

# The Conversation Project

Supporting Veterans – Understanding What Matters Most

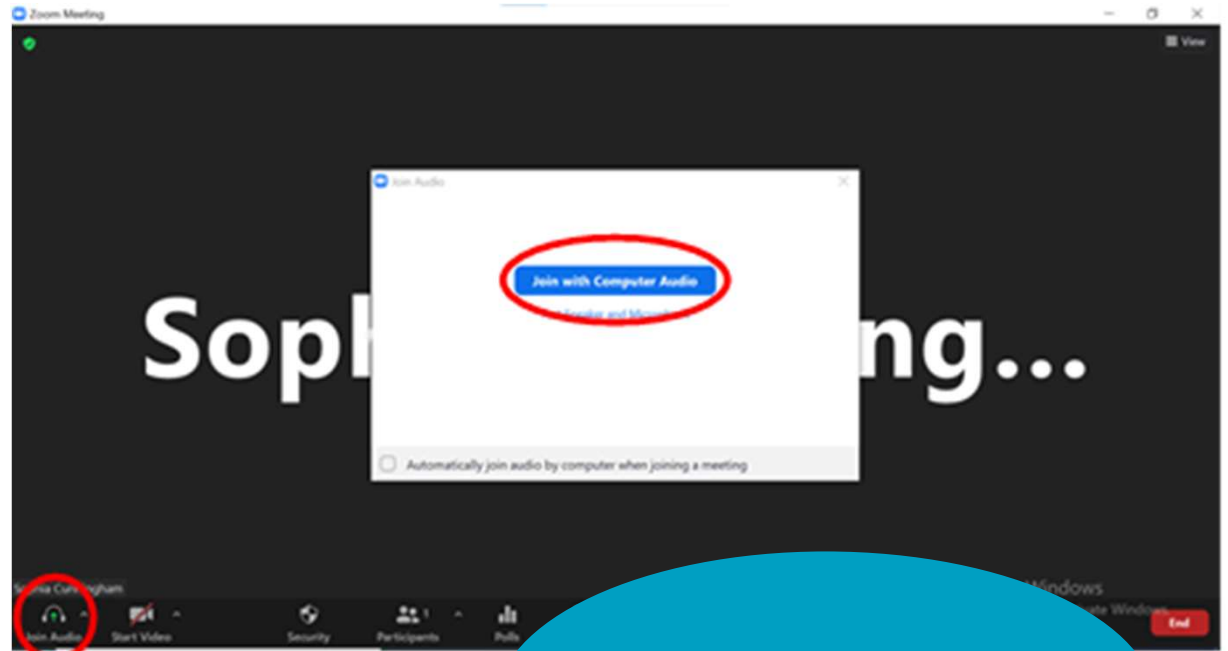
November 8, 2023

Patty Webster

Krissy Cronin

# Connecting your Audio

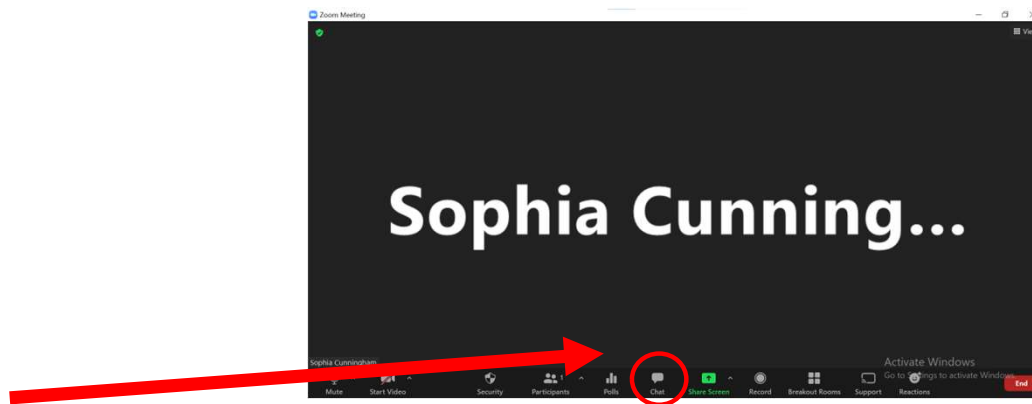
- If this is your first time using Zoom, a “Join Audio” box may pop up when you join the meeting.
- We recommend you join using computer audio.



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.

