



Institute for
Healthcare
Improvement

The Conversation Project

Making a Difference in Your Community:
Tracking your Influence and Impact

May 16, 2018



Patty Webster
Naomi Fedna

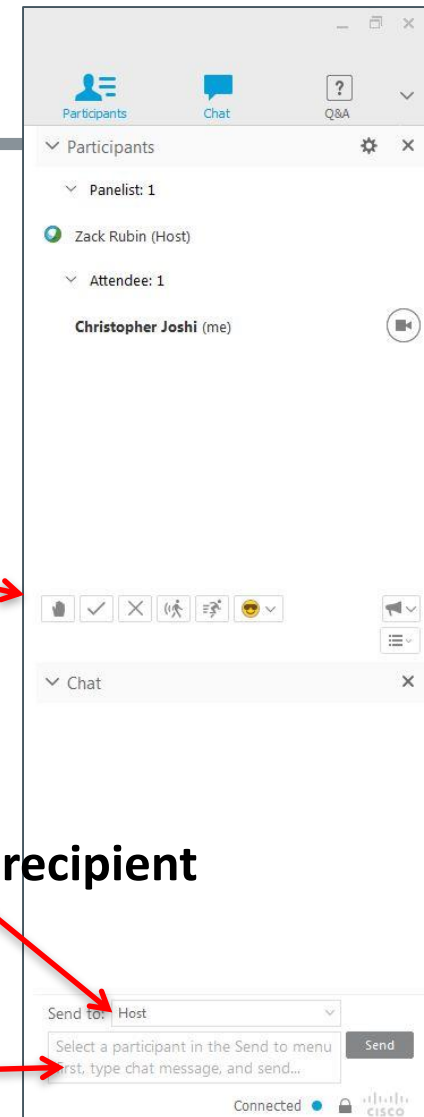
WebEx Quick Reference

- 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



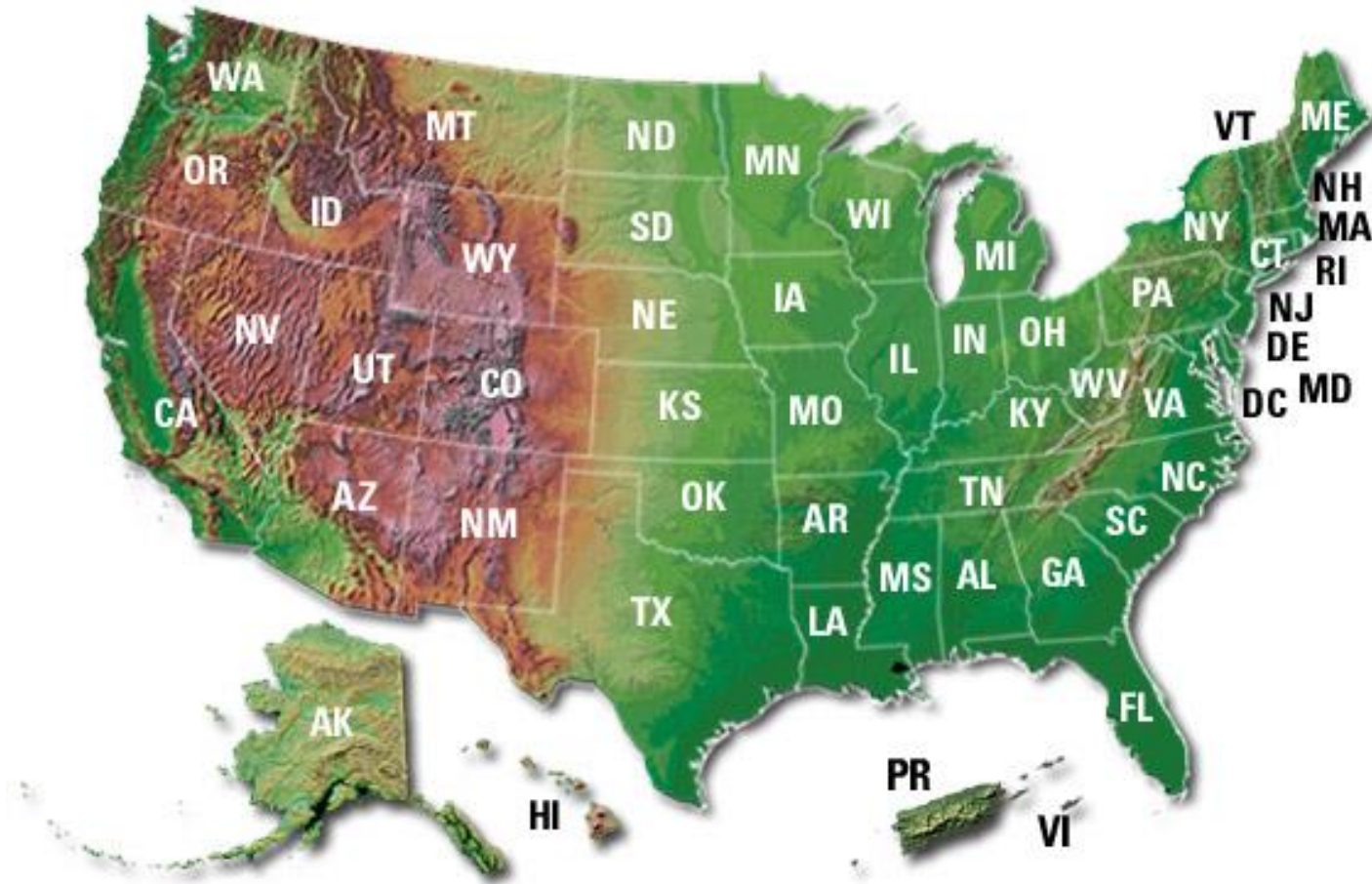
Ice Breaker Question

Type into the chat box your response to the following question:

How did you learn about this call?

Make sure you send your message to “All Participants.”

Where are you located on the map?



Agenda

- Why tracking/measurement matters
- Community highlight and Q&A
- Group discussion
- Tools / resources from TCP
- Get your feedback and questions
- What else?

Recap: Design questions

- Who (what audience) do you want to reach and what do you want to support them to accomplish?
- What do you want to accomplish?
 - What would make you proud?
 - What would success look like to you and your community?
- What do you need to do to get there?
 - What activities/key ingredients will you need to accomplish what you are working towards?
- How will you know if you've reached what you set out to accomplish?
 - What can you keep track of that will tell you you've reached your ultimate goal?

Why does tracking matter?

We've reached so many members of our community through numerous workshops and outreach on the importance of advanced care planning conversations with loved ones. Participants said it was a great experience.

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We've reached so many members of our community through numerous workshops and outreach on the importance of advanced care planning conversations with loved ones. Participants said it was a great experience.

In just 6 months, we've reached over 300 members of our community of 2,500 through 20 workshops and 1 sermon on the importance of advanced care planning conversations with loved ones. Evaluations showed that 25 of these members have already had conversations and documented their wishes. Participants said: "The fact that you encourage us to talk about and fill out our wishes NOW, provide the paperwork and a follow-up date to witness the AHCD...is such a great technique. You make it so easy." "You are preventing so much suffering for so many people." "You're addressing a need to communicate with my family."

Why does tracking matter?

1) Helps you tell your story.....better!

2) Combines head and heart:
evidence AND stories for compelling
case and impact story (who and how)



3) Shows what you are doing is working (or not)!

- Is this tactic (event/activity) influencing the outcome (what) we hope to achieve?
- Is it helping us use our resources effectively?
- Will it help us build more organizational capacity?
- Will it help develop leadership?

Who does tracking matter for?

