

The Conversation Project

A Look Ahead: Planning for 2023

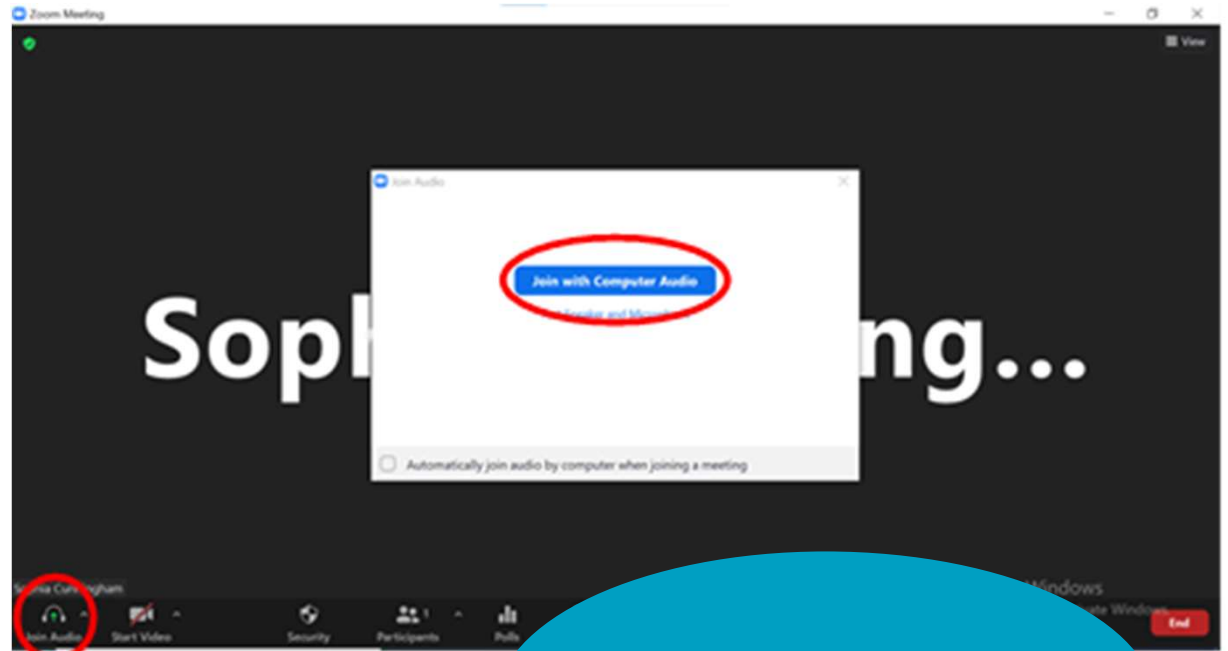
November 16, 2022

Patty Webster

Krissy Cronin

Connecting your Audio

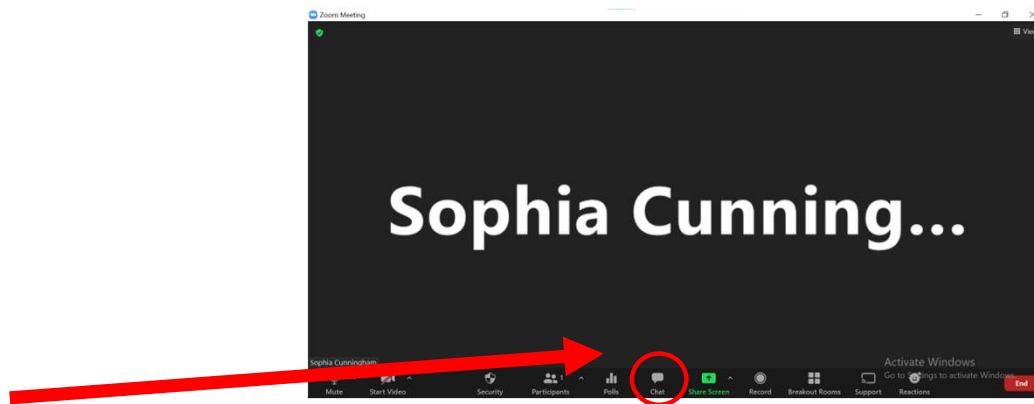
- If this is your first time using Zoom, a “Join Audio” box may pop up when you join the meeting.
- We recommend you join using computer audio.



