



# The Conversation Project

National Healthcare Decisions Day 2021 and New Community Resources

February 17, 2021

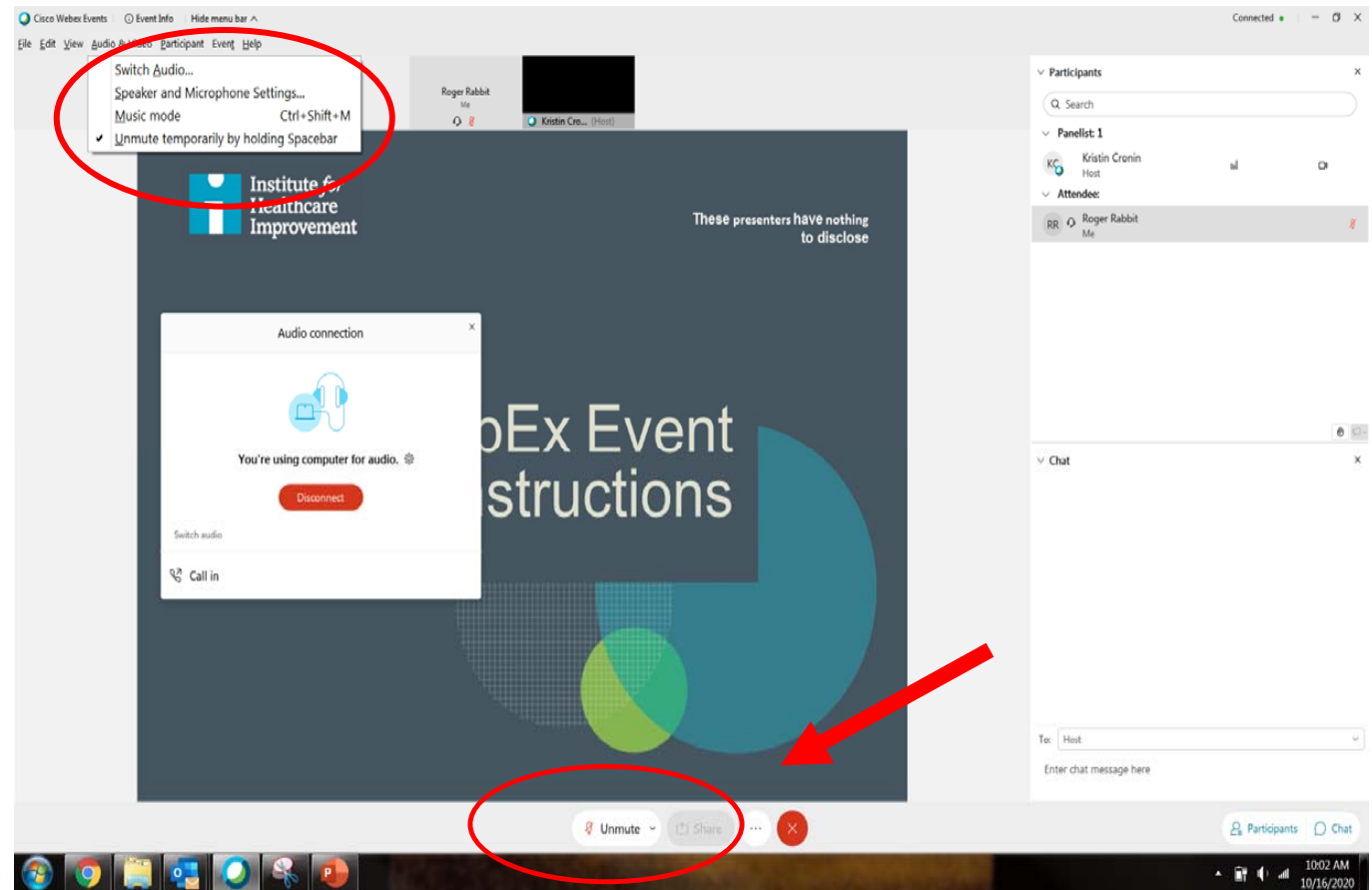
Patty Webster

Krissy Cronin

the **conversation** project

# Audio broadcast

You will see a tab at the top of the screen titled **“Audio & Video”**. Click **“Switch Audio”** to either Call in or to use your computer speakers for audio. You can also find this on the **“unmute”** tab at the bottom of your screen.



