



Institute for  
Healthcare  
Improvement

# *The Conversation Project*

*A Look Ahead: Planning for 2021*

*December 16, 2020*

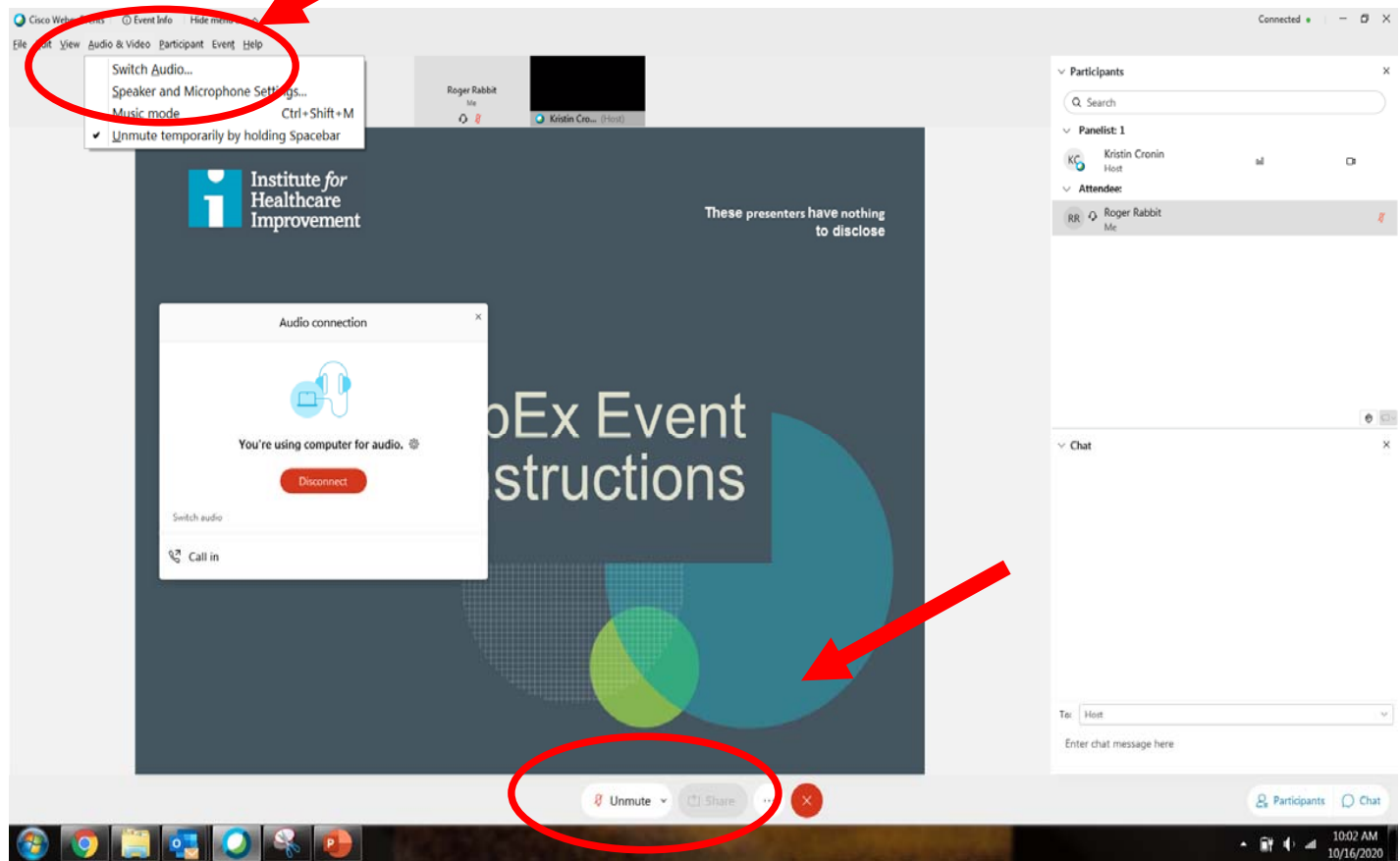
**Patty Webster  
Krissy Cronin**

the **conversation** project

# Audio Broadcast

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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**”

Raise your hand

Select Chat recipient

Enter Text

The screenshot displays the WebEx interface with two panels: 'Participants' and 'Chat'. The 'Participants' panel shows a search bar, a list of participants including 'Kristin Cronin (Host)' and 'Roger Rabbit (Me)', and icons for audio, video, and chat. The 'Chat' panel shows a dropdown menu for selecting a chat recipient, currently set to 'Host', and a text input field with the placeholder 'Enter chat message here'. Red arrows from the text labels point to the hand icon in the chat area, the dropdown menu, and the text input field respectively.



