

the conversation project



Bringing Advance Care Conversations to Your Congregation

Staff



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The Conversation Project

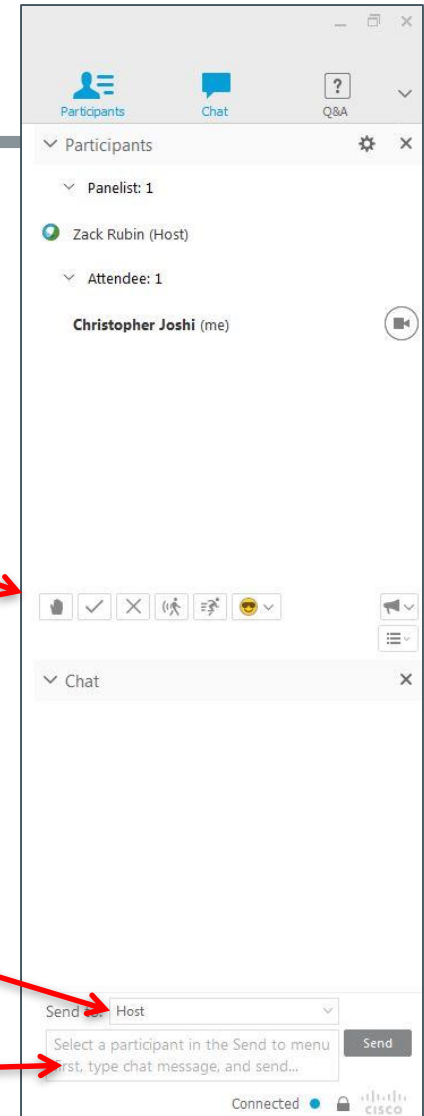
WebEx Quick Reference

- Welcome to today's session!
- Please use Chat to "All Participants" for questions
- For technology issues only, please Chat to "Host"
- WebEx Technical Support: 866-569-3239
- Dial-in Info: Audio / Audio Conference (in menu)

