

# Community Champion Communications Toolkit

## Theme: Planning ahead and making your wishes known

**Suggested timeframe:** February, March

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

Now that the new year is in full swing, it's a perfect time to start thinking about how to make sure we are as prepared as possible when planning for our care and thinking about our health care wishes. Whether that's emergency preparedness when something happens to change our current situation or planning ahead as an act of love and respect, let's take these next two months to think about what preparedness means to us, and who we want to involve in that process. Picking a health care proxy/agent/surrogate and talking together is the goal for this theme.

And, National Healthcare Decisions Day (NHDD) is just around the corner on April 16<sup>th</sup>. We hope this content will help you plan ahead for NHDD and whet the appetite for ongoing conversations (with a capital "S" as this isn't a one and done thing!).

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

#### **Talk about it! Plan ahead and make your wishes known**

It's never too soon to think about and talk about what's important to you, in your life and in your health, with a trusted person. So, who's your person(s)? Who would you want to support your choices or speak for you if you were unable to voice your choices? Planning ahead and talking about it with your trusted person puts you in the driver's seat. The more you speak up, before a medical crisis happens, the better your health care can be.

Whether you are getting ready to tell someone what you value most or you want to help someone else get ready to share their wishes with you, The Conversation Project has you covered with free resources on their [Get Started page](#). Check out their guides on [Choosing a Health Care Proxy](#) or [Being a Health Care Proxy](#), among many others. You can speak up and have a say in your current or future health care by being prepared and *talking about it* early and often.

Sample text/images to be adapted as you wish: for Social Media or Use in Newsletters, Flyers, Emails, etc. ([instructions for use here](#), including downloading images)

The following examples 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.

the conversation project

[theconversationproject.org](http://theconversationproject.org)

The Conversation Project, an initiative of the Institute for Healthcare Improvement



# INSTAGRAM:

## Option #1

Who's your person? Who do you trust to speak on your behalf if you are unable to make decisions about health care choices? Need a little help to decide? @convoproject is here to help with free guidance. We can't plan for everything. But we can talk about what is most important — in our life, and in our health care — with those who matter most.

👁️ **Go visit the link in our bio/visit the linktree in our bio** to read through @convoproject's free guide: Your Guide to Choosing a Health Care Proxy.

**Link to add to your bio/linktree:** <https://theconversationproject.org/wp-content/uploads/2020/12/ChooseAProxyGuide.pdf>

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

#TCP #TheConversationProject #PlanningAhead #FreeGuides #HealthCareProxy #Beingaproxy #cancercare #talkingaboutcancer #chf #parkinsons #alzheimers #dementia #als #COPD #cysticfibrosis #palliative #palliativecare #conversation #caregiver #caregiving #SeriousIllness #healthcareagent #surrogate #healthcaresurrogate #powerofattorney #estateplanning #patientsafety #elderlaw

## Option #2

If you're racking your brain trying to figure out how to initiate meaningful conversations with the people who matter most in your life, these simple ice breakers may be just the thing you're looking for to get those conversations started. Look through these ideas and choose the ones that you feel would best fit your unique situation. We know this is not a one-size-fits-all approach, which is why we want to give you as much variety as possible to choose from.

👁️ **Go visit the link in our bio/visit the linktree in our bio** to access @convoproject's blog: Thoughtful Ice Breakers That Lead to Meaningful Conversations.

**NOTE: This asset is meant to be posted as a carousel or uploaded as multiple images in one. You may choose to only post some of the options in the carousel.**

**THINGS TO HELP YOU THINK ABOUT WHO YOU WILL ASK TO BE YOUR HEALTH CARE PROXY:**

Will the person make decisions that follow your wishes?

Will the person be comfortable making quick decisions in a changing situation?

Here are some people you can consider:

- Parent
- Cousin
- Friend
- Spouse/Partner
- Faith Community Member
- Trusted Neighbor/Friend

That is OK! Sometimes a spouse, adult child, sibling, or other family member may not be the best choice to follow your wishes.