Tip: Use a headset to improve sound quality

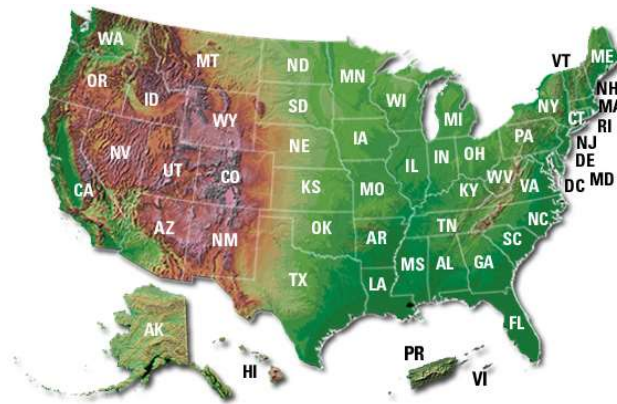
Chat Panel

- Click the Chat button at the bottom of the screen to open the chat in the side bar.
- Type your message in the field at the bottom of the side bar.
- Make sure you're sending to "Everyone" or to the host. Press enter to send.



Intros/chat

Type into the chat box:
Your **name, organization, location**



Make sure you send your message to
“Everyone.”

On today's call



Patty Webster
Improvement Advisor,
Community Engagement



Krissy Cronin
Project Manager

Chat warm up



What's one thing that made you smile today/recently?

Make sure you send your message to
"Everyone."

Agenda

- Intro and connections
- What we did and learned across 2022
- What to look for now/in 2023
 - Communications plan
 - National Healthcare Decisions Day (NHDD) – April 16th!
- Leaving in action



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

Our website

the **conversation** project

 Institute for
Healthcare
Improvement



donate »

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Get Involved

NHDD



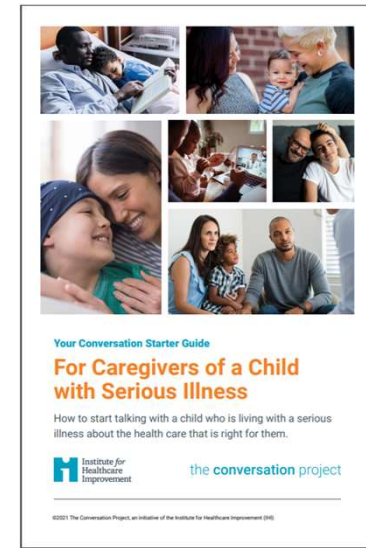
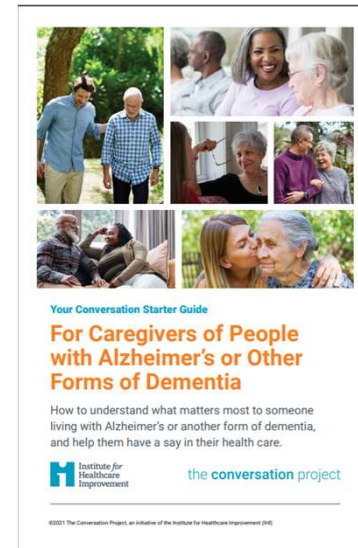
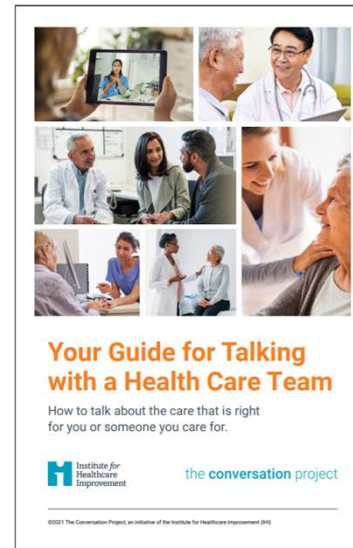
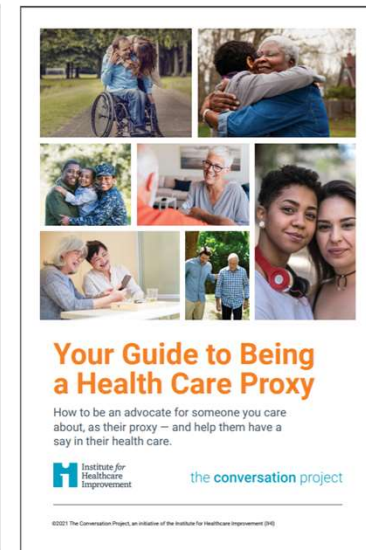
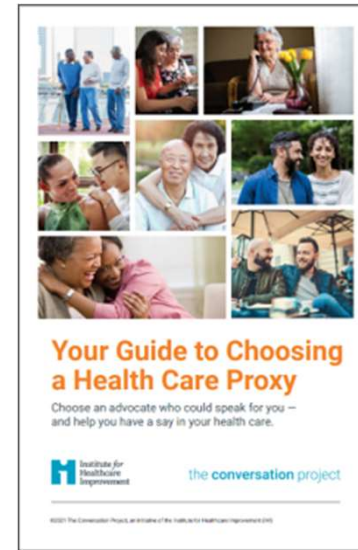
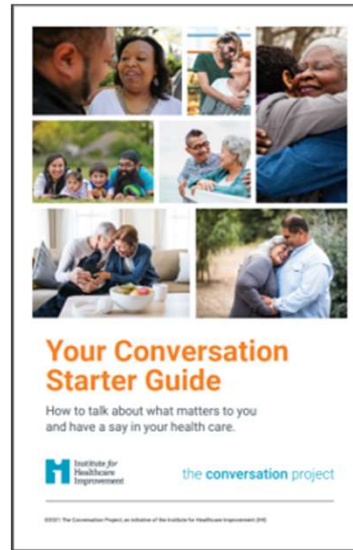
Helping people share their wishes for care through the end of life.