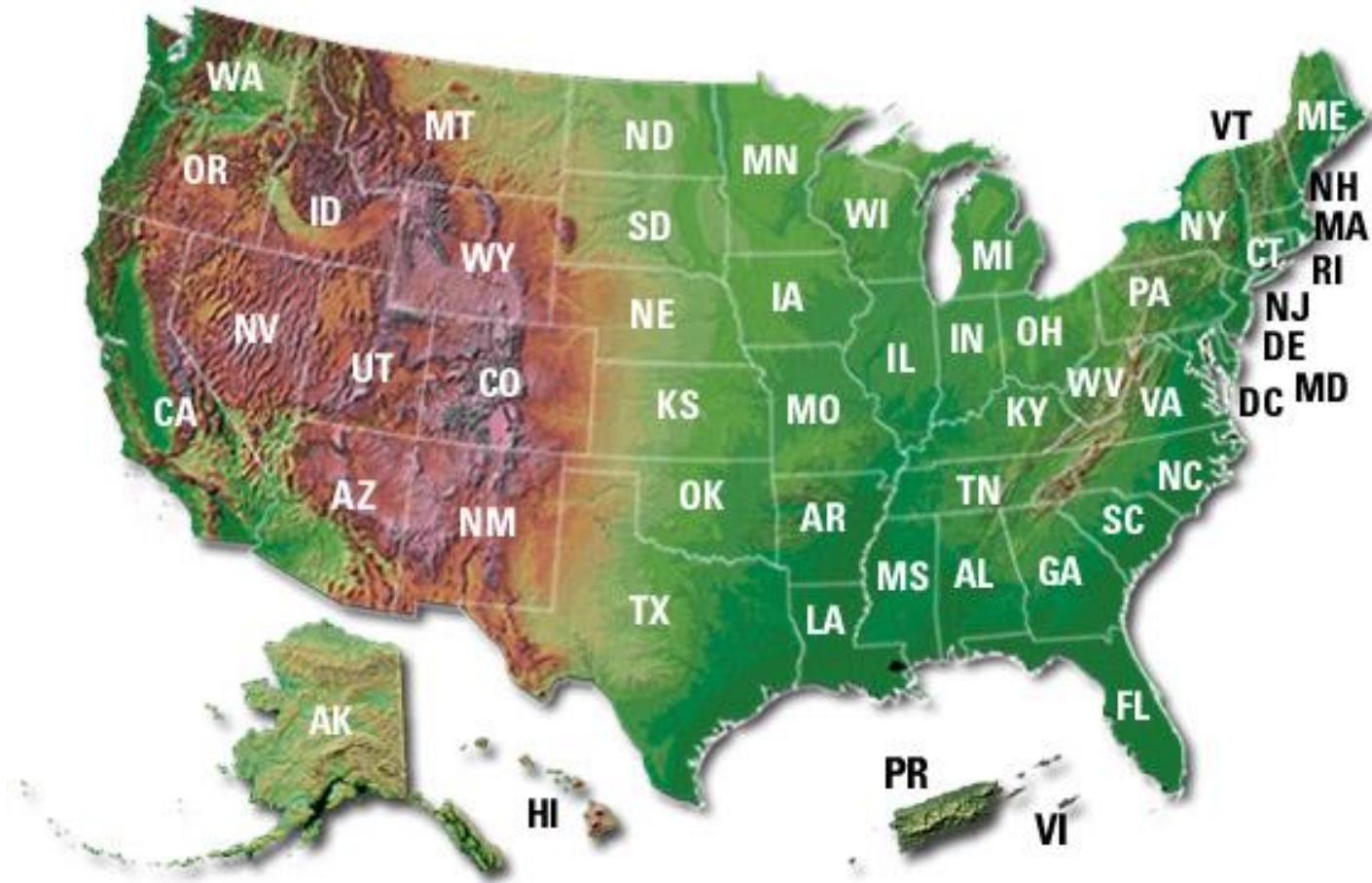
Raise your hand

Select chat recipient

Enter Text



Where are you located on the map?



Faculty



Rev. Rosemary Lloyd, BSN, MDiv

Advisor to Faith Communities

The Conversation Project

- Graduate Georgetown University and Harvard Divinity School
- Ordained Unitarian Universality Minister, Served The First Church in Boston
- Graduate of Metta Institute
- Former R.N., CPE intern at DFCI, Hospice Volunteer

What we hope you will take away

- Insight into setting goals as a strategy for success
- Understanding how engaging your clergy leader and enrolling a lay team to undertake this work strengthens planning and implementation
- Inspiration to engage in simple measurement
- Motivation to Pause, Reflect, Assess

Agenda

- Burning Questions
- Overview of Getting Started in Congregations Guide
- Building Your Team
- Pause and Reflect: theology as underpinning
- Assess: Take the pulse of your congregation
- Engaging Lead Clergy
- Q & A

Burning Questions

- If you have a question that arose out of using the Conversation Starter Kit or having a conversation about what matters most to you, please enter it into the chat and we will aim to weave answers into tonight's presentation.

Reflection

“Honor your mother and father.” – Exodus 20:12

“Treat your parents kindly and with humility.” – Quran 17:24

“We affirm the inherent worth and dignity of every person.”

– 1st Principle - UUA

How do we honor... treat kindly... uphold
dignity...without having important conversations that
impact quality of living and dying?



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Getting Started Guide for Congregations



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CREATED BY THE CONVERSATION PROJECT AND THE INSTITUTE FOR HEALTHCARE IMPROVEMENT

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Build a Team

- While one person can bring inspiration, time, and leadership to a project, you are more likely to succeed when a team is engaged to support a shared vision.
- Good candidates for a team?
 - People with will, expertise, time, experience
 - Attend to diversity of experience and sociodemographics

Who's on your team?

- This is a helpful step to identify partners
- Which stakeholders will stop, let, help or make this happen?
 - Who will make sure this work gets done?
 - Who is likely to help you with this work?
 - Who may let the work happen, but won't be particularly helpful to the initiative?
 - Who will work to actively stop you?