What if I don't want to pick a family member?

the conversation project

Thoughtful Ice Breakers That Lead to Meaningful Conversations

the conversation project

### Walk the walk and lead by example:

- "Dad, Alex and I were just talking about what matters most to us if we get really sick. Have you thought about that?"
- "Bob and I just had this conversation and I wanted to let you know he's my decision maker if I can't speak for myself. Do you have a decision maker?"



### Use current events or popular culture as a jumping-off point:

"I was reading this article/listening to an interview/saw this Instagram post...and it made me realize I'm not entirely clear on what your wishes would be if you get really sick..."



### Offer clarification and ask clarifying question:

- "I've been reviewing the advance directive we talked about last year and realized I have some updates and wanted to be sure you knew..."
- "I remember you once said that when it comes to receiving medical treatment, you want the 'whole enchilada.' What exactly did you mean by that?"
- "Dad, I know you and I talked about what quality of life means to you, has anything changed given all that is happening right now?"



the conversation project

theconversationproject.org

The Conversation Project, an initiative of the Institute for Healthcare Improvement

Institute for Healthcare Improvement  
IHI.org

**Link to add to your bio/linktree:** <https://theconversationproject.org/tcp-blog/thoughtful-ice-breakers-that-lead-to-meaningful-conversations/>

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

#TheConversationProject #TCP #PlanningAhead #FreeGuides #HealthCareProxy #ChooseYourProxy #IceBreakers #MeaningfulConversations #MeaningfulConversations #ConversationStarterGuide #dinnertabletalk #betterconversations #betterquestions #qualityconversation #conversation #caregiver #caregiving #SeriousIllness #WhatMattersToMe #WhatMattersMost #healthcareagent #surrogate #healthcaresurrogate #powerofattorney

**Option #3**

Planning for your future is important for everyone. For solo agers, documenting what matters to you is even more important to make sure your wishes are understood and honored.

🔗 **Go visit the link in our bio/visit the linktree in our bio** to read a few suggestions from @convoproject in their blog, Three Ideas for Solo Agers to Keep in Mind.

**Link to add to your bio/linktree:** <https://theconversationproject.org/tcp-blog/three-ideas-for-solo-agers-to-keep-in-mind/>

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

#TCP #TheConversationProject #Conversation #PlanningAhead #Caregiver #Caregiving #SeriousIllness #WhatMatterstoMe #WhatMattersMost #ConversationGuide #StartingTheConversation #SoloAgers #AdvanceDirective #HealthCareProxy #Aging #Retirement #ActiveAdult #AgeinPeace #EstatePlanning #LivingWill #ElderLaw

**Option #4**

This Valentine’s Day, remember that planning ahead is an act of love. Think of those in your life who you may want to share your own health care wishes with and think about how you might want to start those conversations with them about your care.

🔗 **Go visit the link in our bio/visit the linktree in our bio** to read through @convoproject’s materials on how to be a health care proxy or how to choose a health care proxy for suggestions on who to talk with and how to start these conversations.



- OR -

This Galentine's Day, make sure all your friends are accounted for and taken care of. Shoot them a message! Be sure to check in on those you care about the most and let them know you're here to listen.

🔗 **Go visit the link in our bio/visit the linktree in our bio** to read through @convoproject's materials on how to be a health care proxy or how to choose a health care proxy for suggestions on who to talk with and how to start these conversations.

**Link to add to your bio/linktree:**

<https://theconversationproject.org/wp-content/uploads/2020/12/ChooseAProxyGuide.pdf>

OR

<https://theconversationproject.org/wp-content/uploads/2020/12/BeAProxyGuide.pdf>

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

#TCP #TheConversationProject #conversation #caregiver #caregiving #SeriousIllness #PlanningAhead #WhatMattersToMe #WhatMattersMost #ConversationStarters #ValentinesDay #HeartCandy #ConversationHearts #TrustMe #WillYouBeMyValentine #healthcareproxy #chooseaproxy #CandyHearts #Valentines

## FACEBOOK:

### Option #1

Who's your person? Who do you trust to speak on your behalf if you are unable to make decisions about health care choices? Need a little help to decide? @TheConversationProject is here to help with free guidance. We can't plan for everything. But we can talk about what is most important — in our life, and in our health care — with those who matter most. #PlanningAhead

Follow the link below to check out @TheConversationProject's free guide: Your Guide to Choosing a Health Care Proxy.

