

## **The Conversation Project: Advocating “Kitchen Table” Conversations with Family and Friends about Wishes for End-of-Life Care**

The Conversation Project is a public engagement campaign with a goal that is both simple and transformative: *to have every person’s end-of-life wishes expressed and respected*. Too many people die in a manner not of their choosing. The Conversation Project offers people the tools, guidance and resources they need to begin talking about their wishes and preferences. By helping people talk with their loved ones about how they want to live life at the end, The Conversation Project hopes all of society can, one day, answer “yes” when asked, “Have you had the conversation?”

Dow Health Services is working in partnership with The Conversation Project to bring this important resource to employees, retirees, and families. We invite you to join a special WebEx Presentation, “The Conversation Project: Life’s Most Critical Talk” to learn more about this important public initiative:

[Dates/Times listed here: hyperlinked to meeting notices]

The Conversation Project does not promote any specific preference for end-of-life care; instead, it seeks to encourage and support people in expressing their end-of-life wishes for care. Co-founded by Pulitzer Prize winner Ellen Goodman, in collaboration with the Institute for Healthcare Improvement (IHI), The Conversation Project’s cornerstone is a website that offers visitors a Conversation Starter Kit, and asks people to submit their personal stories to be shared at [theconversationproject.org](http://theconversationproject.org), and via YouTube, Twitter, and Facebook. By sparking cultural change at the kitchen table — not in the intensive care unit — The Conversation Project hopes it will become easier for people to communicate end-of-life wishes that can be expressed in advance and respected at the end.

“We are all mortal, yet as a society we have been painfully slow in recognizing how many of the people we love are not dying in the way they would choose: in comfort, among people who care about them, and engaged in what matters most for as long as possible,” said Goodman. “We believe this is the time to change the cultural norm from not talking about how we want to live at the end of our lives to talking about it. The Conversation Project aims to make it easier across cultures, workplace communities, and neighborhoods to share our wishes with our loved ones, before a health crisis occurs.”