

Community Champion Communications Toolkit

Theme: Supporting Others (with an eye towards caregivers)

Suggested timeframe: September-October-November

[Instructions for toolkits can be found here](#). **Please adapt any/some/all of the below as you wish!**

It's back-to-school and/or back-to-work time for many families and individuals after a bit of a summer break. We invite you to get active in your community and help people think about ways they may support others to talk about what matters to them. This could take the form of encouraging conversations in social circles such as book clubs, neighborhood clubs, places of worship, in educational settings, at the workplace, or other wider community spaces. Whether it's supporting family, friends or others in your community, we have the resources to help – especially important for caregivers or anyone who may be a caregiver in the future.

And, as a proud champion of The Conversation Project, we encourage YOU to “walk the talk” – by first thinking about this for yourself before you help support others. Then, identify those who you might want to support, including caregivers in your life or throughout your community.

November is National Family Caregivers Month. Check out our blog, [Recognize Caregivers as Star Players on the Team](#), for tips and stories to share for supporting caregivers. And, [visit the Caregiver Action Network's resource page](#) to learn more about promoting this year's theme #CaregiversConnect, find resources, social media toolkit, stories, ideas on how to support caregivers, and more.

Sample messaging to be adapted and used in newsletters, email, flyers or other mass send outs

Finding ways to support others in your circles

Do you have someone in your life you are caring for or will take care of in the future? Do you know what's important to them when it comes to their life and their wishes for health care? Now's a great time to find out. Maybe you're already prepared, but perhaps you know a caregiver in your community who may not be. It's a great time to help others jump start these important conversations. And, The Conversation Project has [free conversation starter guides](#) and resources to help make it easier.

How might you start? Share an article, [video](#) or one of the below blogs to kick start or continue a conversation:

- [Talking About our Future – and Our Future Healthcare](#)
- [Caring for My Future Healthcare Today](#)
- [Won't You Have These Conversations With Me?](#)
- [In Search of A Good Death](#)
- [Hands of Love](#)

Where might you start? Host a conversation with those in your book club, [your faith community](#), or other neighborhood group. Or, bring these conversations [to your campus](#) or [your workplace](#), among other places.

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Who might you start with? Consider those caring for individuals with Alzheimer's/other dementias, or a child with a serious illness, or someone with a recent diagnosis. Share the below guides to help:

- [For Caregivers of People with Alzheimer's or Other Forms of Dementia](#)
- [For Caregivers of a Child with Serious Illness](#)
- [What Matters to Me Workbook](#)

Sample text/images to adapt as you wish: for Social Media Posts or For Use in Newsletters, Flyers, Emails, etc.

The following examples and images are tailored to three social media platforms (Instagram, Facebook, X/Twitter) but can be used/adapted more broadly in other social media platforms and/or other communications methods you use. ([see instructions for use here](#), including how to download images for correct format)


INSTAGRAM:

For options #1a and 1b, you can choose to post these as two separate posts, or as one carousel post.

Option #1a

Are you a student and looking for ideas on how to jumpstart conversations with others on your campus?

Perhaps you are seeking additional training on how to jumpstart conversations with the individuals/families you'll care for someday. No matter what you are studying and at which level (from undergraduate to doctorate), @convoproject has the resources to get you started to support others.

 **Go visit the link in our bio/visit the linktree in our bio** to @convoproject's blog, "Resources for Students Interested in Conversations, Advance Care Planning and End of Life"

Resources for hosting The Conversation Project events on college campuses

- Check out TCP's blog for a **compilation of resources** in our bio to support college students who want to host TCP events on their campus.
- Host a book club, a **film screening** and discussion, playing a game, or hosting a "death over dinner" event.
- Need a little inspiration? Check out this **short video in our bio**, featuring students from St. Olaf College: Young Adults Talk (About Death)



Links to add to your bio/linktree: <https://theconversationproject.org/tcp-blog/resources-for-students-interested-in-conversations-advance-care-planning-and-end-of-life/> AND <https://youtu.be/SgtECgQfzJ0?si=VFUuO4RFxrPm2-SO>

Additional hashtags to copy and paste into your first Instagram comment:

#TCP #TheConversationProject #StoriesMatter #WhatMattersMost #Caregiver #SeriousIllness #healthcareproviders #dementia #endalz #dementiafriends #Caregiving #supportingothers #caregiversupport #studentresources #freeguides #ConversationStarter #eolplanning #eolcare #advancecareplanning #collegegrads #highschoolgrad #filmscreening #bookclub #letstalkaboutdeath #gamenight #deathoverdinner #collegecampus #eventplanning

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Option #1b

Want more tips on hosting events on your campus? Here are even more tips on planning, hosting, and following-up after.

What ideas have you brought back to your campus?