<https://theconversationproject.org/wp-content/uploads/2020/12/ChooseAProxyGuide.pdf>



## Option #2

If you're racking your brain trying to figure out how to initiate meaningful conversations with the people who matter most in your life, these simple ice breakers may be just the thing you're looking for to get those conversations started. Look through these ideas and choose the ones that you feel would best fit your unique situation. We know this is not a one-size-fits-all approach, which is why we want to give you as much variety as possible to choose from. #PlanningAhead

Read @TheConversationProject's blog: Thoughtful Ice Breakers That Lead to Meaningful Conversations. <https://theconversationproject.org/tcp-blog/thoughtful-ice-breakers-that-lead-to-meaningful-conversations/>

**Thoughtful Ice Breakers That Lead to Meaningful Conversations**  
the conversation project

**Use current events or popular culture as a jumping-off point:**  
"I was reading this article/listening to an interview/saw this Facebook post...and it made me realize I'm not entirely clear on what your wishes would be if you get really sick..."

**Walk the walk and lead by example:**

- "Dad, Alex and I were just talking about what matters most to us if we get really sick. Have you thought about that?"
- "Bob and I just had this conversation and I wanted to let you know he's my decision maker if I can't speak for myself. Do you have a decision maker?"

**Offer clarification and ask clarifying question:**

- "I've been reviewing the advance directive we talked about last year and realized I have some updates and wanted to be sure you knew..."
- "I remember you once said that when it comes to receiving medical treatment, you want the 'whole enchilada.' What exactly did you mean by that?"
- "Dad, I know you and I talked about what quality of life means to you. Has anything changed given all that is happening right now?"

## Option #3

Planning for your future is important for everyone. For solo agers, documenting what matters to you is even more important to make sure your wishes are understood and honored.

@TheConversationProject has a few suggestions in their blog, Three Ideas for Solo Agers to Keep in Mind. #PlanningAhead

<https://theconversationproject.org/tcp-blog/three-ideas-for-solo-agers-to-keep-in-mind/>

**Three Ideas for Solo Agers to Keep in Mind**

- 1. Think about what matters to you.** We can't plan for everything but we can talk about what is most important.
- 2. Record and share what matters to you.** It's a good idea to record your conversations with an important legal document to be sure your choices are followed. This is called an advance directive.
- 3. Choose a health care proxy.** This is a person who speaks on your behalf if you can't make your own health care decisions.

For solo agers, documenting what matters to you is even more important to make sure your wishes are honored. Your goals and preferences matter and you are valuable.  
the conversation project

## Option #4

Ever wish you could rewind a conversation?

Check out these three videos from @convoproject on starting meaningful conversations early and often #PlanningAhead:

<https://youtu.be/cffotkDxsbU>

<https://youtu.be/0c0sxzW0gSU>

<https://youtu.be/0c0sxzW0gSU>

the conversation project

theconversationproject.org

The Conversation Project, an initiative of the Institute for Healthcare Improvement

 Institute for  
Healthcare  
Improvement  
IHI.org

## Option #5

This Valentine's Day, remember that planning ahead is an act of love. Think of those in your life who you may want to share your own health care wishes with and think about how you might want to start those conversations with them about your care.

Read through @TheConversationProject's materials on how to be a health care proxy or how to choose a health care proxy for suggestions on who to talk with and how to start these conversations.

<https://theconversationproject.org/wp-content/uploads/2020/12/ChooseAProxyGuide.pdf>

<https://theconversationproject.org/wp-content/uploads/2020/12/BeAProxyGuide.pdf>



- OR -

This Galentine's Day, make sure all your friends are accounted for and taken care of. Shoot them a message! Be sure to check in on those you care about the most and let them know you're here to listen.

Read through @TheConversationProject's materials on how to be a health care proxy or how to choose a health care proxy for suggestions on who to talk with and how to start these conversations.