# WebEx quick reference

Please use chat to  
“*Everyone*” for questions

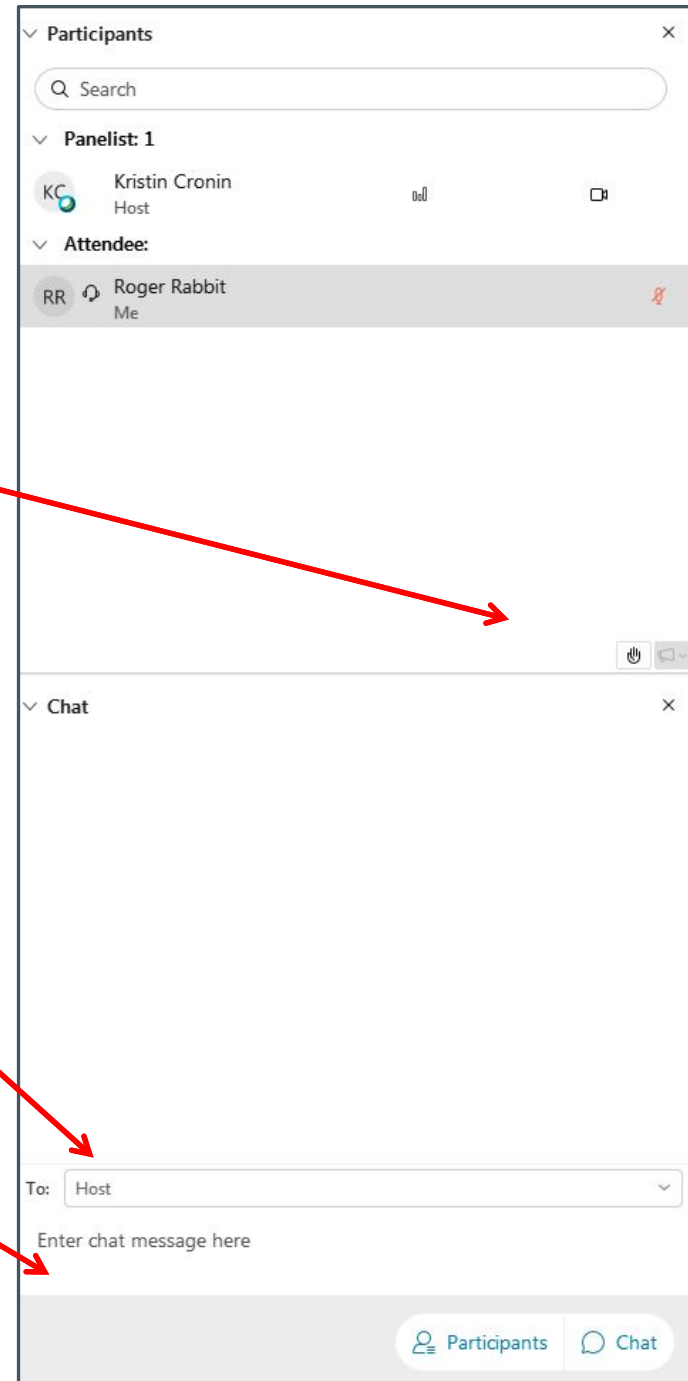
For technology issues only,  
please chat to “*Host*”

the **conversation** project

Raise your hand

Select Chat recipient

Enter Text



## Intros/chat

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Type into the chat box:

Your **name, location, organization**

Make sure you send your message to

“Everyone.”



