Institute *for* Healthcare Improvement

Community 101 Call

The Conversation Project

December 20, 2017

WebEx Quick Reference

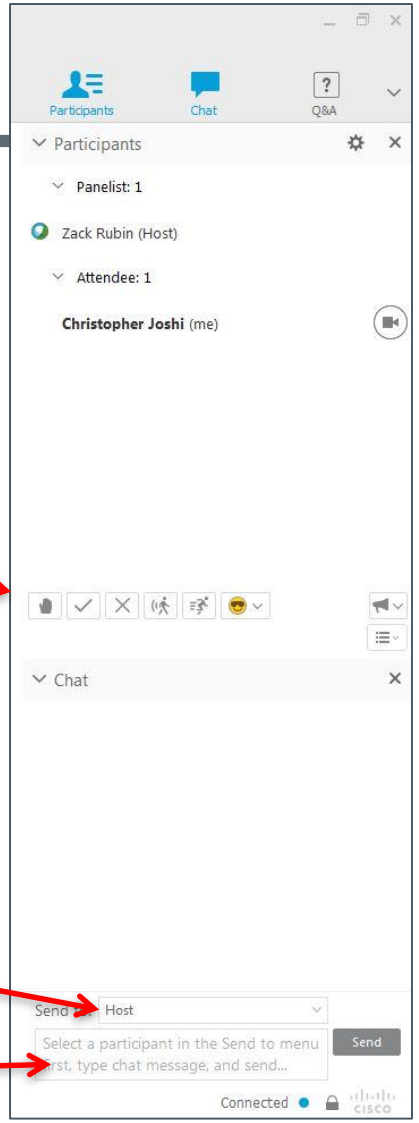
Welcome to today's session!

Please use Chat to "All Participants" for questions

For technology issues only, please Chat to "Host"

WebEx Technical Support: 866-569-3239

Dial-in Info: Audio / Audio Conference (in menu)



Raise your hand

Select chat recipient

Enter Text

The Conversation Project Field Team

Kate DeBartolo

National Field Director

Naomi Fedna

Project Coordinator

Next Virtual Training

The next Conversation Project Virtual Speaker Training will take place on:

