

Have you Had “The Conversation” Yet?

[Company] has partnered with The Conversation Project to encourage our retirees, employees and families to share their end-of-life wishes with their loved ones.

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*. The website, (<http://theconversationproject.org>) offers a downloadable Conversation Starter Kit in English and Spanish, as well as a “How to Talk to Your Doctor” guide.

The upcoming holidays offer an ideal time for families to talk to one another about this important, yet often avoided, discussion. Here are a few steps to get you started:

- Before your family gets together, encourage each loved one to visit “theconversationproject.org” website and download and print their own Conversation Starter Kit.
- Ask everyone to read through their Kit, and preferably write their own responses to each item, ahead of their visit.
- Select the day, time and place for the family to gather, where everyone can be comfortable and not distracted or hurried. Let everyone know ahead of time so that they won’t be taken off guard.
- Begin the discussion with why YOU want to talk about your wishes with them. Let them know that you hope they will feel comfortable sharing their wishes as well, but that it is not required.
- Let everyone know that this is just the beginning – that “The Conversation” is an ongoing dialogue. You don’t have to cover the entire Kit in one sitting, and there will be opportunities to continue sharing in the future.

By sparking cultural change at the kitchen table — not in the intensive care unit — [Company] and The Conversation Project hope it will become easier for our people to communicate end-of-life wishes that can be expressed in advance and respected at the end.