# On today's call

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Patty Webster  
Advisor, Community Engagement



Krissy Cronin  
Associate Project Manager



# Chat

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Type into the chat box:

**How are you showing up today?**

Make sure you send your message to

**“Everyone.”**



# Agenda

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- History of National Healthcare Decisions Day (NHDD)
- Honoring Choices Virginia
- Sharing your plans for NHDD, Q&A
- Coming up



Helping people share  
their wishes for care  
through the end of life.



# Updated Conversation Starter Guides



## Your Conversation Starter Guide

How to talk about what matters to you and have a say in your health care.

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**STEP 1**

### Think About What Matters to You



To get ready to talk about what matters to you and your wishes for care through the end of life, it's helpful to gather your thoughts as a first step. You don't need to have the conversation just yet. Here are some helpful ways to think about what matters to you and prepare for your conversation.

What does a good day look like for you?

**IDEAS** To sit with family or friends? Enjoying favorite everyday activities? What do you need to enjoy a good life — through the end of life?

What or who supports you during difficult times?

**IDEAS** Your faith, culture, family, friends, pets


Finish this sentence: Matters to me through the end of my life is...

**IDEAS** Being able to recognize my children; being independent; Being able to spend time with the ones I love

**That's your "what matters to me" statement.**

Sharing it with people who trust could be a big help if they need to communicate with your health care team one day. They may need to share what's important to you and what you need to be able to have a good day. They also may need to decide what type of treatment you'd want to receive. Comparing this guide will help you refine what you want them to know about what matters to you.

The Conversation Project | [www.conversationproject.org](http://www.conversationproject.org) • Institute for Healthcare Improvement | [ihi.org](http://ihi.org)




## Your Guide to Choosing a Health Care Proxy

Choose an advocate who could speak for you — and help you have a say in your health care.

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## Your Guide to Being a Health Care Proxy

How to be an advocate for someone you care about, as their proxy — and help them have a say in their health care.

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## Your Guide for Talking with a Health Care Team

How to talk about the care that is right for you or someone you care for.

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## Your Conversation Starter Guide

### For Caregivers of People with Alzheimer's or Other Forms of Dementia

How to understand what matters most to someone living with Alzheimer's or another form of dementia, and help them have a say in their health care.

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## Your Conversation Starter Guide

### For Caregivers of a Child with Serious Illness

How to start talking with a child who is living with a serious illness about the health care that is right for them.

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## WORKBOOK

# What Matters to Me

### A Guide to Serious Illness Conversations

NAME:

DATE:

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NAME:  DATE:

## Being Prepared in the Time of COVID-19

### Three Things You Can Do Now

This is a challenging time. There are many things that are out of our control. But there are some things we can do to help us be prepared – both for ourselves and the people we care about. Here are three important things each of us can do, right now, to be prepared.

- 1 Pick your person to be your health care decision maker**

Choose a health care decision maker (often known as a proxy, agent, or health care power of attorney) – a person who will make medical decisions for you if you become too sick to make them for yourself.

  - Here is a simple guide to help you choose a health care decision maker.

Have a talk with your health care decision maker to make sure they know what matters most to you.

  - Make a plan to talk with your decision maker as soon as possible. Phone calls or video chats are good if you don't live with that person.

Fill out an official form naming your health care decision maker. Give one copy of the filled-in form to your decision maker and one copy to your health care team.

  - Visit [www.healthcaredecisions.com](#) for more information or to download a form for free from your state attorney general's website.
  - In a time of social distancing, you may not be able to create an official legal document. That's okay! Writing a letter to a notary or other trusted person is a good alternative.

After you talk to your loved ones about what matters, talk to your health care team.

  - Call your primary care provider or pharmacist to set up a telehealth visit to talk about this. Knowing what matters to you helps your care team provide
- 2 Talk about what matters most to you**

Talk with your important people and decision maker about what matters most.

  - The [Conversation Starter Kit](#) can help you get ready to talk to others about what matters most.
  - If you have already completed the Conversation Starter Kit or have an advanced directive, review it with your loved ones to see if you need to make any changes or updates.

After you talk to your loved ones about what matters, talk to your health care team.