Wednesday, January 17th, from 3-4:30 pm ET

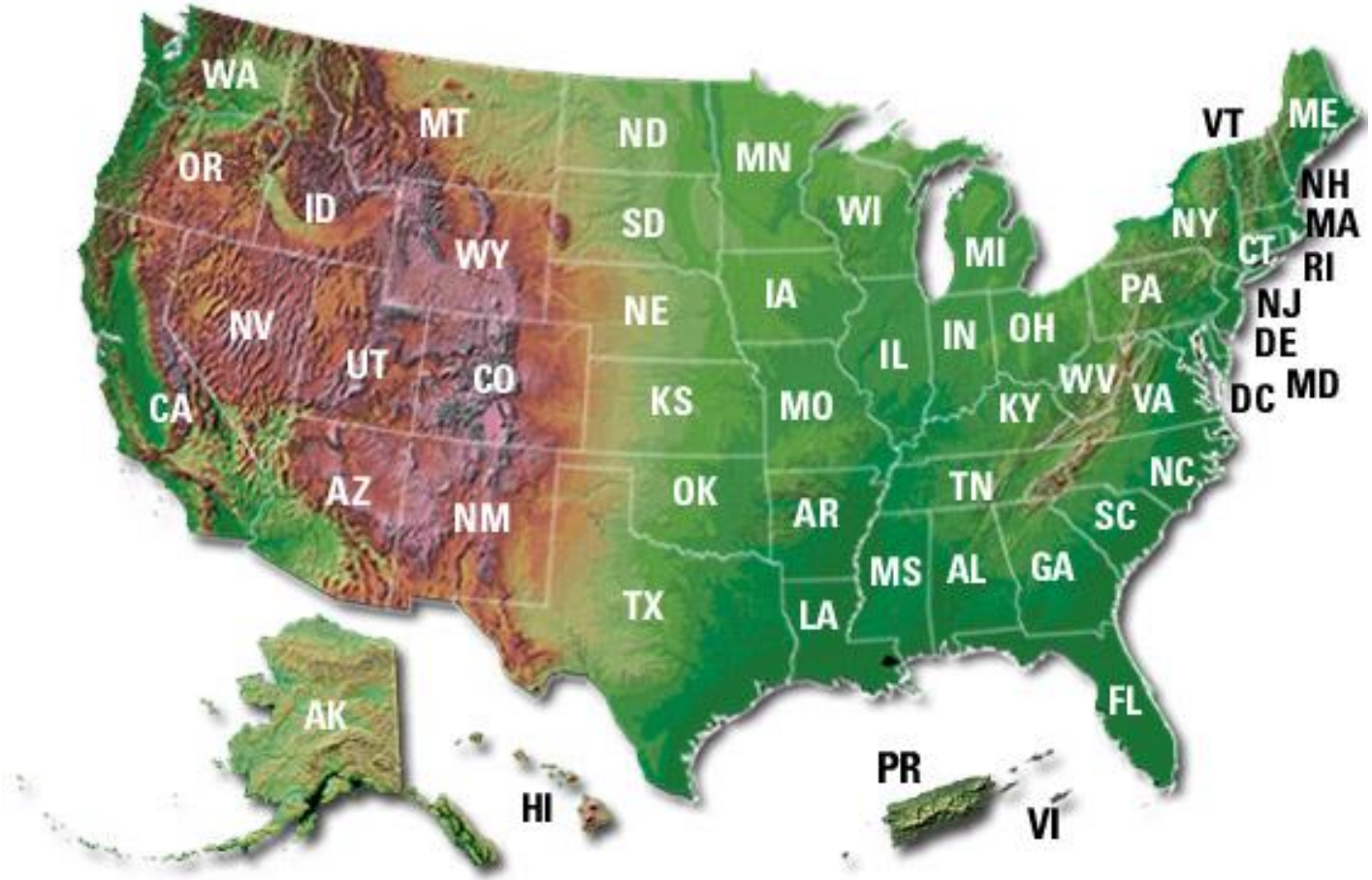
Upcoming Community Calls

Date and Time	Topic
Wednesday, January 17th, 3:00 – 4:30 pm ET	Virtual Speaker Training
Wednesday, February 21st, 3:00 – 4:00 pm ET	Community Highlight/Hot Topic: National Health Care Decisions Day
Wednesday, March 21st, 3:00 – 4:00 pm ET	Community Planning 101
Wednesday, April 18th, 3:00 – 4:30 pm ET	Virtual Speaker Training

TCP Community Updates

- Videos!
- Website updates
  - Faith
  - Health
  - What's New
- Ability to order kits online
  - Black and White
  - Large Font
  - Co-branded kits available for order
  - French and Japanese

Where are you located on the map?



Session agenda and objectives

- Quick overview of The Conversation Project and our community work
- Review guided questions to consider for your region
- Introduce you to resources available online
- What else? What do you hope to learn on today's call?

A public engagement campaign dedicated to assure that everyone's wishes for end-of-life care are **expressed and respected.**