For yourself

- Helps you understand and measure your **progress**
- Determine best use of your resources, your expertise and time
- Helps identify where you may need others' **help!**

For others

- **Pull:** draws in additional community members
- **Push:** Pitch for funders, media, partners

For TCP and wider ACP community as a collective

- See the changes in cultural shift we all seek to attain

"There is joy in work. There is no happiness except in the realization that we have accomplished something."

— Henry Ford



St. John the Evangelist Roman Catholic Church Columbia, MD

Audrey Marsh, Ministry Lead for "The Gift of Peace"

Background

- Founded in 1967, we are a Catholic congregation that provides Masses for a very diverse congregation of about 3000. Columbia was intentionally planned to be economically, socially, culturally and racially diverse.
- Team: Engineer/manager (team lead), a former priest, a Resurrection Ministry lead, a lawyer trained in Grief Ministry and a nurse.
- A local foundation, established to promote health and wellness (Horizon Foundation) established a one year pilot with churches and health organizations
- IHI partnered with Horizon for the pilot year.

Aim

Initial goal:

- The SJERC team will seek to educate **at least 100 fellow parishioners** about medical, legal, ethical, emotional and spiritual EOL issues and will encourage member participation in the Conversation Project. Focusing on EOL as a physical and spiritual reality, we will encourage the SJERC Community to communicate with family and/or friends about their personal EOL wishes and to **identify an individual to serve as their designated health care agent** by the end of the pilot (Sep 2016-Jun 2017).

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The goal of this multi part program is to provide information, guidance, and support for our parishioners and their loved ones so that wishes for end of life care may be expressed and respected.

End of Life planning can be a true gift to yourself and to your loved ones. It offers an opportunity for the meaningful sharing of hopes and expectations for the future, as well as feelings and values about both life and death.

For Additional information:

Audrey Marsh: charactergdts@gmail.com
Joe Schaefer: schaeff@verizon.net
Eileen Kiefer: eileenmaykiefer@gmail.com

Pre Registration is greatly appreciated:
See Reverse Side

St. John the Evangelist Roman Catholic Congregation The 2017/2018 Gift of Peace Program

The Conversation Workshop (Refreshments provided)
Guidance, tools, resources to help start discussions with loved ones about end of life priorities and values.

- Sunday, Dec 3, 2017, OMIFC, 2:30 - 5:00
- Sunday, April 15, 2018, WLIFC, 2:30 - 5:00: St. Johns will host this Speak Easy (Howard) sponsored County-wide Event



Part 2: Seminar Series - Sundays, WLIFC, 1:45 - 2:45 Monthly speakers on topics requested by previous participants

Jan 7, 2018

Fr. Gerry will facilitate a discussion on Catholic Funerals. He will provide more details, answer additional questions, cover information that wasn't addressed in last year's panel.

Feb 4, 2018

Leslie Wise from Columbia Memorial Park will cover additional information about cemeteries, cremation, burials, and associated documentation.

Mar 4, 2018

Leslie Rogers, Director of Patient Support Services, Howard County General Hospital with Tiffany Callender, Senior Program Officer Horizon Foundation - A tutorial on filling the ADA and MOLST and uploading documents. Come with your questions

May 6, 2018

Shannon L. Hammond, Esq. of Hammond Law, LLC returns - Pre-Planning for dementia and disability, including long-term Care and asset protection basics

Jun 3, 2018

Byron Macfarlane, Register of Wills, Howard County - Hear about the do's and don'ts of financial planning, including how to protect your assets for your family members.



Pre Registration is greatly appreciated: <http://www.signuugenius.com/go/5080d4e4e4a82ca2fb6-thegift>
Or fill in the forms available in the lobby and place in the collection basket.

Note:

- There is no cost to attend. Horizon Foundation picked up the cost for last year's pilot. This year, Horizon will sponsor one community workshop. St. John's will be using the proceeds from second collections to fund all other programs. Your generosity with contributions to these collections would be greatly appreciated.
- These programs are not appropriate for children under 13.