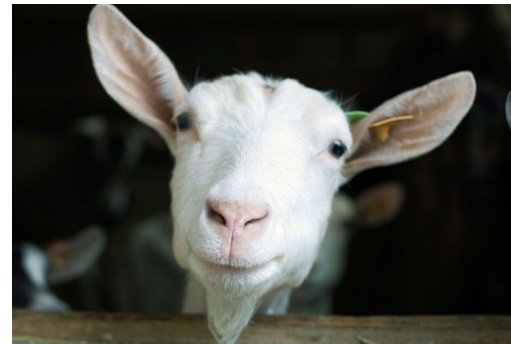
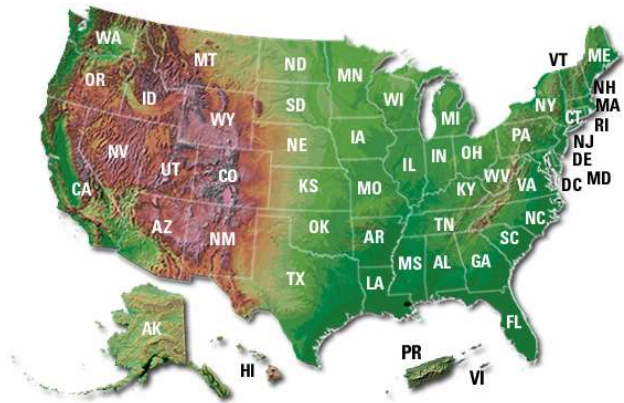


# Intros/chat

---

Type into the chat box:

Your name, location, organization, favorite animal



Make sure you send your message to

“Everyone.”

# On today's call

---



Patty Webster  
Improvement Advisor,  
Community Engagement



Krissy Cronin  
Project Manager

# Agenda

---

- TCP quick review
- What's new?
- National Veterans and Military Families Month  
Special Guest: Dr. Qwynn A. Galloway-Salazar
- Q&A, Discussion
- Wrap up and leaving in action



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

# Our website

the **conversation** project



donate »

Home

Get Started

About Us

What's New

Blog

Videos

Get Involved

NHDD



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

the **conversation** project

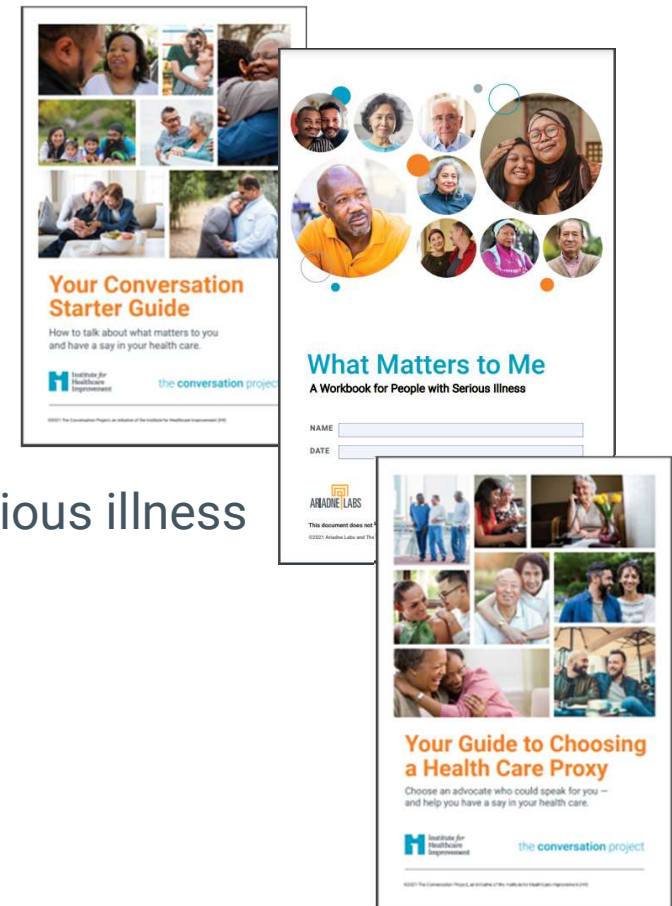




# Free resources

## Resources for individuals

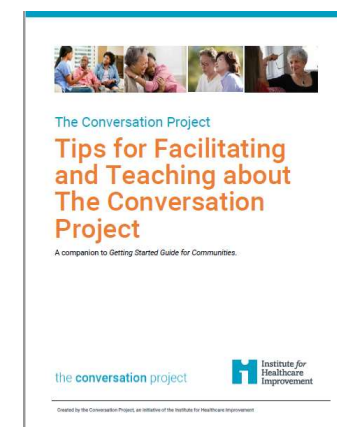
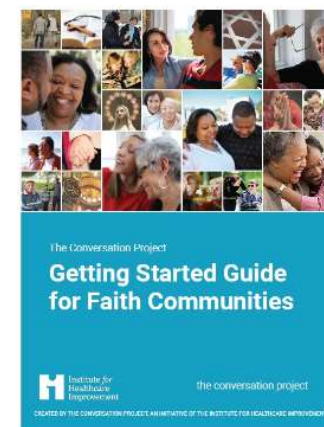
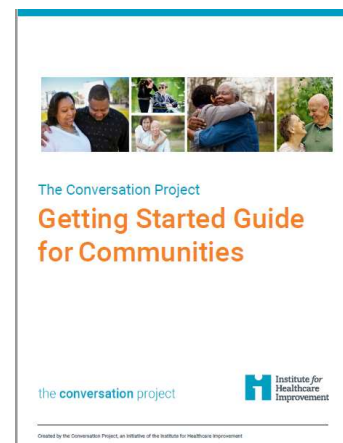
- Conversation Starter Guides, Workbook for people with serious illness
  - Multiple languages & audio versions
- Guest blogs & stories
- Articles, videos