the conversation project

the conversation project

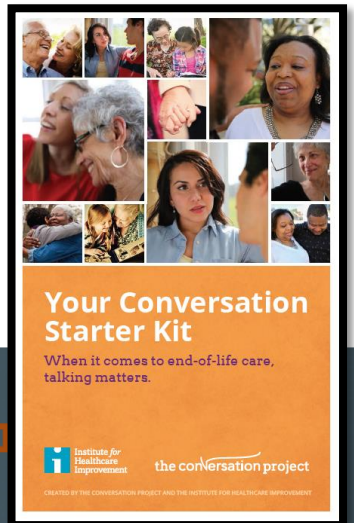
Strategy for Creating Cultural Change

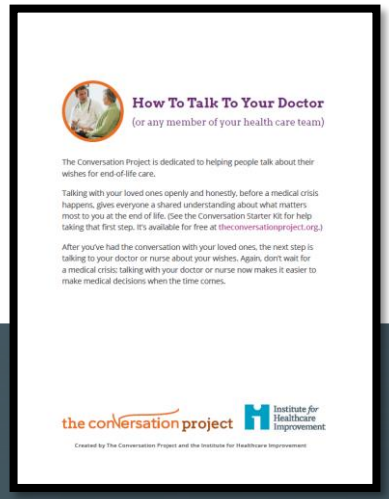
- **Awareness**: National media campaign and community engagement events
- **Accessible**: Tools to help people get started
- **Available**: Bringing TCP to people where they work, where they live, and where they pray

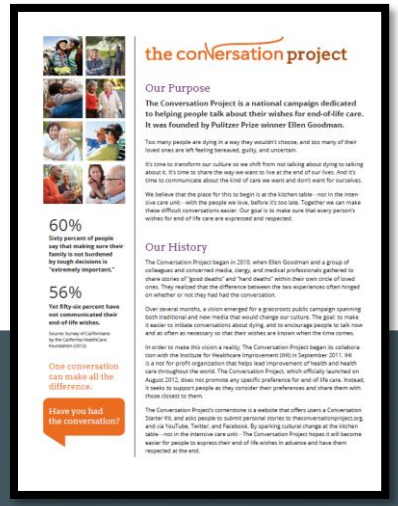
Awareness: Media Engagement

Accessible: Our Tools

- Conversation Starter Kit (translations + EMR summary)
- How to Choose a Health Care Proxy & How to Be a Proxy
- How to Talk to Your Doctor Starter Kit
- Starter Kit for Parents of Seriously Ill Children
- Starter Kit for Families and Loved Ones of People with Alzheimer's Disease or Other Forms of Dementia







Available: Where People Live, Work, and Pray

- Conversation Ready Communities: 2500+ contacts in over 40 states
- Conversation Ready Companies: Tufts Health Plan, Goodyear Tire and Rubber Company, Fidelity and Dow Chemical bringing TCP to their employees
- Conversation Ready Health Systems: 60+ systems
- Conversation Sabbath: an interfaith initiative started in Boston - engaging many faiths in November

Community Efforts

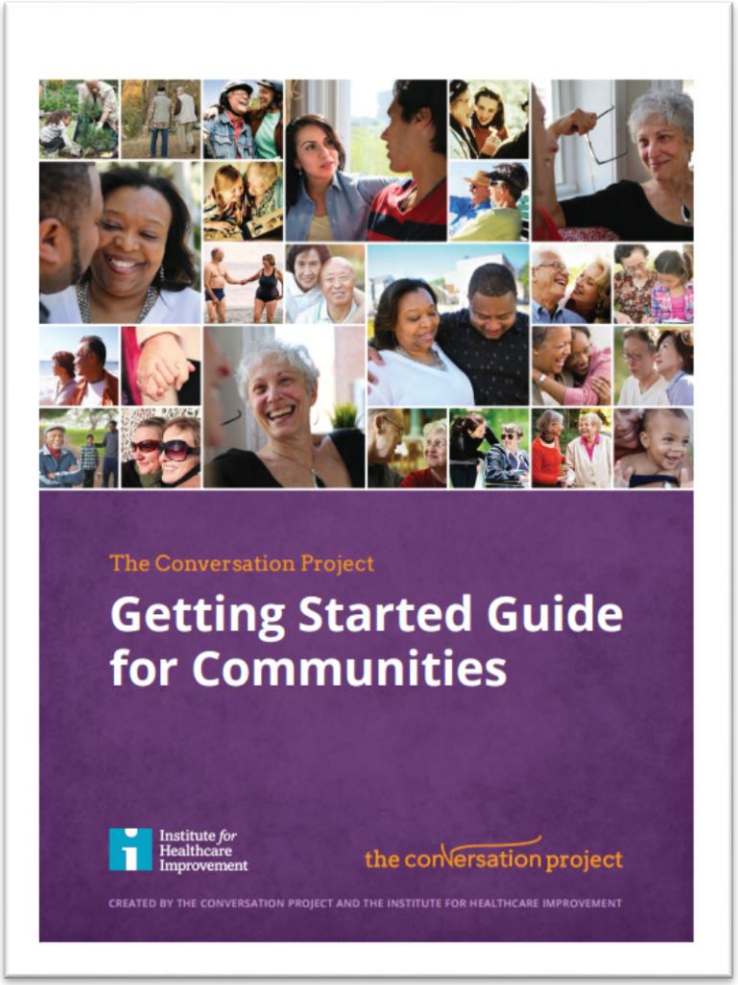
Available: Where People Live, Work, and Pray