*Measurement

- Tracked the number of people attending our workshops and panels.
- Sent a follow-up email and provided the option of anonymous response cards at Masses (one full month after all program sessions) with the following simple check boxes.
 - I had the conversation
 - I've named a health agent
 - I plan to have the conversation
 - I plan to name a health agent
 - I do not plan to have the conversation
 - I do not plan to name a health agent
- Analyzed written feedback forms from each workshop and panel to measure needs for improvement.

Feedback Form

The Gift of Peace

Conversation Project Workshop Evaluation

We value your feedback about this workshop experience. It will serve to guide us as we continue developing this program. Kindly take a few minutes to answer the following three short questions. Thank you so much for your thoughtful response.

1. What is one idea or insight from this workshop that is personally meaningful for you?
2. What aspect of the workshop did you like the best?
3. In what ways can this workshop experience be improved?

*Learning

- Before Sabbath Sunday initiation to the parish, attempts to run pilot groups to test our presentation skills and content failed using already established parish groups. Discovered the importance of being tied into parish processes and hierarchy. This is critical.
- Switched to a one on one approach for recruiting a testing bunch and asked the “Marriage Encounter” group to help us out (they have been together for 25 years and have monthly speakers) They agreed, provided valuable feedback that resulted in our redesigning our presentations.
- Researched additional speakers for panels by attending a variety of presentations and hand picking our speakers. Adjusted timing based on what was observed at other panels.
- Used feedback recommendations for topics the following year.

*Larger Impact

- Verbal feedback has been extensive: Attendees we don't know approach us and ask:
 - “What is next?”
 - “I missed one, will it be repeated?”
 - “This was amazing, so happy I came.”
 - “Any chance you video'd the panels so I can see what I missed. (we video'd all but the actual workshops for two years, and they are available in our interfaith library. People are checking them out routinely.
- Feedback from presenters: “ We will come back any time you like. “
- Requests from other presenters to be included next year.
- Overwhelming approval to sustain the program for the future.

Lessons/challenges/words of wisdom

Lessons:

- We learned how key, in a faith setting, buy in from clergy is paramount.
- Planning and practice really paid off.

Challenges:

- We also learned that some of the biggest obstacles can be administrative, if you are not familiar with the inner processes and politics of the parish itself.

Words of Wisdom - Celebrate:

- We celebrate our clergy: their involvement and passion for this effort was key to success. Their recorded homilies are already being shared with other Catholic Congregations.
- We celebrate our congregation: People embraced the workshops and panels. They requested more for the next year and again this year.
- We celebrate personally: Truly blessed to be in this parish and our efforts so appreciated. Our team is known throughout the parish, and singled out routinely for thank you's from clergy, staff and parishioners.
- One parishioner donated money for continuation of the program in memory of her husband, whom she said was the ultimate planner.

Celebrate: Favorite Feedback

“Keep as is. Can’t think of any improvement except next time, invite the Pope! Great program.”

“Thank you for bringing this dialogue to our congregation. It is timely and extremely worthwhile.”

“This three part series has been very helpful to me and my family. Thank you!”

“Dying is so complex... “wow.”

“I liked having extra copies of the workbook for my family.”

“I have thought extensively about death and after, but not so much about dying.

“This answers a real need. One ‘thank you’ is hardly enough.”

Questions?

How are you tracking
activities and actions?

TCP tool: Activity, Action and Learning Tracker

Helping TCP see collective impact!

**TCP Community Goal:
750,000 Episodes of
Engagement in 2018**

GOAL: 550,000 episodes

PRIMARY (via TCP staff)

Face-to-face engagements

Website content

Social media content

Starter kit sharing

Newsletter content

GOAL: 200,000 episodes

SECONDARY (via community partners)

Attendees at events

Newsletter/email content

Starter kit sharing

Social media

Event specific collection methods

- Sign-in sheets (paper-based, text...e.g.Textiful)
- Event SMS polling (Simpletexting, SMS poll, poll everywhere, etc.)
- End-of-event evaluations (paper, web-based, text)
 - Intentions / commitment to action
 - Qualitative Feedback



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Please complete and pass back to TCP presenter.