## Guides and resources for engaging with your community

- Recorded trainings and orientation
- Resource compilations
- Ready-made event materials

the **conversation** project



# WHAT'S NEW...

- Recent Research


- Themed Communications Toolkits

- Supporting self (Dec-Jan)
- Planning ahead - Making wishes known (Feb-Mar)
- Promoting NHDD – Talk about it (April)
- Supporting moms, dads, grads (May-June)
- Conversations on the go - Summertime travel (Jul-Aug)
- **Supporting others, eye toward caregivers (CURRENT THEME) (Sept-Nov)**

(text/images to adapt & use in social media, newsletters, emails, flyers, etc)

- New Guest Blogs – Coming up

<https://theconversationproject.org/blogs>



Contents lists available at [ScienceDirect](#)

PEC Innovation

journal homepage: [www.elsevier.com/locate/pecinn](http://www.elsevier.com/locate/pecinn)

---

Testing the *What Matters to Me* workbook in a diverse sample of seriously ill patients and caregivers

Journal of Palliative Medicine > Ahead of Print > Palliative Care Specialists Series

Erik K. Fromme<sup>a,b,\*</sup>, Lauren Nisotel<sup>c</sup>, Kimberly Bukiwe Sihlongonyane<sup>f</sup>, Katherine O. DeBartolo<sup>g</sup>

**Top 10 Tips Palliative Care Clinicians Should Know About Messaging for the Public**

Anthony L. Back<sup>h</sup>, Joe D. Rotella, Asadeh Dashi, Kate DeBartolo, William E. Rosa<sup>i</sup>, Tessie W. October, and Marian S. Grant

Published Online: 22 Sep 2023 | <https://doi.org/10.1089/jpm.2023.0533>

[View article](#) [Permissions & Citations](#) [Share](#)

**Abstract**

When speaking to public audiences, palliative care advocates often reach for personal experiences of great meaning and significance in their own lives, and often distill those experiences to a key message. However, this approach may not be the most effective way to engage a public audience whose closest experience with palliative care is based on social media or third-hand stories. Research demonstrates that the lay public often starts with inaccurate assumptions about palliative care, including that it is only for people at end of life. These misunderstandings can lead people with serious illness to decline palliative care services that are backed by evidence and demonstrate real benefit. This phenomenon of “declines based on inaccurate assumptions” is widely seen in clinical practice and palliative care demonstration projects. Public messaging is [an evidence-based approach to engage more effectively with the public when doing outreach for palliative care. The 10 tips](#)



# Community Survey -Thank YOU!

Community groups/individuals reporting activities in 2023	TOTALS Jan-August 2023
# events	873
# attendees reached	16,988
# of Conversation Starter Guides, What Matters Workbook distributed	2,385
# reached via newsletters or other send outs	75,584
# of social media impressions	1,858,083
# reached via media	2,176
<b>Total engagements in 2023 so far...</b>	<b>1,955,216</b>

## Learning nuggets:

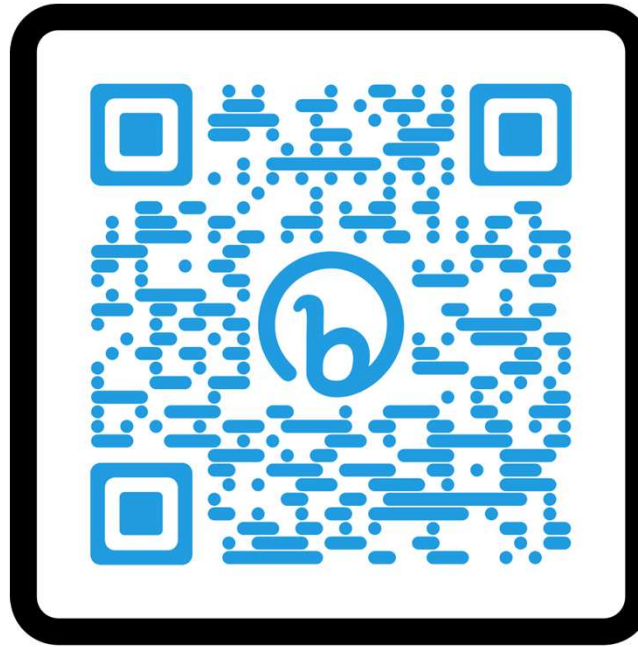
- Ideas for call topics, cool new groups, tips on engaging others

Next one early January 2024

# TCP QR Code

---

Feel free to use: presentations, events, handouts, newsletters, emails, etc.