  - Call your primary care provider or pharmacist to set up a telehealth visit to talk about this. Knowing what matters to you helps your care team provide

**YOU SHOULD KNOW**

- First and foremost, do everything you can to stay personally safe and protect others!
- Follow the CDC recommendations for social distancing: Wear masks, Stay Home, Clean your hands often, Avoid close contact, Cover coughs and sneezes.
- Most people who get COVID-19 get a mild or moderate illness and don't need to go to the hospital.
- Those who do get a severe case of COVID-19 are mostly people who are older or have other medical problems.
- Some people, especially those who are young and healthy, will get better with routine hospital care. But many, especially those who are older and sicker, are not likely to survive even with a ventilator (breathing machine).
- People who are critically ill with COVID and have a cardiac arrest rarely survive, whether or not they receive CPR.
- Those who survive may be left with disabilities, both from damaged lungs and deconditioning after intensive care. Despite wants or needs in the hospital or establishing in a nursing facility, survivors may not regain enough strength or function to return home.
- People who do not want intensive care should receive comfort care. Comfort care may be possible at home or in a nursing facility, especially with the care and support of others.
- Many emergency rooms, hospitals and nursing facilities are only by-standers. If you go, make sure you bring visitors.

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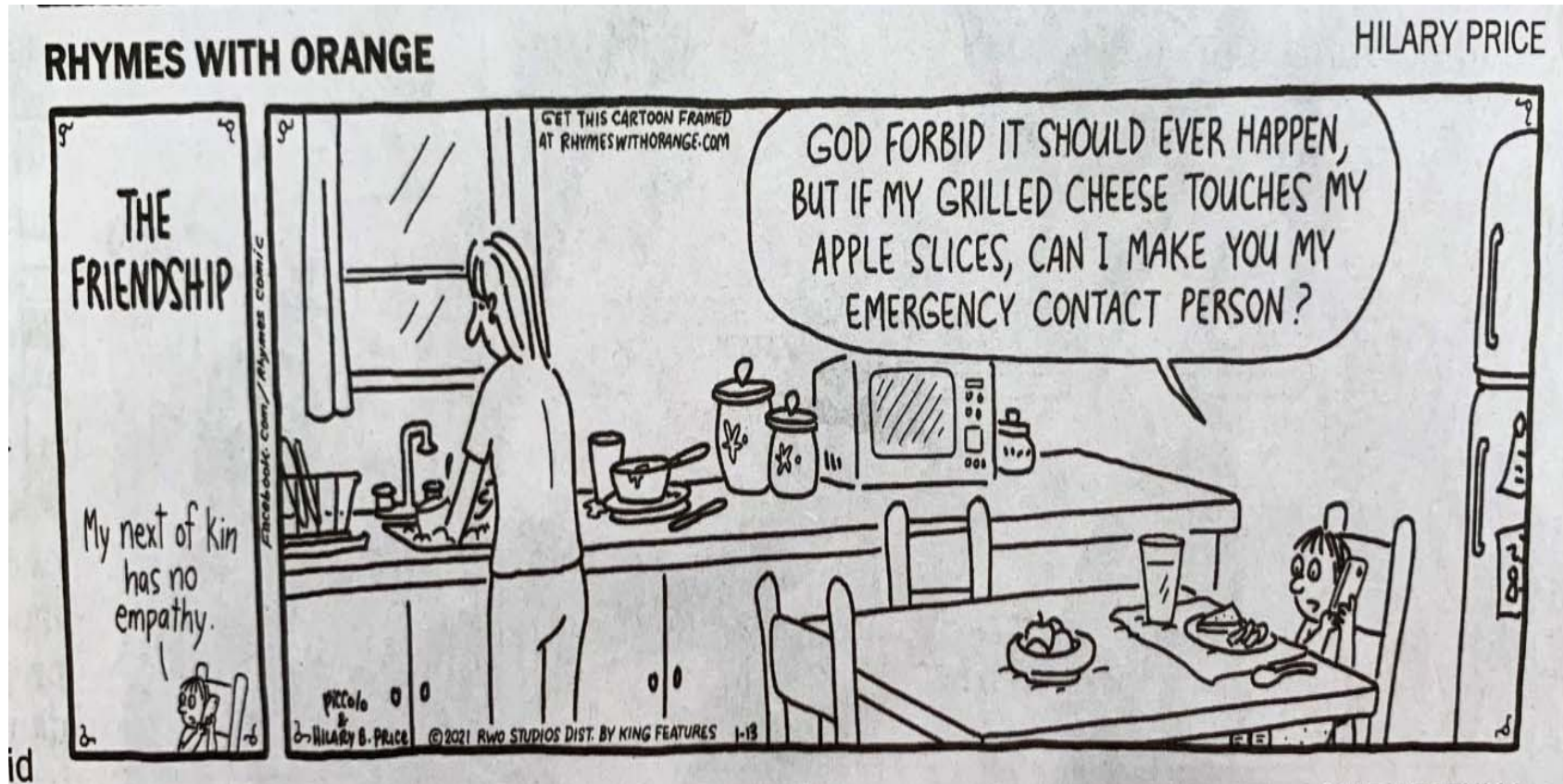
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[www.theconversationproject.org](http://www.theconversationproject.org)