# Intros/chat

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Type into the chat box:

- *Your name, location, organization*
- *Share one good thing that's happened recently or made you smile today*

Make sure you send your message to  
“Everyone.”



# On today's call

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Patty Webster  
Advisor, Community  
Engagement



Krissy Cronin  
Project Coordinator

# TCP community concerns about COVID-19

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# Agenda

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- What we did in 2020
- What to look for in 2021
- Early NHDD plans
- TCP wishes for 2021!





# 2020 TCP recap




# New video

## Ellen Goodman Talks Dementia and Alzheimer's Disease

Posted on 02/18/2020

youtube.com/watch?v=8wnD5P81wPs&feature=youtu.be

YouTube



Ellen Goodman  
Co-Founder  
The Conversation Project

Ellen Goodman Talks Dementia and Alzheimer's Disease

<https://youtu.be/8wnD5P81wPs>

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# COVID guide & resources

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's 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.

  - Get a free health care [decision maker form](#) here or download a form for free from your state attorney general website.
  - In a time of social distancing, you may not be able to create an official legal document. That's okay! Writing it down is still better than nothing!
- #### 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 Advance Directive, review it with your loved ones to see if you want to make any changes or updates.

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

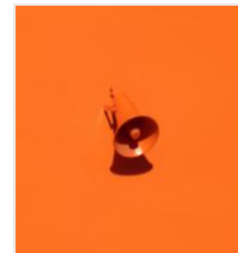
  - Call your primary care provider or specialist to set up a telehealth visit to talk about this. Knowing what matters to you helps your care team provide

**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 a mask. 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 weeks or months in the hospital or rehabilitating 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 hospice.
- Many emergency rooms, hospitals and nursing facilities are strictly limiting visitors. If you go, make sure you bring devices

**ARMADINE LABS** the conversation project

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## Helpful Resources to Help You Navigate COVID-19

Posted on 04/04/2020



## Sampling of COVID-19 Resources for Healthcare and Community Leaders

Posted on 04/10/2020

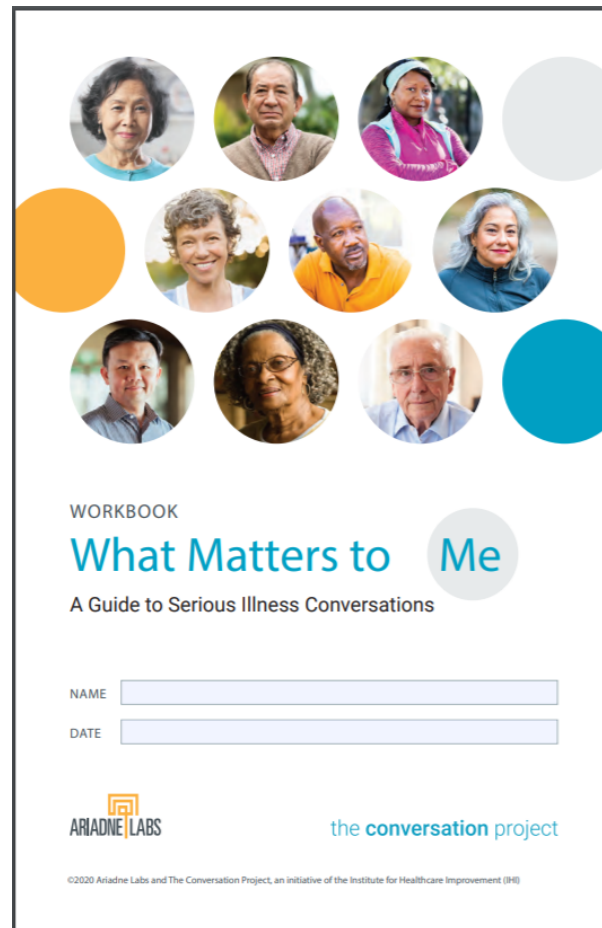


## Supporting Healthcare Staff Wellbeing

Posted on 05/11/2020

# New workbook

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# Community resources

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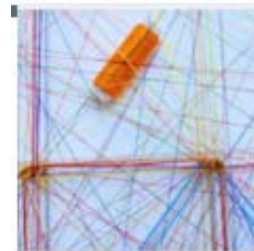
**Promoting Advance Care Planning:  
How and Where to Get the Word Out**  
Posted on 01/13/2020