🔗 Go visit the link in our bio/visit the linktree in our bio to @convoproject's blog for more resources on how to jumpstart conversations and support others.

Link to add to your bio/linktree: <https://theconversationproject.org/tcp-blog/resources-for-students-interested-in-conversations-advance-care-planning-and-end-of-life/>

Additional hashtags to copy and paste into your first Instagram comment:

#TCP #TheConversationProject #StoriesMatter #WhatMattersMost #Caregiver #SeriousIllness #healthcareproviders #dementia #endalz #dementiafriends #Caregiving #supportingothers #caregiversupport #studentresources #freeguides #ConversationStarter #eolplanning #eolcare #advancecareplanning #collegegrads #highschoolgrad #filmscreening #bookclub #letstalkaboutdeath #gamenight #deathoverdinner #collegecampus #eventplanning

Option #2

If you're looking for ways to support someone in your life who received a tough diagnosis, check out a recent blog post @convoproject wrote on this topic.

@convoproject has compiled conversation ice breakers, useful resources, and suggestions from people living with serious illness on how to be most helpful without overstepping boundaries.

We'd love to hear what else you'd add to the list. Comment below with additional suggestions.

🔗 Go visit the link in our bio/visit the linktree in our bio to A Guide to Supporting Others through a Difficult Diagnosis.

Link to add to your bio/linktree: <https://theconversationproject.org/tcp-blog/a-guide-to-supporting-others-through-a-difficult-diagnosis/>

Additional hashtags to copy and paste into your first Instagram comment:

#TCP #TheConversationProject #conversation #caregiver #caregiving #SeriousIllness #WhatMattersToMe #WhatMattersMost #Conversationguide #startingtheconversation #SuddenDiagnosis #Family #SeriousIllness #cancercare #cancercaregiver #talkingaboutcancer #parkinsons #alzheimers #Alzcaregivers #dementia #dementiacaregiver #als #alscaregivers #cysticfibrosis #HIV #palliative #palliativecare #caregiverlife #eldercare

Tips for hosting The Conversation Project events on college campuses

Planning

- Connect with a leader on your campus.
- When possible, keep events peer-to-peer.
- Promote the event creatively – tie it to campus events that are already going on.
- Make a plan to follow up with students after the event!

Hosting

- Tie it to food!
- Acknowledge different comfort levels.
- Get familiar with state terminology (proxy vs. agent, for example).
- Bring materials. The TCP Conversation Starter Guide or copies of your state's health care proxy forms are useful tools.

Check out our blog for more tips!

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Ideas for how to support someone you care about through a difficult diagnosis

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- Be sure to listen. Remember, you don't need to solve everything with one conversation.
 - Avoid talking a lot about your own wishes for them, or what you would want if you were in their shoes.
 - Don't force the person to have these conversations if they aren't ready yet.
 - Emphasize the benefits of conversations and the clarity they can provide. Don't focus on negative or scary stories or worries about what could happen.
 - Be sure you understand what your person is okay with you sharing (or not) with others about their health and what's important to them.
 - Find a good support for yourself.
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Option #3

We know that many employees are caregivers when they go home too.

Have you considered bringing advance care conversations to your workplace? Many groups are hosting conversation workshops for employees as part of wellness benefits, including employee resource programs among others. Tag a caregiver in your own work setting in the comments below.

 Go visit the link in our bio/visit the linktree in our bio to read @convoproject's one-pager, Hosting and Organizing Events for Employers.

Link to add to your bio/linktree: <https://theconversationproject.org/wp-content/uploads/2015/06/Hosting-and-Organizing-Events-for-Employers.pdf>

Additional hashtags to copy and paste into your first Instagram comment:

#TCP #TheConversationProject #Conversation #Caregiver #Caregiving #SeriousIllness #WhatMatterstoMe #WhatMattersMost #ConversationGuide #StartingTheConversation #EmployeeCaregivers #EmployeeCaregiving #EventOrganization #SupportingCaregivers #SupportingOthers #SandwichGeneration #SandwichGenerationCaregivers #cancercares #talkingaboutcancer #chf #parkinsons #alzheimers #dementia #als #COPD #cysticfibrosis #awareness #dementiafriendly #endalzheimers #endalz #alzheimersdaughter #seriousillness #vasculardementia #lewybodydementia #lewybodycaregiver #youngcaregiver #dementiacaregiver #frontotemporal dementia #mixeddementia #TBI #CreutzfeldtJakobdisease #Huntingtonsdisease #parkinsonsdisease#braintumors#immunedisorders #nutritionaldeficiencies #Normalpressurehydrocephalus

FACEBOOK:

For options #1a and 1b, you can choose to post these as two separate posts, or as one carousel post.