Why engage communities?

- Bringing TCP to people where they live, work, and pray – from the outside in.
  - Need to work with community based partners, as each system has their own approach

- Local agents of change who bring unique perspective and recommendations

Building Local Community Engagement



Regional Examples

Hospice of the East Bay, CA

Boulder, CO

SC Healthcare Decisions Day (SCHDD)

- SC Bar submitted proclamation for SCHDD
- Op-ed templates, articles, presentations
- “Isn’t it time we talk?” brochure by The Carolinas Center for Hospice and End of Life Care, SC Medical Association, SC Bar, SC Hospital Association
- Advance Directives and FAQ on websites
- Attorney-physician pairs on local news stations, call in programs

What We're Seeing

- Live
  - Local leaders promoting TCP (retirees!)
  - Presentations (invited and hosted)
  - Train the trainer
- Work
  - Health care organizations
  - General employers – mailings, brown bag lunches, HR process
- Pray
  - Shared sermons and materials – guest preaching
  - Hosted events at houses of worship
  - Integration of TCP into pastoral care and seminary education
  - Collaboration with regional interfaith organizations

Planning for your community

Planning for your community

Audience

- ***Who*** is the audience you're trying to reach?
- ***What*** actions do you want to support them to take?
- ***How*** is it best to reach them?

Community Work

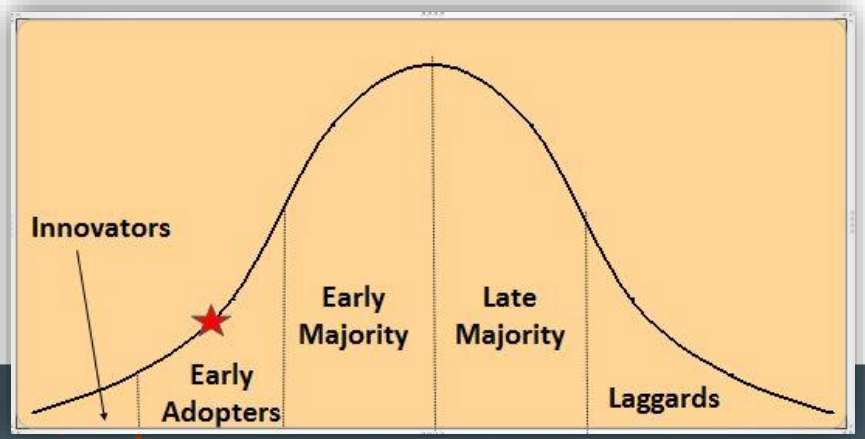
- ***Who*** do you want to work with?
- ***What*** actions are you going to take to move this forward?
- ***How*** are you going to do this? How much time will you have?

Design questions

- What audience do you want to reach and what do you want to support them to accomplish?
- What do you want to accomplish?
  - What would make you proud?
  - What would success look like to you and your community?
- What do you need to do to get there?
  - What activities/key ingredients will you need to accomplish what you are working towards?
- How will you know if you've reached what you set out to accomplish?
  - What can you keep track of that will tell you you've reached your ultimate goal?