**Supporting Your Community  
Virtually**  
Posted on 03/16/2020



**Top 15 Ways People are Using The  
Conversation Starter Kit**  
Posted on 02/08/2020



**Community Activities to Keep  
Advance Care Planning  
Conversations Flowing**  
Posted on 04/15/2020



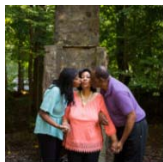
**Engaging Faith Communities in  
Meaningful Conversations**  
Posted on 02/26/2020



**Thoughtful Ice Breakers That Lead  
to Meaningful Conversations**  
Posted on 04/22/2020



# Personal stories



## Won't You Have These Conversations With Me?

By Aisha Adkins, 12/08/2020

When you grow up medically fragile, mortality is always on the forefront of your mind. When you grow up as one of a handful of minorities and persons with a disability in an extremely homogenous...

[more »](#)



## Virtual Mourning: Living and Grieving Online

By Ethan Levin, 11/10/2020

The reality of our current existence is that living online is literally a matter of life and death. Doing things virtually means lowering the risk of spreading the deadly coronavirus. In Judaism, pikuach nefesh, saving...

[more »](#)



## Grieving Beneath the Stars: Mourners as Spiritual Teachers

By Chloe Zelkha, 09/21/2020

When I heard my dad was dead, there was a breaking—a shattering inside of me that felt so violent I could almost hear it. I woke up to a knock on my front door in...

[more »](#)



## Aging Too Soon: A Millennial's Journey to Confronting Her Own End-of-Life

By Mallory McGrath, 12/02/2020

"I'm too young for this." "What does this mean for my future?" "Am I going to age faster than everyone else?" These are questions I asked myself and my doctors over and over again when...

[more »](#)



## The Problem of Individualism in the Era of COVID-19

By Alejandra Salemi, 10/20/2020

"Hi, my name is Alejandra and I'm calling from the Florida Department of Health. Have you been given the results from your COVID-19 test?" This line was ingrained in my head. I spoke it hundreds...

[more »](#)



## How COVID-19 Forced Me to Reflect on and Prepare for Mortality

By Deborah Szeto, 09/28/2020

On March 5 of this year, I distinctly remember sitting on my friend's sofa, eating takeout Thai food with her and her fiancé, discussing whether or not she should still consider flying to India for...

[more »](#)



## What Adults Can Learn from Children About the Power of Silence

By Megan Carmichael, 11/19/2020

It's a beautiful, sunny day in mid-July, my 5 y/o daughter and I are ankle deep in Lake Chautauqua and a very obviously dead fish has washed up on the shore about 10 feet away...

[more »](#)



## Staying Curious: End-of-life Ruminations of a Doula

By Naomi Edmondson, 10/13/2020

A couple of weeks ago, I found myself standing at my kitchen counter with an arm full of flowers. The rosy red carnations were for my ancestor altar: the space in my home dedicated to...

[more »](#)