Pause and Reflect Together

- Create a context or frame for bringing Advance Care Planning Conversations to your congregation
 - What beliefs, teachings, and traditions undergird a commitment to integrate advance care planning conversations in your faith community?
 - What's at stake? What's your answer to "Why add this (one more!) ministry/program/theme to our congregational life?"
- Knowing your answers will help you communicate with others and will support you when you meet obstacles.

Exemplify

- Have The Conversation yourself first
- Share your “what matters most” with team

Assess

- Now that you have a context, gain some understanding of
 - What has been tried
 - What is being done
 - What do people want
 - What do people need
 - What resources your institution has to implement change
 - People, will, space, time, communications channels, expertise, funds

Engage Lead Clergy

- The congregations that have had the most success infusing and sustaining The Conversation Project and advance care planning activities have had the full support of their clergy leaders and key allies.
- Set up meeting to listen to questions and concerns
- Share your commitment and readiness to plan, implement, and evaluate any new programming
- Share the Conversation Starter Kit

Setting an Aim

- Who do we want to reach?
- How do we want to reach them?
- By when?
- What actions do we want them to take?

Sample Goal

- **Engage 50 members of the congregation to have the conversation with a loved one.**
 - Who are these 50 people?
 - Existing groups or committees are pre-formed audiences that are already meeting on a regular basis.
 - Refine the parameters of your audience to keep your early tests for implementing something new small:
- **Engage 50 members of the congregation **who are 65+** to have the conversation with a loved one.**

How Will You Reach Them?

Channels

- Sermons
- Website and social media (Be mindful of the digital divide, ensuring that communications include non-digital channels for those who do not regularly use the Internet or social media.)
- Weekly bulletins, newsletters, and worship service announcements

Types of Activities

- One-to-one pastoral visits
- Workshops
- Guest speakers
- An all-congregation book reading or movie night

Refine Your Goal to Include “How”

- **Via three Conversation Starter Kit sessions,** we will engage 50 members of the congregation who are 65+ to have the conversation with a loved one.

Refine Your Goal to Include “By When”

Too general:

- We’re going to promote advance care planning conversations in our congregation.

A clearer goal statement:

- Via three Conversation Starter Kit sessions, we will engage 50 members of the congregation who are 65+ to have the conversation with a loved one **by April (one year from now)**.

A Word About Measurement

- We establish goals so we can aim to reach them. Measuring helps you assess your progress and your success.
- Keep it simple. Try counting and tracking:
 - How many people attended a sermon about the importance of having the conversation?
 - How many people *registered to attend* a Conversation Starter Kit Workshop?
 - How many people *attended* the Conversation Starter Kit Workshop?

Pre and Post Surveys

- **A congregation-wide survey, conducted before implementing any programming, will give you a baseline for understanding how your activities make a difference. You could ask:**
 - Have you had a conversation with a loved one about your wishes for care at the end of life?
 - Do you have a health care proxy/agent/durable medical power of attorney (a person who can make decisions about your care in the event that you cannot speak for yourself)?
 - Are you interested in learning more about advance directives? Or how to start having these conversations?
 - Are you interested in joining a team to support our congregation in having more open conversations about these matters?
- Doing the same survey after six months or a year of activities will give you information about the impact your work has had.

Q & A

- Any questions?

Action and Accountability

Getting Started:

- Who might be on your team?
- What are the communications channels for reaching people in your congregation?
- How might you assess what is already happening?
- Set up appointment to talk with your lead clergy and/or appropriate ministry team (meeting time could be for after the course is completed).

Pre Work for Next Call

- Watch the Conversation Sabbath video on line at www.theconversationproject.org/faith/ (We will send you a link)
- Brainstorm 3 texts and times in your liturgical calendar when preaching a theme-related sermon would work in your community. Please be prepared to share text citations in next week's chat.

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Oct. 27 – Nov. 5 | #ConvoSabbath



Next Call

The next session will be:

Tuesday, April 31, 2018 @ 8:00-9:00 PM EDT

Before shutting down your computer, please complete the survey that will pop up at the conclusion of this call.

THANK YOU! Have a beautiful week!