Option #1a

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Perhaps you are seeking additional training on how to jumpstart conversations with the individuals/families you'll care for someday. No matter what you are studying and at which level (from undergraduate to doctorate), @The Conversation Project has the resources to get you started on #supportingothers.

Check out @The Conversation Project's blog for more tips on hosting events on campuses and more! <https://rb.gy/cu8bl>

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TIPS FOR HOSTING TCP EVENTS FOR EMPLOYERS

- 1 **Get HR Involved.** We know that having conversations and knowing the wishes of someone you care for before death can lower suffering, guilt, bereavement and ultimately improve the health and wellbeing of the survivor.
- 2 **Tie the session into Employee Wellness Programs.** When marketing the session to the employees, retirees, and families of an employer, we've found that it can be helpful to tie it to wellness programs.
- 3 **Encourage participation from all levels of the organization.** This is a topic that affects everyone. Be sure that everyone feels welcomed and included.

Read More in Hosting and Organizing Events for Employers!

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Resources for hosting The Conversation Project events on college campuses

- Check out our blog for a **compilation of resources** for sample agendas, discussion questions, and evaluation tools.
- Host a book club, a **film screening** and discussion, playing a game, or hosting a "death over dinner" event.
- Need a little inspiration? Check out this **short video in the caption**, featuring students from St. Olaf College: Young Adults Talk (About Death)



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Option #1b

Want more tips on hosting events on your campus? Here are even more tips on planning, hosting, and following-up after.

What ideas have you brought back to your campus?

Check out [@The Conversation Project's](#) blog for more resources on how to jumpstart conversations and support others: <https://rb.gy/cu8bl>

Tips for hosting The Conversation Project events on college campuses

Planning

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Hosting

- Tie it to food!
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Option #2

If you're looking for ways to support someone in your life who received a tough diagnosis, check out a recent blog post [@The Conversation Project](#) wrote on this topic. They've compiled conversation ice breakers, useful resources, and suggestions from people living with serious illness on how to be most helpful without overstepping boundaries.

We'd love to hear what else you'd add to the list. Comment below with additional suggestions and check out [@The Conversation Project's](#) blog, A Guide to Supporting Others through a Difficult Diagnosis: <https://bit.ly/36xof4z>

Ideas for how to support someone you care about through a difficult diagnosis

- Be sure to listen. Remember, you don't need to solve everything with one conversation.
- Avoid talking a lot about your own wishes for them, or what you would want if you were in their shoes.
- Don't force the person to have these conversations if they aren't ready yet.
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- Be sure you understand what your person is okay with you sharing (or not) with others about their health and what's important to them.
- Find a good support for yourself.

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Option #3

We know that many employees are caregivers when they go home too. Have you considered bringing advance care conversations to your workplace? Many groups are hosting conversation workshops for employees as part of wellness benefits, including employee resource programs among others. Tag a caregiver in your own work setting in the comments below.

Check out [@TheConversationProject's](#) one-pager with a few tips on Hosting and Organizing Events for Employers: <https://theconversationproject.org/wp-content/uploads/2015/06/Hosting-and-Organizing-Events-for-Employers.pdf>

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2. **Tie the session into Employee Wellness Programs.** When marketing the session to the employees, retirees, and families of an employer, we've found that it can be helpful to tie it to wellness programs.
3. **Encourage participation from all levels of the organization.** This is a topic that affects everyone. Be sure that everyone feels welcomed and included.

Read More in Hosting and Organizing Events for Employers!

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TWITTER:

Additional hashtags (to consider based on post/character space): #Support #AdvanceCarePlanning #WhatMatters #Caregiver #Caregivers

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Option #1a

Are you a student and looking for ideas on how to jumpstart conversations with others on your campus? [@convoproject](#) has the resources to get you started to support others on their resource page: <https://bit.ly/3zgpXH>

Link to short video: <https://bit.ly/3LArgSd>



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Option #1b

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Option #3

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Read More in [Hosting and Organizing Events for Employers!](#)

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Other messages/images to use across social media from the Serious Illness Messaging Toolkit*:

We'll figure this out together.

Let's make a plan for your care.



*A toolkit created in partnership during a three-year grant generously funded by The John A. Hartford Foundation and Cambia Health Foundation. For more free messages, images and text, [click this link and download the toolkit.](#)

Be sure to tag, follow, and reshare content from The Conversation Project's **Instagram, Facebook, and Twitter** accounts if you are looking for more content outside of this toolkit to support the theme: "Supporting Others". We'll be posting this and more, all of which you are welcome to adapt to your own usage.

		
@convoproject	@TheConversationProject	@convoproject

[Check out our community resource page](#) for more free resources to share to support others!

What do you think of this Toolkit? Please help us and take 2 minutes to answer 3 questions in our [brief survey here.](#)

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