

## **DRAFT-DRAFT-DRAFT**

### **Goals for the CC Conversation Project**

1. Raise community awareness and normalize having “the conversation” about advance care planning. The conversation includes two components:
  - a. The conversation about advance care planning/treatment preferences between an individual and their loved ones and friends;
  - b. The conversation about advance care planning/treatment preferences between an individual and their caregivers
2. Share and promote best practices for promoting “the conversation,” including developing best practices for non-traditional settings.

### **Workplan for Achieving the Goals of The Conversation Project – Contra Costa County**

1. Identify key organizations to serve on the Steering Committee to promote community-wide support for the program.
2. Develop an infrastructure to promote advance care planning in the community that will be self-perpetuating:
  - a. Develop an annual (or more often if there is demand) training program for “Champions” to promote “The Conversation,” and for “coaches” who are interested in leading a discussion about advance care planning with an interested individual or group. Market this program to community organizations that are interested in promoting advance care planning.
  - b. Create a local website that provides guidance and links to advance care planning resources and also serves as a forum where organizations that participate in the training program can list programs they are sponsoring that promote advance care planning and also be part of a volunteer “speakers bureau” of champions who are available to make presentations to interested community groups and organizations. Also utilize the website as a forum where these interested organizations can share best practices and experiences regarding advance care planning activities.
  - c. Through the steering committee, identify target groups to offer and organize opportunities to make presentations, utilizing the participating organizations that participate in the training program.
3. Document the presentations provided, including names of groups, the number of attendees, and locations
4. Sponsor/support events to promote “The Conversation” whenever the opportunity presents itself.