the **conversation** project



Free tools (in multiple languages & audio)

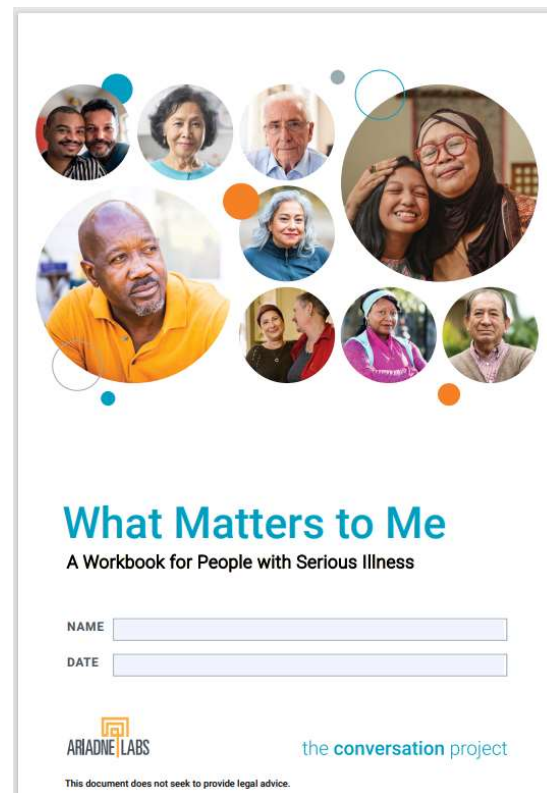
- Starting a Conversation
- Choosing a Health Care Proxy
- Being a Health Care Proxy
- Talking with a Health Care Team
- Caregivers of People with Alzheimer's or Other Forms of Dementia
- Caregivers of a Child with Serious Illness



Free tools (in multiple languages)

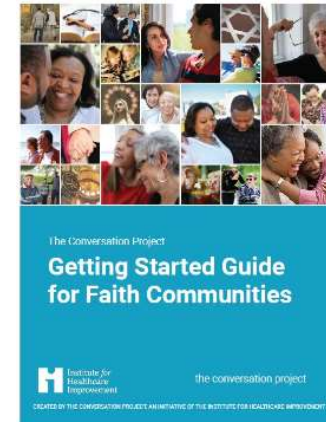
In partnership with Ariadne Labs:

- People with a Serious Illness

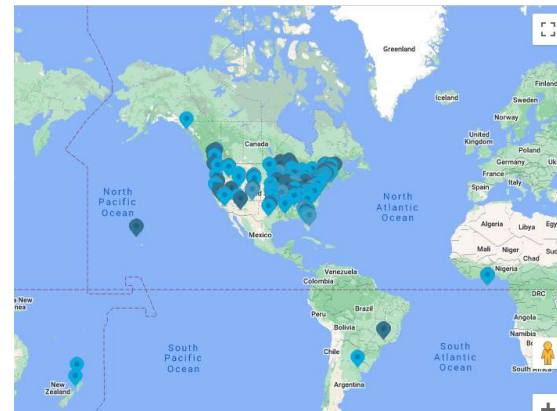


Resources for community champions

- Guides, case studies, powerpoint slides, agendas, tools, etc.