# TCP team reflections



## The Farewell: Culture's Role in How We Approach End-of-Life

Posted on 01/06/2020



## My Qualms with My Mother's Mortality: A Millennial's Perspective of COVID-19

By Naomi Fedna, 05/26/2020



## Social Connection During a Time of Social Distancing

By Ellen Goodman, 03/12/2020



## The Other Conversation

By Kate DeBartolo, Director of The Conversation Project, 06/08/2020



## Part 1: Ritual and Grief in the time of COVID-19

Posted on 04/13/2020



## Clouds: Confronting Mortality through Film

By Steph Coulombre, 11/02/2020

# TCP community stories & learning (webinars)

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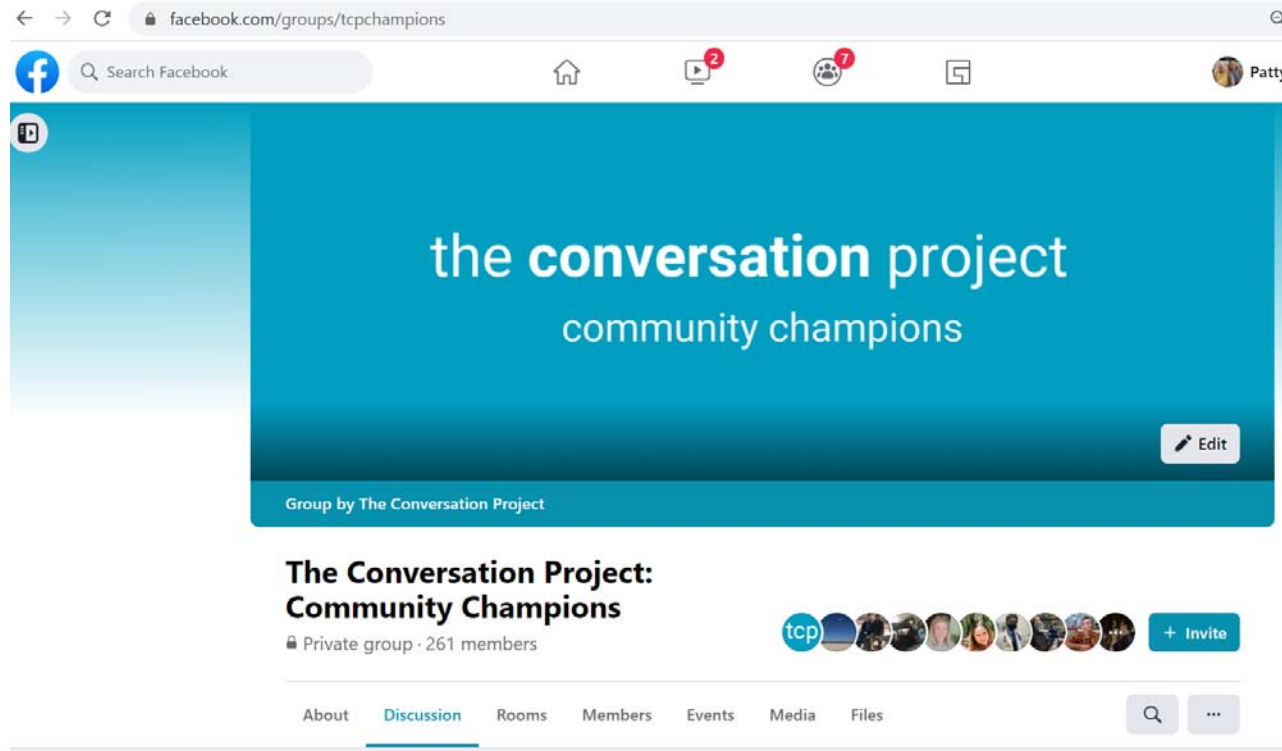
<https://theconversationproject.org/calls-and-recordings/>

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# New Facebook discussion group



<https://bit.ly/2ukc7B0>

the conversation project



# Type in chat / unmute

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What about you (your team)?  
What are you most proud of in 2020?





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# What to look for in 2021





# New guides: SNEAK PEEK!



## Your Conversation Starter Guide

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

**I** Institute for Healthcare Improvement **the conversation project**

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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?

**THINK AHEAD:** To it time 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?

**THINK AHEAD:** Your faith, culture, family, friends, pets


During this conversation, matters to me through the end of my life is...

**THINK AHEAD:** 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 you 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. Completing 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 | 2021 | 3




## 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.

**I** Institute for Healthcare Improvement **the conversation project**

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# What's changed?

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- Reframed TCP
- Shifted to more targeted audience in some of the guides
- Simplified language and terminology to bring our guides to a lower reading level
- Used more inclusive language, stories, and imagery
- Incorporated lessons from current research
- Contextualized for the moment

....and more in upcoming release

**KEEP YOUR EYES ON EMAIL IN EARLY JANUARY!!!**




# Heads up: do you have co-branded kits?

Now that you have had the conversation, you're ready to think about **completing two important legal documents** to make sure your wishes are clearly stated — and respected when the time comes.

- Choose a Health Care Proxy**  
 A health care proxy (also known as a durable power of attorney for health care) is a legal document in which you appoint another person (a proxy or agent) to express your wishes and make health care decisions for you if you cannot speak for yourself. Choose someone who knows your wishes well — a person you trust to speak for you if you're not able to speak for yourself.
- Complete an Advance Directive**  
 An Advance Directive, also known as a Living Will, is a legal document in which you state your wishes regarding end-of-life medical care — including the types of treatments you do and do not want — in case you are no longer able to make decisions or communicate your wishes. (Note: This is different from your Last Will and Testament, which is used to distribute assets.)

For additional information about advance care planning in your area, please contact:



**Atlantic Health System**


[www.atlantichealth.org/AdvanceCarePlanning](http://www.atlantichealth.org/AdvanceCarePlanning)


**Contact Us**

**VISIT US**  
[www.theconversationproject.org](http://www.theconversationproject.org)

**E-MAIL US**  
[conversationproject@ihi.org](mailto:conversationproject@ihi.org)

**FOLLOW US ON FACEBOOK AND TWITTER**

 @convoproject

 TheConversationProject


Use them up now!