Getting Started Questions

- Who do you want to reach? And by when?
  - Your employees?
  - Everyone over age 75 in your community?
  - Staff working in the local retirement communities?
  - A study group within your faith community?



Getting Started Questions

- Who do you want to reach? And by when?
- What do you want to support them to accomplish?

What do you want to support them to accomplish?

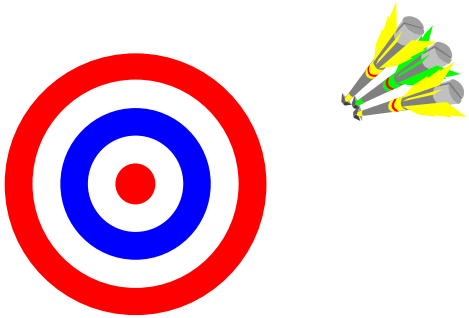
- What do you hope people will ultimately do? Know this early on so you can make the “ask” clear and concise
- For example, do you want to help people:
  - Have the conversation with a loved one?
  - Have the conversation AND talk to their doctor?
  - Have the conversation AND talk to their doctor AND designate a health care proxy AND prepare an advance directive?

How Much, by When?

Strengthen goals to include “what” and “by when”

Example (before):

- “We’re going to promote advance care conversations in our community”



Examples (after)

- We will engage 100 members of the congregation (65+) to have “the conversation” with a loved one by April 2018
- Reach/ share resources and information about the importance of end of life conversations with 50% of all Spanish-speaking community members (>18) within our county by March 2018
- Reach/ share information about the importance of having planning ahead (TCP) conversations to 50,000 young adults ages 18-25 years in our state by December 2018

Getting Started Questions

- Who do you want to reach? And by when?
- What do you want to support them to accomplish?
- How do you want to reach them?

How do you want to reach them?

- What are ways you can reach your target audience where they:
  - Work
  - Live
  - Pray
- What activities might help you engage your target population? For example:
  - Writing op-eds in the local newspaper
  - Speaking at conferences or educational events
  - Creating PSA Campaign to raise awareness

Examples

- Via three Conversation Starter Kit sessions, we will engage 100 members of the congregation (65+) to have “the conversation” with a loved one by April 2018

- Reach/ share resources and information about the importance of end of life conversations 50% of all Spanish-speaking community members (>18) within our county by March 2018. We plan to translate all materials into Spanish, train two local community groups that support Spanish-speaking populations in TCP and host one targeted event.

- Through a targeted media campaign, we will reach/ share information about the importance of having planning ahead (TCP) conversations now to 50,000 young adults ages 18-25 years in our state by December 2018

Getting Started Questions

- Who do you want to reach? And by when?
- What do you want to support them to accomplish?
- How do you want to reach them?
- What is the context of this topic for population you're trying to reach?

Letter Text:

"Requesting hard copy of Conversation Starter Kit Please mail to:..."

CONNECT WITH US:

Getting Started Questions

- Who do you want to reach? And by when?
- What do you want to support them to accomplish?
- How do you want to reach them?
- What is the context of this topic for population you're trying to reach?
- Who else is already doing this work in your community? Who else could you be working with?

Stakeholder Analysis

Group Name	Stop?	Let?	Help?	What Matters to Them?
Senior Center			X	Providing programming for local residents and their families. Have staffing and space available
Competitor	X			Being seen as the leader on this work
Library		X		Providing programming in the community. They have space available
Health professions students			X	Exposure to new content. Opportunities for resume

Getting Started Questions

- Who do you want to reach? And by when?
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- What is the context of this topic for population you're trying to reach?
- Who else is already doing this work in your community? Who else could you be working with?
- Who are respected leaders or organizations that could help you advocate for the importance of this work?