- Champions networking map, FB discussion group
- Newsletter, social media content



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



5 Min chat round robins (breakouts)

Introduce yourself

How are you involved in sharing this work across your personal, social or community-wide circles?



2022 Highlights



New personal stories 2022



5 Ways to Show Appreciation for a Caregiver

By Andrea Gibbs, 11/01/2022



Having "The Conversation" with Teenagers

By Diane F. Goble, MS, 09/07/2022



When to Step Back

By Elizabeth Emmett, 03/17/2022



Conversations Brought my Family Clarity

By Sabrina Johnson, 11/01/2022



4 Steps that Helped Me Start the Conversation

By Christine Osterwalder, 08/02/2022



A Good Death Is More about the Journey than the Destination

By Joy Johnston, 03/04/2022



Losing, Finding, and Losing Again: How Beauty and Meaning Rise from Loss

By Anne McCrary Sullivan, 02/14/2022



The Power of Music at the Bedside

By David Grube, 11/01/2022



It's because I love you...

By Susan E. Ruddy-Maysonet RN MSN, 04/05/2022



A Caregiver's Kids

By Julia Bartel, 02/08/2022



Times to Have "The Conversation"

By Karen Purze, 10/06/2022



Mashed potatoes, Mozart, and McDonald's: A health care provider's tips for caregivers

By Crystal Bray, 03/17/2022



4 Ways to Support the Family of a Teen with a Serious Illness

By Jenny Robinson, 02/02/2022



Crossing Abbey Road

By David White, 09/07/2022



The Nana I Knew

By Allison Royal, 03/17/2022



This Is Our Life Now: Taking on the Role of Caregiver

By Heather English, 01/11/2022



New blog coming...

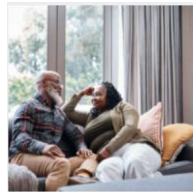
In honor of National Family
Caregivers month, compilation of
caregiver stories and resources to
share with caregivers



New resources/guidance 2022



I received a tough diagnosis. How do I think and talk about what's important in my care?
Posted on 08/02/2022



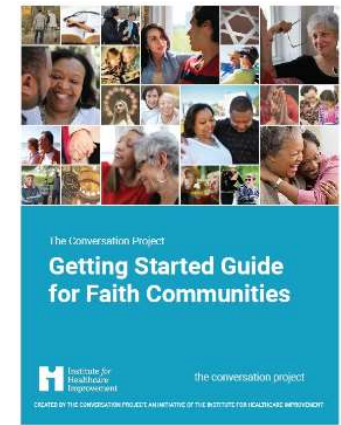
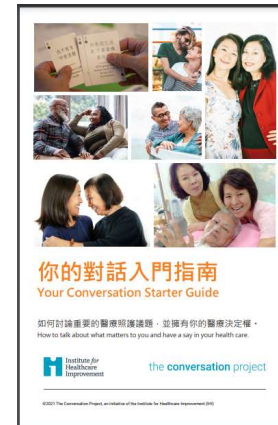
A Guide to Supporting Others through a Difficult Diagnosis
Posted on 02/18/2022



How to tell someone your wishes when they don't want to listen
Posted on 07/05/2022



11 Ideas for when someone is having a hard time talking about their wishes for health care
Posted on 06/13/2022



14 Faith-Based Books on Living and Dying Well
Posted on 02/11/2022



Real-life examples of people talking about what matters for their health care
Posted on 05/16/2022



Three Ideas for Solo Agers to Keep in Mind
Posted on 03/28/2022



10 Ideas of Things to Do for National Healthcare Decisions Day (in 10 Minutes or Less)
Posted on 04/07/2022



5 Ideas to Help Promote National Healthcare Decisions Day Across Your Community
Posted on 04/07/2022



New podcasts / on demand content/ articles 2022

“But you don’t have to take my word for it.” LeVar Burton, Reading Rainbow



[How to Create Your Advance Care Plan Series with The Conversation Project, Special Series](#)