# Jump starter!



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**National Healthcare  
Decisions Day**

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## Nathan A. Kottkamp

Founder

National Healthcare Decisions Day

<https://theconversationproject.org/nhdd>

the **conversation** project



# **The Origins and Future of National Healthcare Decisions Day**

Nathan A. Kottkamp, JD, MA (Bioethics)

National Healthcare Decisions Day, Founder & Chair  
Waller, Partner

<https://theconversationproject.org/nhdd>



# National Healthcare Decisions Day

- April 16
- Founded by Nathan Kottkamp out of years of experience on ethics committees dealing with situations when failed to make their healthcare wishes known.
- All across the country, health care facilities, health care professionals, chaplains, the legal community and others will be participating in a collective effort to highlight the importance of making advance health care decisions and to provide tools for making these decisions.
- [www.theconversationproject.org/nhdd](http://www.theconversationproject.org/nhdd)

## Reported Results from the First 10 Years

- Participation by at least 110 national organizations
- Participation by at least 1,600 state/local organizations
- Participation at US military at bases throughout the world
- Over 4.7 million facility/organization staff members received NHDD/advance directive information or training
- At least 3.9 million members of the general public participated in NHDD events and/or were known to have received advance directive information
- Over 15 million people were exposed to NHDD via various social media outlets: Facebook, Twitter, and LinkedIn, and #NHDD “trended” on Twitter (2015)
- Over 37,000 advance directives were completed on the ten NHDDs alone



# National Healthcare Decisions Day

- Lead by example – Do your own
  - For the benefit of your loved ones
  - To understand what patients go through when completing their advance directives
- Talk with others
- Volunteer to speak
- Collaborate in the community
- Share the resources

## The Future...

- Psychiatric advance directives
- Better integration with POLST initiatives
- Development of a national form
- Wrongful life suits

Spread the Word

# National Healthcare Decisions Day

- NHDD is about you professionally
- NHDD is about you personally
- April 16 or anytime
- Free resources year round at:  
[www.theconversationproject.org/nhdd](http://www.theconversationproject.org/nhdd)

<https://theconversationproject.org/nhdd>

Questions?

Nathan A. Kottkamp

Waller

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

<https://theconversationproject.org/nhdd>

# I would love to talk with you!

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## Laura Pilati

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- Respecting Choices certified First Steps Facilitator and Instructor
- Honoring Choices Virginia
- Richmond, VA, USA
- [lpilati@ramdocs.org](mailto:lpilati@ramdocs.org)
- 804-205-9772



Questions for Laura? Nathan?



# Chat waterfall!

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What about you/your team:

What are you thinking/planning for NHDD?

Instructions:

- 30 seconds – type into chat (DON'T HIT SEND)
- On my cue – hit send



# Review chat

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What would you like to learn more about?





