**COMMUNITY LEAD DESCRIPTION**

The Community Lead assists in the growth and promotion of a palliative care program that improves the quality of life for community members. The Lead sets the direction of growing a palliative care program that is uniquely designed for their community care needs. The Lead is a vital link between the Advisory Team, Leadership Team, internal and external health care providers, families and community members.

An individual may be inspired to become a Community Lead because they have experienced a good or bad death, received education on palliative care or have a feeling that they want to make a difference in their community.

The Community Lead promotes education and provides support to individuals involved in the care of community members. It is important to choose a Community Lead that is knowledgeable and a reliable go-to person that other community members can look to for information and support.

The Community Lead has a vision to improve and enhance the health care provided to community members. They have passion and a commitment to achieving goals within the community, as well as the necessary skills to achieve those goals. The Community Lead inspires other health care workers and community members to achieve goals that they might not otherwise complete on their own. The Lead works towards improving existing health care policies and practices, welcomes challenges and has the confidence to advocate for what is in the best interest of the community members.

**Community Lead Characteristics:**

* Recognizes the strengths of their community
* Respected in their community
* Knowledgeable of palliative care of service prevision in their communities
* Has a good understanding of how things happen within their community
* Faces challenges head on
* Is determined and an advocate for change
* Visionary, creative and innovative