TCP Convo Guides

# Chat in: What's new with you?

---

What are you/your team working on lately to help promote conversations?

What's top of mind?



# November is...National Family Caregiver's Month

---

- [Caregiver Action Network](#) – theme #CaregiversConnect
- TCP blogs

---

## Recognize Caregivers as Star Players on the Team

Posted on 11/30/2022



Recognize Caregivers as Star Players on the Team

Although many health care professionals are themselves caregivers, we often forget that caregivers should be considered an integral part of the care team. [Read the new blog](#) from IHI (originally posted on IHI.org)

## How Not to Be a Swooper: Lessons from a Seagull about Caregiving



# And National Veterans and Military Families Month

Dr. Qwynn A. Galloway-Salazar

## Building Bridges of Understanding: Conversations through the End of Life for Veterans

Posted on 10/18/2023



This November let's engage in conversations that recognize Veterans' service and celebrate their individuality, preferences, and unique journeys. These dialogues are not just about their past but their present, desires, and wishes for the future. [Read the newest blog](#) from Dr. Qwynn A. Galloway-Salazar, Ph.D on tips to support and have meaningful conversations with Veterans.



Dr. Qwynn Galloway-Salazar is the Founder of In Their Honor. As an Army Veteran, Spouse to a Combat Veteran, End-of-Life Doula, and Educator, she has proudly devoted more than two decades of her career to enhancing the quality of life for military and Veteran communities. She founded In Their Honor to collaborate with communities, states, academia, and organizations to ensure Veterans and their loved ones receive the care and support they deserve through the end of life.

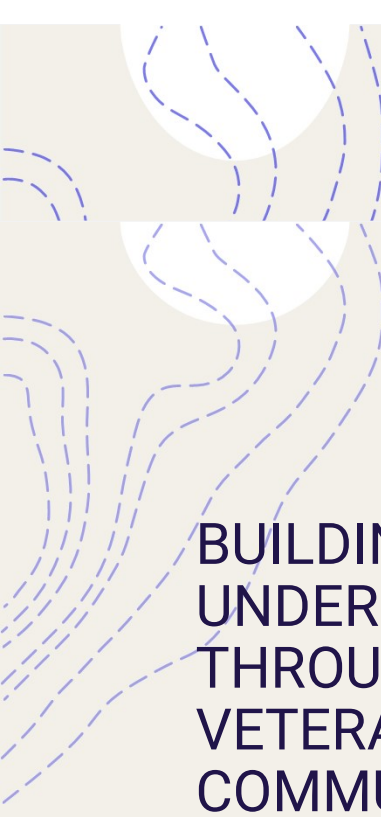
She recently served as the Lead Advisor for the groundbreaking launch of the "Caring for Veterans Through the End-of-Life Collection." This transformative 3-part collection, infused with profound wisdom and empathy, stands at the forefront of Veteran-centric end-of-life education for Compassionate Communities,

Caregivers/Loved Ones, and Healthcare Providers alike, offering invaluable guidance and support.

Qwynn is a dedicated contributor, lending her expertise to the Advisory Boards of influential organizations like the Veterans Studies Association and the United Kingdom's After Cloud. In a testament to her commitment, the Georgia Department of Veterans Services honored her in 2022-2023 as the inaugural Woman Veteran of the Year, recognizing her outstanding dedication to service.

When the dust settles from a long day, you can catch Qwynn basking in the glow of her family and friends. And if you do not spot her there, she is probably at her art desk, conjuring creativity, or out in the community, sprinkling kindness like confetti!