Other plans we've heard of...



# TCP's NHDD 2021 plans



# NHDD week: daily theme/resources

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April 12<sup>th</sup>: Start with YOU (self)...*share Conversation Starter Guide or “What Matters to Me Workbook”*

April 13<sup>th</sup>: Engage and talk with family, friends, those important to you...*share proxy guides, blog stories, letters*

April 14<sup>th</sup>: Support for caregivers... *share dementia, pediatrics, and health care team guides*

April 15<sup>th</sup>: Bring NHDD to where you live, work, pray, and learn...*health care professionals, clergy, professional services orgs/individuals (estate attorneys, elder care lawyers, financial planners, etc.), colleges/universities, high schools*

Apr 16<sup>th</sup>: Today’s the day! Make your wishes known!... *share 5 Wishes®*, *PREPARE™ for Your Care, letters, any other resources to help*



# Other ideas to tap into

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## COMING UP: MARCH 17<sup>th</sup> TCP Community Call

- a. Share couple examples of documentaries, virtual theater
  - Fast Forward (March 24<sup>th</sup> national release via PBS, April TCP screening)
  - Caregiver: A Love Story
  - Honoring Choices virtual theater production (April 1, 4, 11<sup>th</sup> leading up to NHDD)

...OR HOST YOU OWN!



# Upcoming community/open calls

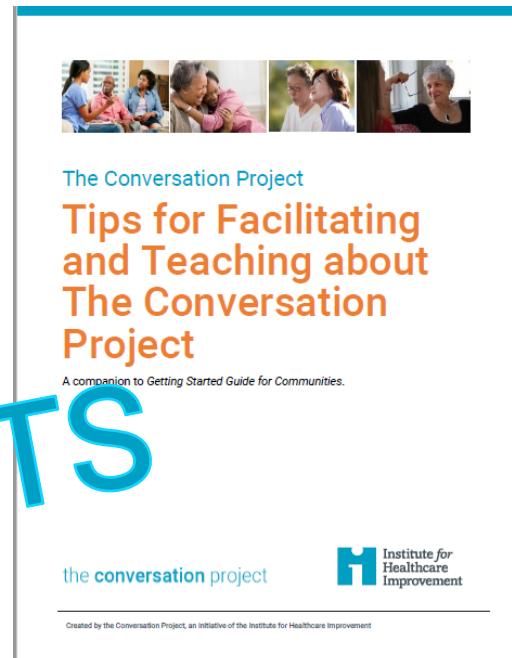
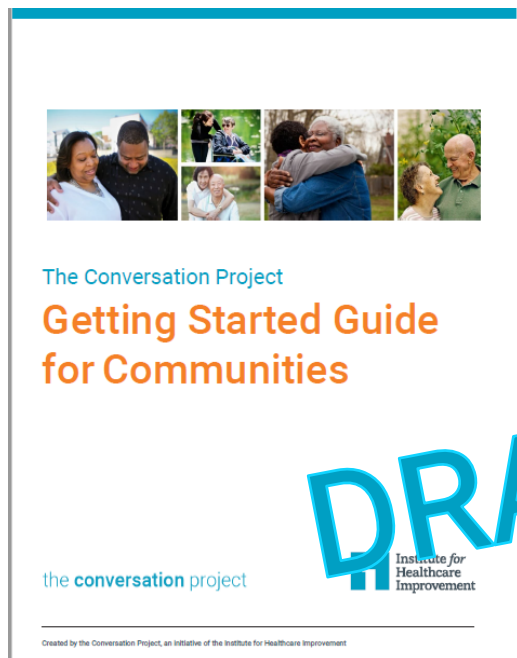
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Date and Time	Topic
March 17 <sup>th</sup> , 12:00-1:00 pm ET	Inspiring Conversations Through the Power of Film and Virtual Theater
April 5-10th	Link to watch Fast Forward
NHDD Week (April 15 <sup>th</sup> ? TBD)	TCP-hosted Q&A Panel *Open to all - for you/your community

