



[Insert organization logo]

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## **[Organization] Joins The Conversation Project's Movement to Encourage Meaningful Conversations about End-of-Life Care – Programming Coming Soon to [Community or State]**

[City, date] – [City] based [Organization] has teamed up with The Conversation Project, a national public engagement campaign, to educate people on the value of making decisions about their own wishes for end-of-life care and expressing them to their loved ones. Together the organizations are combining efforts to create positive change in the way our society deals with and prepares for their final days.

“We know that 90 percent of Americans say that talking about their end-of-life care wishes is important, but that only 30 percent of people are actually having these conversations. Our goal is to close this gap,” says Ellen Goodman, Pulitzer Prize-winning journalist and co-founder of The Conversation Project. “People fear that speaking to their loved ones about their final days would be too grim, but in reality, these are among the most intimate and meaningful conversations people can have.”

[Insert quote from organization CEO about why the organization joined and what TCP means to it and its constituents]

Since August 2012, The Conversation Project has been inspiring end-of-life conversations within American homes, and it is garnering support on national, state and local levels. [The Conversation Project's](#) website is the heart and home of the campaign's work, which includes the [Conversation Project Starter Kit](#), a free, downloadable, step-by-step guide developed to help individuals and families start the conversation about end-of-life care.

The Conversation Project's Starter Kit has been downloaded more than 200,000 times by individuals from all 50 states and 175 countries, and its currently available in English, Spanish, French, Hebrew, Korean and Mandarin. The Starter Kit has received support from individuals, healthcare providers, health plans, and employers as a simple and effective tool to normalize the conversation and guide the process.

The Conversation Project does not promote any specific preference for end-of-life care or any legislative measure; instead, it inspires people to think about and express their end-of-life wishes. Launched in collaboration with the [Institute for Healthcare Improvement \(IHI\)](#), The Conversation Project aims to spark cultural change by encouraging discussions to take place with love, ease, and reflection, before there is a healthcare crisis.

Organizations that have chosen to work in partnership with The Conversation Project are committed to changing our nation's culture from not talking about end-of-life care to talking about it. Through corporations, community, and religious organizations, The Conversation Project is reaching people where they work, live, and pray.

#### About The Conversation Project

[The Conversation Project](#), co-founded by Pulitzer Prize-winner Ellen Goodman, launched in collaboration with the [Institute for Healthcare Improvement](#) (IHI,) and supported by Cambia Health Foundation, is a public engagement campaign with a goal that is both simple and transformative: to have every one's end-of-life care wishes expressed and respected. Too many people die in a manner they would not choose and too many of their loved ones are left feeling bereaved, guilty, and uncertain. The Conversation Project offers people the tools, guidance, and resources they need to process their final desires for their life and begin talking with their loved ones, in a comfortable setting, about their wishes and preferences. Have you had The Conversation? Learn more at: [www.theconversationproject.org](http://www.theconversationproject.org).

About [Organization]