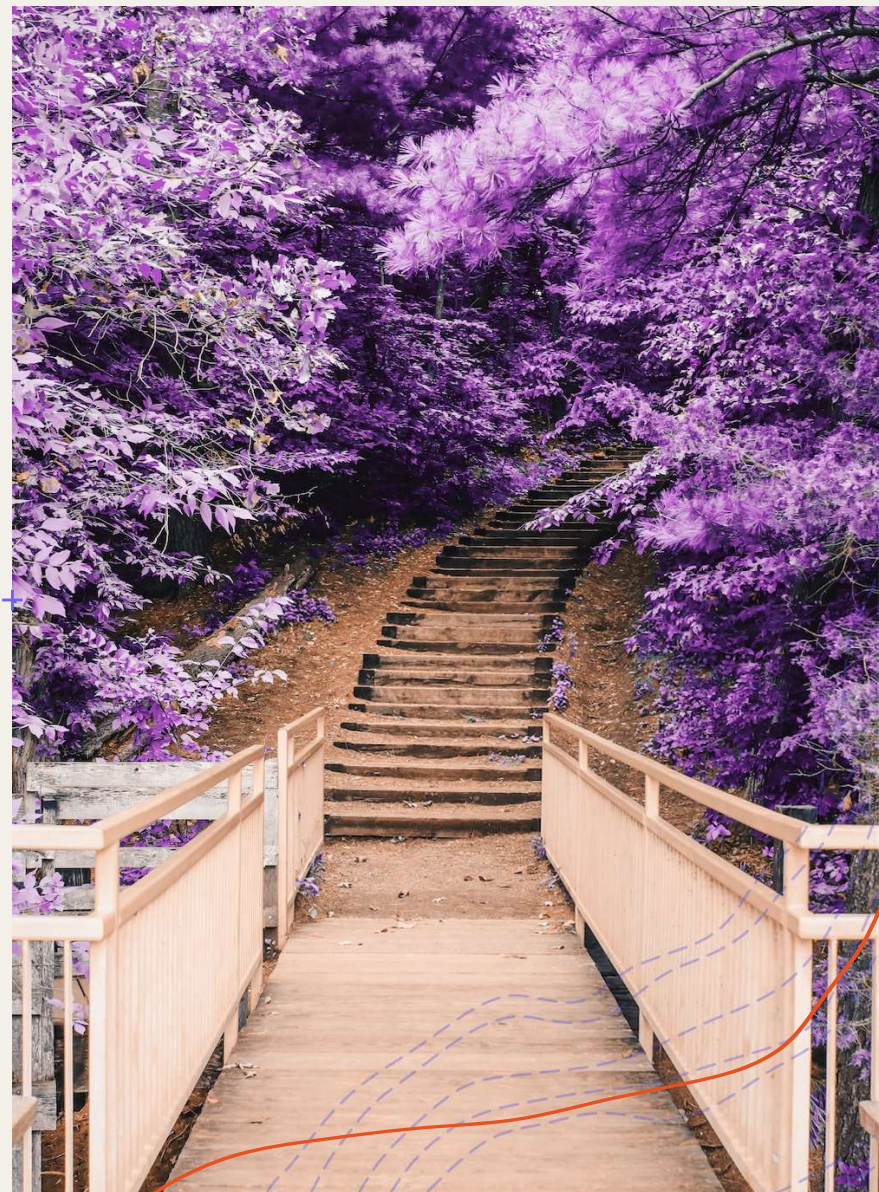




**BUILDING BRIDGES OF  
UNDERSTANDING: CONVERSATIONS  
THROUGH THE END OF LIFE FOR  
VETERANS  
COMMUNITY CALL**

Dr. Qwynn A. Galloway-Salazar

November 8, 2023



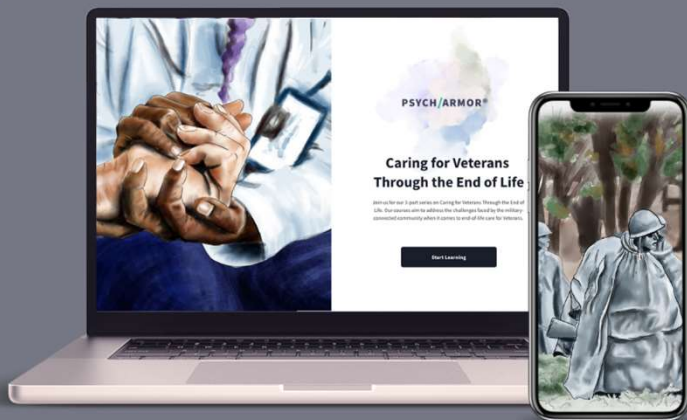
An American flag stands in a field of tall grass at sunset. The sun is low on the horizon, casting a warm glow over the scene. The sky is filled with dramatic, dark clouds, some of which are illuminated by the setting sun. The overall mood is solemn and respectful.