Register and sign-up: <https://theconversationproject.org/get-involved>



# Updated & new community guides



DRAFTS

## New updates:

- How to approach this work
- 10 questions to get started
- Examples

## Includes:

- 10 things to think about when hosting an event (virtual/in-person event)
- Stories we use and share
- Common discussion topics

# Getting Started Guide

## Step 1: Think about it

### Why does this work matter to you?

Before jumping in to support others, it helps first to think about why you want to bring this to others in your community. What drives your passion? What do you bring to the table that people may relate to and connect with? This work is rooted in stories. Stories shared can reveal our human connection and help to invite others to join your cause.

Why does this work matter to you? Share what makes you passionate about this work.

### How might you approach this work?

If you're reading this, you are probably ready remember that not everyone comes to this conversations for various reasons. For example, to first (e.g., the need for survival, food security, etc.)

Some things to keep in mind:

## Step 2: Plan Your Strategy

Many have found it helpful to start with the following framework and questions. We'll walk through each question with ideas and examples to guide your thinking. Once you complete each question, check it off the list!



## Step 3: Take Action

Well done! You've done some thinking and are ready to jump in. There will always be more planning or research you could do. Instead, we invite you to get started and try out your "pitch"!

What is something small you could try by next week? Who are one or two people you can connect with or introduce the Conversation Starter Guide to? What can you start right away, say by next Tuesday?

"Don't let the perfect be the enemy of the good!"

What can you do by next Tuesday?

## Step 4: Keep going!

To dive in deeper, you can find a host of free resources related to each of the previous sections [on our Get Involved page on our website](#) that can help to spread The Conversation Project throughout your community. Some examples of the resources we have include:

- [Tips for Facilitating and Teaching about The Conversation Project: A Companion to Getting Started Guide for Communities.](#)
- [A compilation of lessons learned, tips and tools from communities on getting started, promoting your message, hosting an event, and spreading and sustaining momentum.](#)
- [Ways to engage, get involved and network with others.](#)

In addition, a sampling of outside resources from other organizations is listed below. We know there are MANY more out there. We hope this sampling, along with the resources on our website, keeps you going strong.

Looking for...	Check out...
Additional guidance and tools to support ACP in your community	<a href="#">Five Wishes® Advocate Toolkit</a> (from Aging with Dignity)
Comprehensive guidance to developing and strengthening partnerships on the state and local level	<a href="#">Community Engagement Toolkit Companion Guide</a> (from C-TAC)
Guidance specifically for African-American communities	<a href="#">The African-American Spiritual and Ethical Guide to End-of-Life Care – Special 2020 Advance Care Planning Edition</a> (from Heart Tones™)
Comprehensive resources to develop effective, sustainable programs for ACP that support person-centered decision making	<a href="#">Resources for Convenors</a> (from Respecting Choices®)
Ways to engage people from different backgrounds,	<a href="#">Engaging People with Lived Experience Toolkit</a>



# Ways to engage with TCP's network

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- Tweet us, tag us on social media

- Twitter: @convoproject
- Facebook: The Conversation Project
- Instagram: convoproject



- Share and connect with each other

- The Conversation Project: Community Champions (Facebook discussion group)
- Champions Map

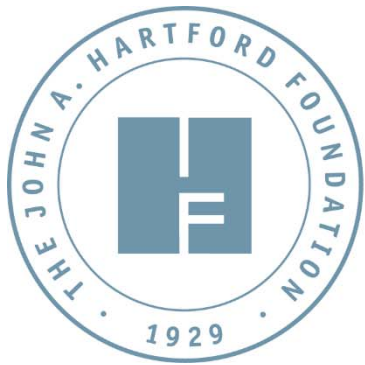
<https://theconversationproject.org/get-involved>





# Thanks and appreciation

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**The John A. Hartford Foundation**  
Dedicated to Improving the Care of Older Adults



the **conversation** project



## We want your feedback!

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- 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?
- What would you like to learn more about?
- Any other comments on today's session?