(podcast with host Heart of Hospice)



[The Conversation Project - How to Talk About What Matters Most in your Medical Care](#)

(virtual on-demand presentation via Duke Caregiver Community event)



[End-of-life planning with loved ones can be hard. Here’s where to start.](#)

(article via Vox)



[The Conversation Project provides tools for talking about end-of-life care](#)

(article via Seasons)

Your turn! Accomplishments & learning

What are you (your team) most proud of in 2022 and what is one key takeaway?

Instructions:

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



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What to look for in 2023

Across 2023: TCP communications plan



What: Focus on themes across the year, targeted resources to match



Timeframe: 1-3 months per theme



How: promoted across TCP channels

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Timeframe: 1-3 months per theme



How: promoted across TCP channels

Dec – Jan:

- Supporting self (thinking about what matters to you)

Feb – Mar:

- Planning ahead & making your wishes known (picking proxy, talking together)

April:

- National Healthcare Decisions Day

May – June:

- Supporting moms/dads - talking to your parents (or kids) about what matters

July – Aug:

- Conversations on the go (clever ways to engage in conversations)

Sept – Nov:

- Supporting others (resources for caregivers)

Free for your use: Communications toolkits

Overview and Instructions

Our communications team at The Conversation Project will be focusing on themes spread across the year to help share targeted resources and messages to better reach the general public. Each theme will cover a 1-3 month timeframe and will be promoted across all of our communication channels (social media, newsletters, emails, website).

Timeframes/themes across the year:

- Dec – Jan: Supporting self (thinking about what matters to you)
- Feb – Mar: Planning ahead & making your wishes known (picking proxy, talking together)
- April: National Healthcare Decisions Day
- May – June: Supporting moms/dads - talking to your parents (or kids) about what matters
- July – Aug: Conversations on the go (clever ways to engage in conversations)
- Sept – Nov: Supporting others (resources for caregivers)

We're creating a series of **communications toolkits** for those of you interested in matching our themes across the year, to help make it easy for you to raise awareness across your local community by sharing ready-made resources. We'll roll these out as they are completed.

In each toolkit you'll find:

- Core messaging on that theme (for use in social media, newsletters, emails, flyers)
- A few sample posts categorized across/tailored to three platforms – Instagram, Facebook, and Twitter, which can be used more broadly
- Images designed for each platform's specs, which can be used more broadly
- Handles/usernames of accounts to tag
- Commonly used hashtags

You are free to use and adapt the content in these toolkits as you wish. For example, if you don't use social media, you can use the text or images in any communications you use! We simply ask you to think about what's happening in your community and tailor copy and assets to what is best for your community, while adapting to your own voice. Consider the timing that feels right and what will resonate with various individuals.

Instructions on how to use these posts and toolkit:

1. In the Instagram section, you will see the following copy highlighted: "👉 Go visit the link in our bio/visit the linktree in our bio..." Use this if you actively link to a [linktree account](#) in your Instagram account bio. If not, you can delete the linktree-specific text.
2. In the **Instagram and Facebook sections**, the **reusable hashtags** are meant to be for your use in every post, following the theme of this toolkit. Please feel free to modify or use alternative hashtags as you see fit. For the **Twitter section**, we have included additional hashtags and we ask that you choose only some of these, due to the character limit on Twitter.
 - If you want to use the hashtags suggested under each Instagram post, we suggest you include these in a first comment under the post itself once you've uploaded it. The same can be done on Twitter if you are scheduling the tweet ahead of time with a third-party

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



Community Champion Communications Toolkit

Theme: Supporting Self

Suggested timeframe: December-January

The end of every year is often a busy time, with little time for self. This theme's goal is to help folks in your community take a step back – and for you to offer up some inspiration, motivation, and resources – for their self-reflection about what matters most.

And, as a proud champion of The Conversation Project, we encourage YOU to "walk the talk" – by first thinking about this for yourself – to be better equipped to support others in your community to plan ahead!

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

Rest, rejuvenate, and ready yourself for important conversations

The end of every year is often a busy time, with little time for self. As this year ends and a new one begins, we encourage you to take a step back and carve out some "me time." Support yourself by reflecting on what matters most to you in your life and in your health care. Starting with inner reflection and personal thinking time can help us prepare for these important conversations over time with those important people in our lives.