# In Their Honor's Dedication to Veterans

# START LEARNING

**Caring for Veterans  
Through the End of Life:**

COMPASSIONATE COMMUNITIES



PSYCH/ARMOR®

## Caring for Veterans Through the End of Life Collection

Compassionate Communities

Healthcare Providers

Caregivers/Loved Ones

# November: A Month of Reflection and Gratitude

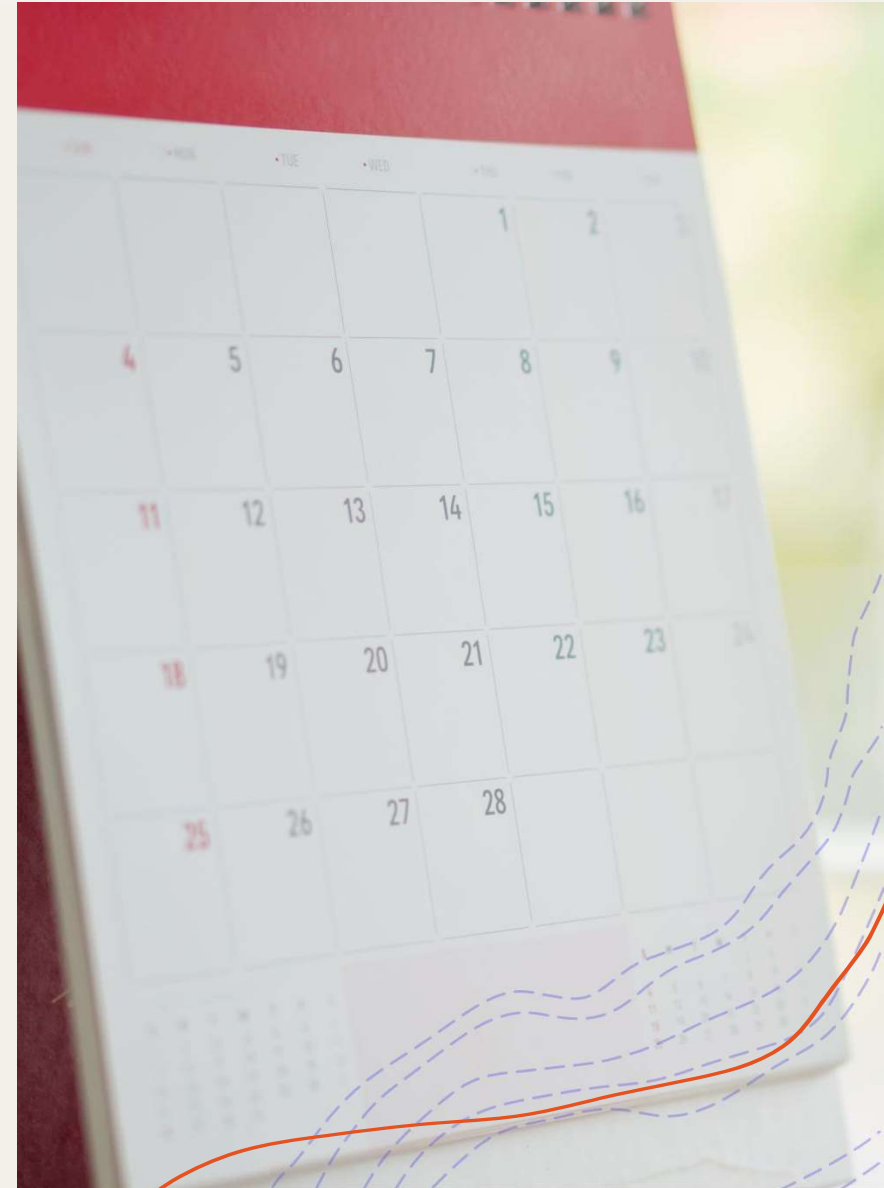
Recognizing

Recognizing National Veterans and Military Families Month.