New guides: Can co-brand for free and easier!!  
 (creative commons license)

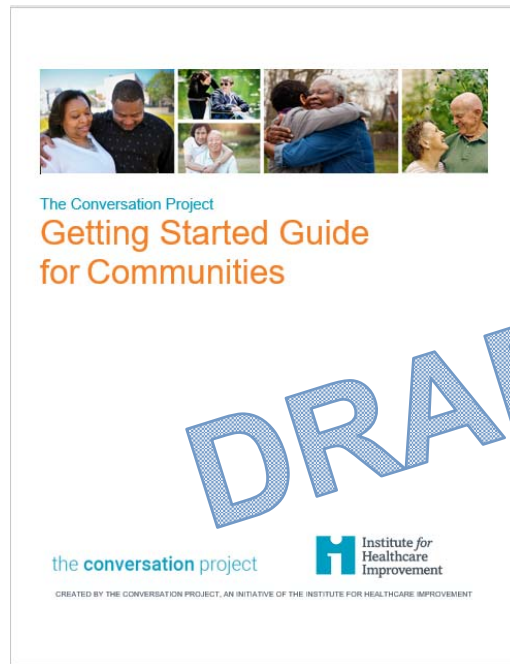


# Another call for bloggers SOON!

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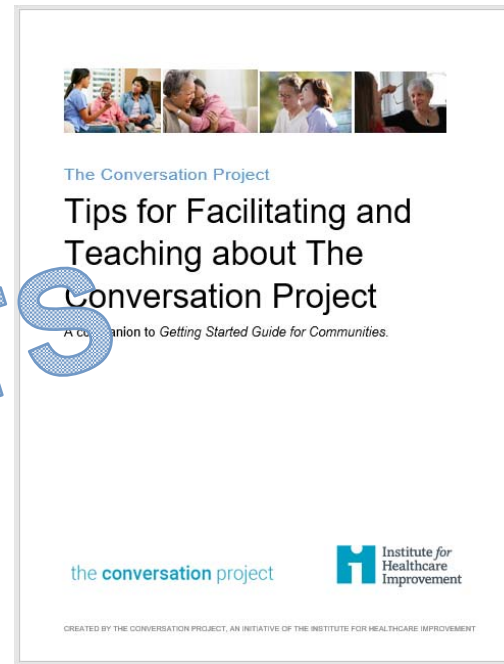
	<h2>Call for Bloggers</h2> <p>Posted on 07/17/2020</p>
<p>Who should submit? When it comes to issues of mortality, all of us have a story to tell. We want to know how your identity, expertise, and personal life experiences have impacted the ways in...</p>	

# Updated & new community guides



## 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

# Type in chat / unmute

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What about you/your team?

What will 2021 bring? Any early plans for NHDD?



# 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, estate attorneys, financial planners, universities, high schools*

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



# 2021 Community calls/connections

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Date and Time	Topic
January 25 <sup>th</sup> -27 <sup>th</sup> , various times	Office Hours: one-on-one w/Patty*
February 17 <sup>th</sup> , 12:00 – 1:00 pm ET	NHDD 2021 & New Community Resources
On-going	Facebook Community Champs Discussion

Register: <https://theconversationproject.org/calls-and-recordings/>

\*Always available if time slots aren't working! Email [pwebster@ihi.org](mailto:pwebster@ihi.org) to schedule



# What we're looking forward to in 2021...



# Share your/your team's wishes!

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Why does this work matter to you?  
What are you looking forward to in 2021?

Record your answers to above  
Post your own video on social media now/Jan 2021  
#IHaveTheConversationBecause





# Ways to engage with TCP's network

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- Tweet us, tag us on social media

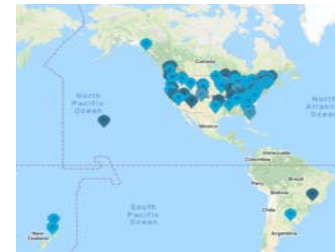
- Twitter: @convoproject
- Facebook: The Conversation Project
- Instagram: convoproject



- Share and connect with each other

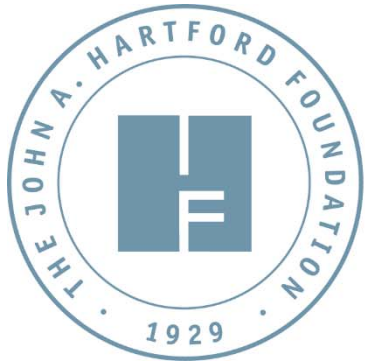
- The Conversation Project: Community Champions (Facebook discussion group)
- Champions Map

<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



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# 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?

