elders*. This study is conducted in partnership with AA and W community members, and is the first to use Community Based Participatory Research (CBPR) to design a culturally-tailored PC program tailored to both AA and W rural elders at end of life. A Community Advisory Group (CAG) guides each of the 3 study phases. In Phase 1: separate focus groups were conducted with AA and W family members whose loved one recently died. In Phase 2, a yearlong process, the CAG reviews focus groups’ results, determines implications for the PC Consult program, and develops the study protocol. Phase 3: The culturally tailored PC Consult program will be delivered via telemedicine in Beaufort Memorial Hospital later this year.