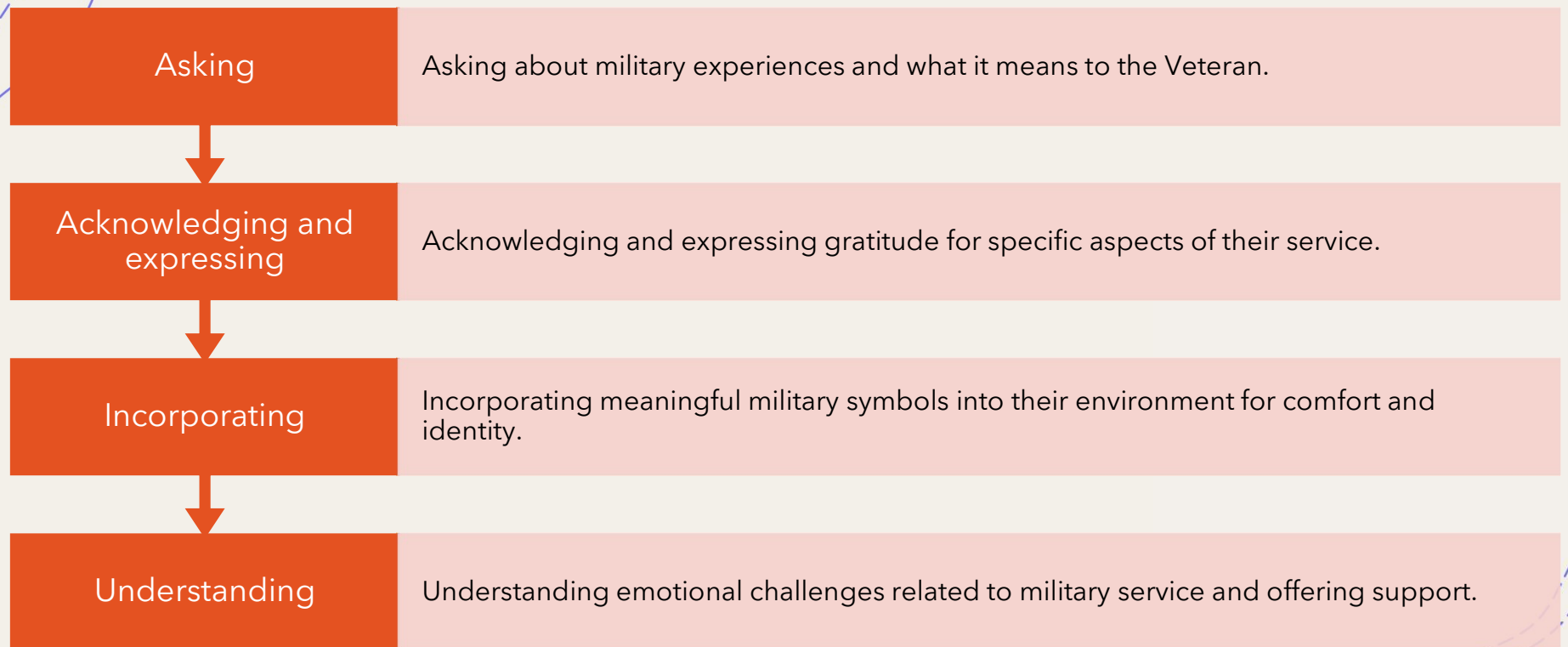


Emphasizing

Emphasizing the importance of sparking conversations that inspire understanding.



# Practical Tips for Meaningful Conversations



# Promoting Connections and Legacy Projects

## Facilitating

- Facilitating connections with Veteran communities for camaraderie and support.

## Encouraging

- Encouraging engagement in legacy projects to preserve and share their military stories.

# Building Bridges through Conversation



Encouraging heartfelt conversations as bridges of understanding.



Honoring Veterans' service, celebrating their individuality, and fostering lasting connections within communities.



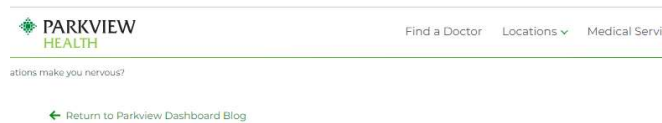
# Let's Connect!

- + In Their Honor Website
  - + <https://www.intheirhonor.info/>
  
- + Social Media
  - + LinkedIn: Dr. Qwynn Galloway-Salazar
  - + Facebook: Qwynn Galloway-Salazar
  - + Instagram: qgsalazar
  
- + Email Me
  - + [qgsalazar@gmail.com](mailto:qgsalazar@gmail.com)



# Hot topic: Engaging others

- Connection before content
- Who to reach, who is the right messenger?
- How to reach - methods, frequency, meeting people where they are



## Do end-of-life conversations make you nervous?

Last Modified: October 26, 2023  
Healthy Mind



This post was written by Chris Brinneman, MSW, LCSW, manager, Advance Care Planning, Parkview Health.

Parkview Health  
Fort Wayne, IN

the conversation project



Coffee & Check-In: 9:00am | Program: 9:30am - 11:30am

\*Light breakfast will be served\*

According to the new estimate by Alzheimer's Orange County (AlzOC), 164,346 OC residents have dementia or some form of mild cognitive impairment. Unfortunately, Alzheimer's is only one of many types of diseases which fall under the dementia umbrella. If dementia or Alzheimer's has touched your world, we invite you to attend our final seminar of a free three part educational offering presented by Alzheimer's Orange County and hosted by Geneva Presbyterian Church.

### Are You Good to Go?

**Saturday, October 21st** Have you had the important conversations with your loved ones necessary to ensure they know your wishes in the event of serious or terminal illness? Planning for serious illness provides a gift of peace of mind for you, and those you love. This program will discuss how you can anticipate and identify your wishes, ensure those wishes are honored, and start the often-difficult conversations with loved ones.



Simpson Hall  
24301 El Toro Road  
Laguna Woods, CA 92637

RSVP to Aaron Leal at: [a.leal@alzoc.org](mailto:a.leal@alzoc.org)

With Support from:



Alzheimer's of Orange County, CA  
Hoag Palliative Care



# Tapping National Healthcare Decisions Day (NHDD) Apr 16th



## HEALTHCARE DECISIONS DAY: FILLING IN THE BLANKS

Wednesday, April 19, 1:00–4:00 p.m.

