

# the conversation project

## Hosting and Organizing Events in a Health Care Setting

- Health care systems are responsible for respecting people's wishes once they have been expressed to their loved ones. To do this, these systems need to be ready to receive, record, and respect the wishes of the activated public. Educating health care professionals on The Conversation Project will prepare them to have the conversation themselves in addition to helping them feel more comfortable engaging their patients.
- **Tips for hosting TCP events in health care settings**
  - **Make it personal.** We like to walk the walk AND talk the talk. If health care professionals are going to be talking to their patients about their wishes for end of life, they need to have had the conversation for themselves too.
  - **Try tying the event to a "day".** The TCP team has found that these kinds of events can be really effective if there is a larger day attached to the event. Some examples include National Healthcare Decisions Day, Mother's Day, Father's Day, Thanksgiving ("Talk Turkey"), Palliative care day, World Hospice Day, National Hospice and Palliative Care Month. Additionally, you could tie this to any of your employee wellness or health fair offerings.
  - **Encourage staff to take the free IHI Open School Video on Basic Skills for Conversations about End-of-Life Care for Health Professionals before the session.** This course helps health care professionals develop skills to have conversations with patients and their families about their preferences for care at the end of life. There are free CME and CNE credits available.
  - **Do grand rounds.** Grand rounds help doctors and other healthcare professionals keep up to date in important evolving areas which may be outside of their core practice. Talking about The Conversation Project at grand rounds is a great way to get in front of a diverse group of health professionals at once.
  - **Suggest that providers hand out the Starter Kit in their practice.** This is a perfect time to ask providers if they might be willing to hand out starter kits to the people they serve. Spread the word!