Check out The Conversation Project's [Get Started page](#) for free resources to 1) help you think about your values and health care wishes, and then 2) get ideas on how to start talking about and understanding the health care wishes of other important people in your life. We hope this helps you to make some action-oriented resolutions this new year!

Sample text/images: for Social Media Posts or For Use in Newsletters, Flyers, Emails, etc.

The following examples are tailored to three social media platforms (Instagram, Facebook, Twitter) but can be used/adapted more broadly in other social media platforms and/or other communications methods you use.

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Toolkit contents – tailor to your voice

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

Rest, rejuvenate, and ready yourself for important conversations

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INSTAGRAM:

Option #1

Being diagnosed with a serious illness is tough. How are you taking care of self? Taking time to think about what matters to you, in your life and in your health can be chicken soup for your soul.

@convoproject has a blog and our free guides listed in this image that include tips and free resources to help you think about what matters most to you in your own care. This way, you can start to think about what's important to you.

👁️ [Go visit the link in our bio/visit the linktree in our bio](#) to read the full blog: I received a tough diagnosis. How do I think and talk about what's important in my care?




Links to Serious Illness Messaging Toolkit

Advance Care Planning

[Serious Illness Messages](#) by [Anthony](#)

[Back](#) is marked with [CC0 1.0](#)

Download 

You can have a say in your care.

Treatments only work if they work for you.



<https://seriousillnessmessaging.org/>

OR – simply follow us and reshare

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 Self"*. 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](#).



One request...



Please share how many you are reaching in our quarterly, Community Activity Survey!

Our continued funding for FREE resources depends on it!

Your turn! Chat in...

What are you thinking about / planning for 2023?

Any early NHDD plans/thoughts?



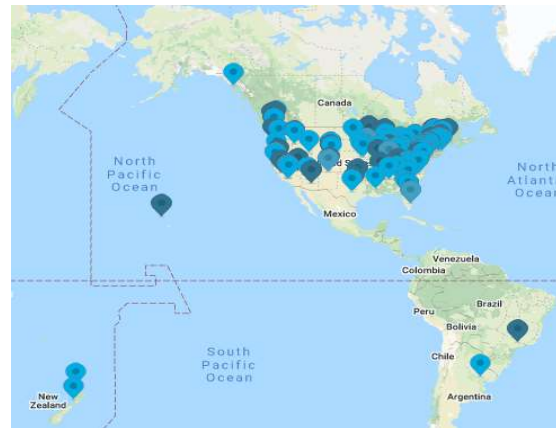
Leave in action: Share and connect with each other

Via TCP's network

❑ The Conversation Project: Community Champions (Facebook discussion group)






❑ Champions Map



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



Leave in action: Use/repurpose our content

- Use our content:
 - Conversation starter guides
 - Blogs
 - Communications toolkit
- Sign up for our newsletter
- Follow us and reshare on social media
 - ❑ Twitter: @convoproject 
 - ❑ Facebook: The Conversation Project 
 - ❑ Instagram: convoproject 

Don't forget to listen...

It is often **through the quality of our listening** and not the wisdom of **our** words that we are able to effect the most profound changes in the people around us. When we **listen**, we offer with **our** attention an opportunity for wholeness.

- Rachel Naomi Remen MD



We want your feedback!

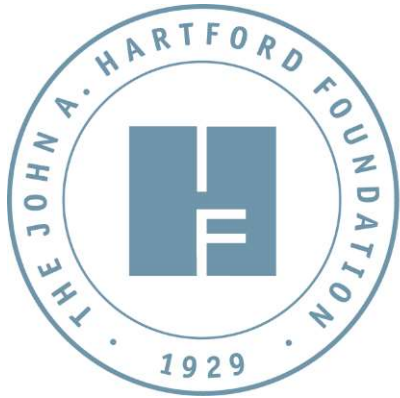
- After this call you will be redirected to a Survey Monkey form

Please take a few moments to answer the following questions:

- How useful was this session on a scale from 1-5?
- Any initial thoughts on our communications plan/toolkits that could help us improve?
- Any other comments on today's session?



Thanks and appreciation



The John A. Hartford Foundation
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