<https://theconversationproject.org/wp-content/uploads/2020/12/ChooseAProxyGuide.pdf>

<https://theconversationproject.org/wp-content/uploads/2020/12/BeAProxyGuide.pdf>

# X/TWITTER:

**Additional hashtags (to consider based on post/character space):**

#PlanningAhead #TalkingTogether #PickingaProxy #EmergencyPreparedness

## Option #1

Who's your person? Who do you trust to speak on your behalf if you are unable to make decisions about health care choices? Need a little help to decide? @convoproject is here to help with free guidance.

<https://theconversationproject.org/wp-content/uploads/2020/12/ChooseAProxyGuide.pdf>

## Option #2

If you're racking your brain trying to figure out how to initiate meaningful conversations with the people who matter most in your life, these simple ice breakers may be just the thing you're looking for to get those conversations started.

<https://theconversationproject.org/tcp-blog/thoughtful-ice-breakers-that-lead-to-meaningful-conversations/>

### Use current events or popular culture as a jumping-off point:

"I was reading this article/listening to an interview/saw this Twitter post... and it made me realize I'm not entirely clear on what your wishes would be if you get really sick..."



### Walk the walk and lead by example:

- "Dad, Alex and I were just talking about what matters most to us if we get really sick. Have you thought about that?"
- "Bob and I just had this conversation and I wanted to let you know he's my decision maker if I can't speak for myself. Do you have a decision maker?"



### Offer clarification and ask clarifying question:

- "I've been reviewing the advance directive we talked about last year and realized I have some updates and wanted to be sure you knew..."
- "I remember you once said that when it comes to receiving medical treatment, you want the 'whole enchilada.' What exactly did you mean by that?"
- "Dad, I know you and I talked about what quality of life means to you, has anything changed given all that is happening right now?"



## Option #3

Planning for your future is important for everyone. For solo agers, documenting what matters to you is even more important to make sure your wishes are honored.

@convoproject has a few suggestions for getting started in their blog, Three Ideas for Solo Agers to Keep in Mind. #PlanningAhead <https://theconversationproject.org/tcp-blog/three-ideas-for-solo-agers-to-keep-in-mind/>

the conversation project

theconversationproject.org

The Conversation Project, an initiative of the Institute for Healthcare Improvement

Institute for  
Healthcare  
Improvement  
IHI.org

#### Option #4

Ever wish you could rewind a conversation?

Check out these three videos from @convoproject on starting meaningful conversations early and often #PlanningAhead – these three videos showcase a few different examples of how these conversations could go with those who matter most in your life. Look through them to get some ideas:

You Guys Know PSA: <https://youtu.be/cffotkDxsbU>

Party on the Beach PSA: <https://youtu.be/0c0sxzW0gSU>

Save the Day PSA: <https://youtu.be/0c0sxzW0gSU>

#### Option #5

This Valentine's Day, think of those in your life who you may want to share your own health care wishes with.

Read through @TheConversationProject's materials on how to be a health care proxy or how to choose a health care proxy here:

Choose one of the below links:

<https://theconversationproject.org/wp-content/uploads/2020/12/ChooseAProxyGuide.pdf>

<https://theconversationproject.org/wp-content/uploads/2020/12/BeAProxyGuide.pdf>



- OR -

This Galentine's Day, make sure all your friends are accounted for and taken care of.

Read through @TheConversationProject's materials on how to be a health care proxy or how to choose a health care proxy here:

Choose one of the below links:

<https://theconversationproject.org/wp-content/uploads/2020/12/ChooseAProxyGuide.pdf>

<https://theconversationproject.org/wp-content/uploads/2020/12/BeAProxyGuide.pdf>

the conversation project

theconversationproject.org

The Conversation Project, an initiative of the Institute for Healthcare Improvement

Institute for  
Healthcare  
Improvement  
IHI.org

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

**Talk to the people who matter most about the care you want.**

The more you speak up, the better your health care can be.



**Tell your doctors what matters most to you.**

You can get the care that's right for you.



*\*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 X/Twitter** accounts if you are looking for more content outside of this toolkit to support the theme: "Planning Ahead". We'll be posting this and more, all of which you are welcome to adapt to your own usage.



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