(Hybrid - In-person at Nancy S. Klath Location and on Zoom)

Healthcare Decisions Day is a time to consider our healthcare wishes and how to discuss them with our loved ones and medical care teams. Join us for an overview of the documents, how to start the conversation, and hear from a physician on “what’s next” after you share documents with your care team.

1:00–3:00 p.m.

Discussion of the documents, tips for completing, and ways to share this information and create conversation with your loved ones. Presented by certified advance care planner, Billi Charron, MSW.

3:00–4:00 p.m.

What does your physician do with your Five Wishes or POLST? Find out from Dr. Vikranta Sharma of VNA Health Group



Registration required, no fee.



[princetonsenior.org](http://princetonsenior.org) • 609.751.9699

Nancy S. Klath Center for Lifelong Learning  
101 Poor Farm Road, Building B  
Princeton • New Jersey • 08540



## PSRC & COYL'S DAY OUT:

### HEALTHCARE DECISIONS ARE MORE THAN JUST PAPERWORK

Thursday, April 27, 10:00 a.m.–3:00 p.m.

(Hybrid - In-person at Nancy S. Klath Location and on Zoom)

PSRC is partnering with Conversations of Your Life (COYL) to present a half-day seminar related to making healthcare decisions. Discussion leader, Adrian Allotey, is a non-medical, end-of-life doula and elder companion who specializes in physical, emotional and spiritual care.



#### The seminar will include:

- Screening of *A Man Called Otto*
  - Lunch provided by Princeton Care Center
  - Creating the Before I Leave Community Vision Board
- Fee: \$5, registration required.



[princetonsenior.org](http://princetonsenior.org) • 609.751.9699

Nancy S. Klath Center for Lifelong Learning  
101 Poor Farm Road, Building B  
Princeton • New Jersey • 08540



## National Healthcare Decision Day

Sponsored by  
Spiritual Care Services  
and the Ethics Committee

Thursday Apr. 13  
Orchards Cafe  
11am-1pm

We will have copies available,  
or you can download your own  
in English or Spanish.



## Make Your Decisions



National  
Healthcare  
Decision  
Day

el día Nacional  
de las  
Decisiones de  
Atención  
Médica

Free vase for all who  
complete their  
directives!



Florero gratis para  
todos los que  
completan sus  
directivas!

Deja



Tus Decisiones

Princeton Senior Resource Center  
Princeton, NJ

the conversation project

UNC Health Pardee  
Hendersonville, NC



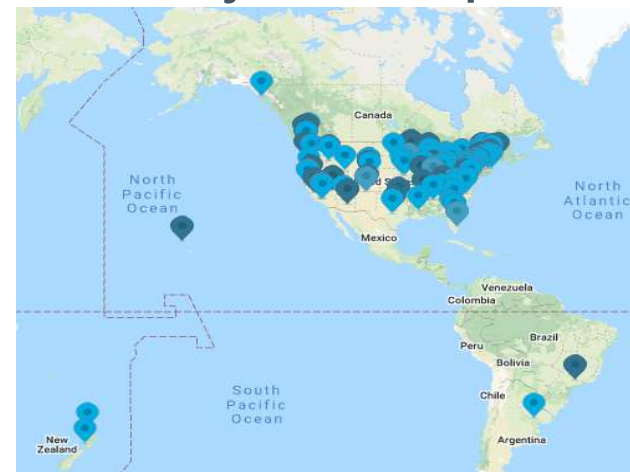
# Leave in action: Share and connect with each other

Next call: **Wed, Feb 14<sup>th</sup> 12-1:00 EST**  
NHDD 2024 Planning Call

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
  - Videos
  - Blogs
  - Communications toolkits

Ever Wish You Could Rewind a Conversation?






You Guys Know PSA



Save the Day PSA

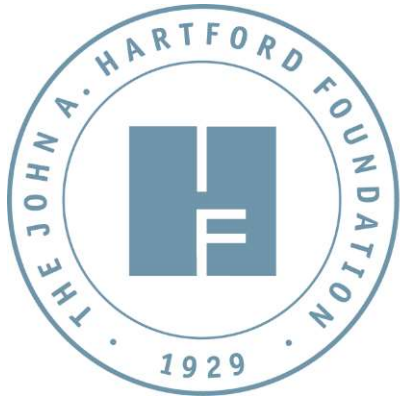


Party on the Beach PSA

- Sign up for our newsletter
- Follow us, reshare, tag us on social media
  - ❑ X/Twitter: @convoproject 
  - ❑ Facebook: The Conversation Project 
  - ❑ Instagram: convoproject 

# Thanks and appreciation

---



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



# We want your feedback!

---

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

Please take 2 minutes – THANK YOU!!