Possible Community Partners

- Assisted Living Facilities
- City Employee Retirement System
- Dept. of Public Health, Mental Health, Behavioral Health
- Elected Officials
- EMT providers
- Estate/Legal entities (elder law, local bar association…)
- Employers
- Faith-based organizations, clergy, chaplains ministerial associations
- Financial community (banks, CPA firms, financial advisors)
- Health plans/insurers
- Home care/VNA
- Retirement communities and home owners associations
- Homeless shelter/services
- Hospice
- Hospitals/Health systems
- Local resources: libraries, Chamber of Commerce, Lion/Rotary/Elks Club…
- Media channels (local, state, regional)
- Medical/Nursing/Hospital Association
- Nursing homes, rehab facilities, long term care
- Physician office practices/primary care
- Prisons/jails
- School District – employee benefits, Parent Teacher Organizations
- Senior Advocacy Organizations/Elder Services (Area Agency on Aging, senior center, transportation services, meals on wheels)
- Universities – students, faculty, alumni
- Veterans Services

Getting Started Questions

- Who do you want to reach? And by when?
- What do you want to support them to accomplish?
- How do you want to reach them?
- What is the context of this topic for population you're trying to reach?
- Who else is already doing this work in your community? Who else could you be working with?
- Who are respected leaders or organizations that could help you advocate for the importance of this work?
- Who will be responsible for actually doing this work in your community?

Getting Started Questions

- Who do you want to reach? And by when?
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- Who else is already doing this work in your community? Who else could you be working with?
- Who are respected leaders or organizations that could help you advocate for the importance of this work?
- Who will be responsible for actually doing this work in your community?
- How will you measure successes and challenges?

Outcome Measures

High-level targets you are trying to improve

- # people who complete the Conversation Starter Kit
- # people who discuss wishes for end-of-life care with health care provider
- # people who complete an advance directive

Process Measures

- Specific steps in a process that lead to an outcome measure

Examples:

  - # individuals who receive Conversation Starter Kit
  - # individuals who attend a Conversation Project workshop
  - # media placements about The Conversation Project in local newspapers or magazines
  - # presentations to community partners about The Conversation Project

Getting Started Questions

- Who do you want to reach? And by when?
- What do you want to support them to accomplish?
- How do you want to reach them?
- What is the context of this topic for population you're trying to reach?
- Who else is already doing this work in your community? Who else could you be working with?
- Who are respected leaders or organizations that could help you advocate for the importance of this work?
- Who will be responsible for actually doing this work in your community?
- How will you measure successes and challenges?
- How do you plan to reach diverse groups of people in your community?

How will you reach diverse groups of people in your community?

- Consider the diversity of your community
  - language
  - age
  - race
  - religion
  - sexual orientation
  - gender identity
  - socioeconomic status

- What partners can you engage to help introduce this to a more representative audience?

Getting Started Questions

- Who do you want to reach? And by when?
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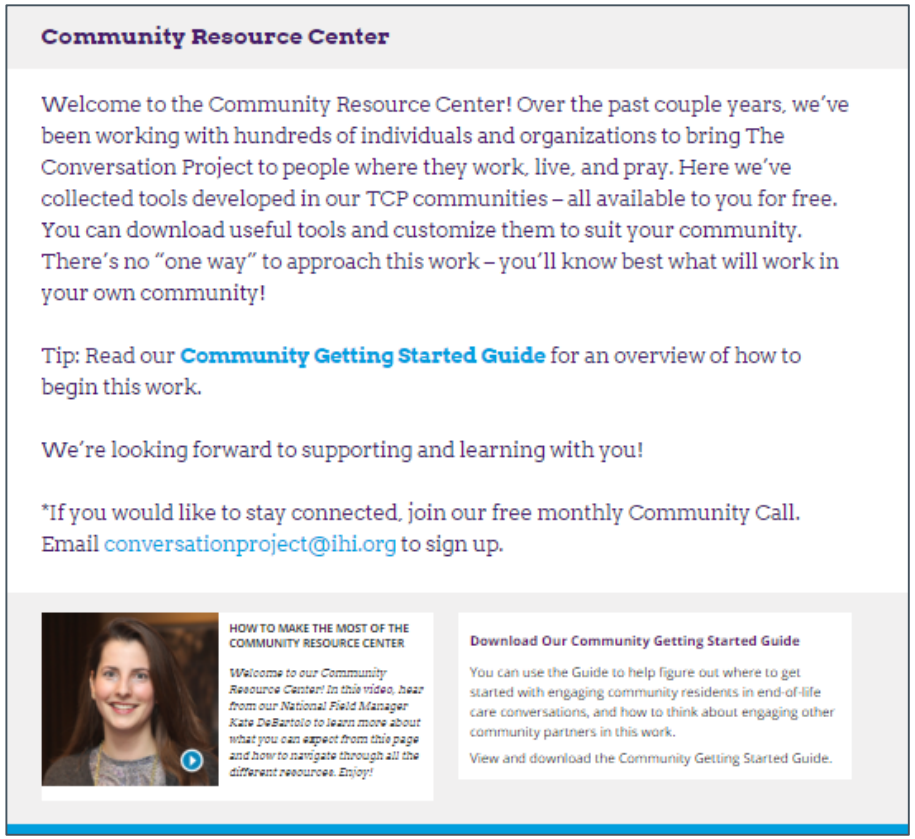
- How do you want to reach them?
- What is the context of this topic for population you're trying to reach?
- Who else is already doing this work in your community? Who else could you be working with?
- Who are respected leaders or organizations that could help you advocate for the importance of this work?
- Who will be responsible for actually doing this work in your community?
- How will you measure successes and challenges?
- How do you plan to reach diverse groups of people in your community?
- What can you do by next Tuesday?

Community Engagement Resources



Community Resource Center

Welcome to the Community Resource Center! Over the past couple years, we've been working with hundreds of individuals and organizations to bring The Conversation Project to people where they work, live, and pray. Here we've collected tools developed in our TCP communities – all available to you for free. You can download useful tools and customize them to suit your community. There's no "one way" to approach this work – you'll know best what will work in your own community!

Tip: Read our **Community Getting Started Guide** for an overview of how to begin this work.

We're looking forward to supporting and learning with you!

*If you would like to stay connected, join our free monthly Community Call. Email conversationproject@ihi.org to sign up.

HOW TO MAKE THE MOST OF THE COMMUNITY RESOURCE CENTER

Welcome to our Community Resource Center! In this video, hear from our National Field Manager Kate DeBartolo to learn more about what you can expect from this page and how to navigate through all the different resources. Enjoy!

Download Our Community Getting Started Guide

You can use the Guide to help figure out where to get started with engaging community residents in end-of-life care conversations, and how to think about engaging other community partners in this work.

View and download the Community Getting Started Guide.

Community Resource Center

- Community Getting Started Guide
- Community Organizing Resources
- Hosting Events
- Materials and Tools (translations, ACP resources and videos)
- Publicity and PR Materials

Community Engagement Resources

- IHI Open School Course – free CEUs
- TCP YouTube Channel
- TCP website (stories, translations, materials)
- Monthly community calls
  - Third Wednesday of each month, 3-4 pm ET

Monthly Community Calls

Date and Time	Topic
Wednesday, January 17th, 3:00 – 4:30 pm ET	Virtual Speaker Training
Wednesday, February 21st, 3:00 – 4:00 pm ET	Community Highlight/Hot Topic: National Health Care Decisions Day
Wednesday, March 21st, 3:00 – 4:00 pm ET	Community Planning 101
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We want your feedback!

- After this call you will be redirected to a Survey Monkey form

Please take a few moments to answer the following questions:

- How useful was this session on a scale from 1-5?
- Given today's topic, what would you like to learn more about?
- Any other comments on today's session?