Event: _____

	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
1. The content and resources shared by The Conversation Project (TCP) are useful to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. As a result of participating in this event, I have increased confidence in my ability to initiate these conversations with others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. As a result of participating in this event, I plan to initiate conversations with loved ones or teach others how to initiate conversations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I plan to recommend TCP resources to others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. As a result of participating in this event, I feel better prepared to incorporate this content/resources into my work (if applicable).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. The Conversation Project resources will help me as I seek to build stronger relationships with others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. What would make TCP content and resources more useful and/or help you feel more prepared?					
8. Reflecting on the discussion, which topics did you find most relevant and helpful?					
9. What topics were you expecting to be covered, which may not have been discussed?					
10. Please provide any additional comments or suggestions for improving our work. THANK YOU!!!					

What event-specific collection methods are you using?

Post-event specific collection methods

- Post-event evaluations
 - Email survey monkey (5-week post event)
 - Collect at beginning of 2nd session
 - Follow-up calls

- Be creative – ask participants to co-design
 - Conversation and/or action marbles in a jar at church

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TCP Event Follow-up Survey Template

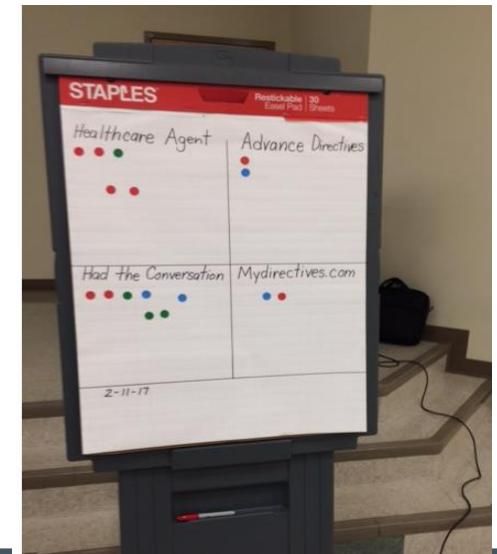
Thank you for attending a Conversation Project event; we hope you found the information helpful. We also thank you for taking a moment to respond to a few questions. Your responses will be kept anonymous and help us learn more about the impact of our events and how to best support members of your community. If you have comments or questions for us, please respond to question 8.

1. About my own wishes:

☐ I am not interested in speaking with a loved one about my wishes for care at the end of life. (If this is true, skip to question 3).

2. About my own wishes (please select all that apply)

	Yes, I had already done this.	Yes, this was prompted by the Conversation Project event.	No.
Get Ready: I have decided to have a conversation about my own wishes for care at the end of life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get Set: I have completed the Conversation Starter Kit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get Set: I have set up a	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Group/partner specific collection methods²⁸

- Shared Google doc
- Monthly Google form/survey monkey

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The Conversation Project Community Activity Survey Q1 2018

Thank you for taking the time to help The Conversation Project learn about activity happening across the country to promote conversations! We plan to collect this information on an on-going, quarterly basis and hope you will take a few minutes each quarter to share your progress with us! Once collected and sorted, we will share results back with you via our newsletter. If you are interested in testing out a template we have created to collect this information on a monthly basis, please let us know and we will share it with you.

Please answer the following about your work from **January 1, 2018 to March 31, 2018**

1. From January 1-March 31, 2018: How many events/activities have you either presented at or hosted on the importance of conversations about advance care planning/end-of-life care? This includes in-person or virtual events (e.g. calls/webinars). And, this includes internal events (e.g. for your own staff) and external events (e.g. for those in your community)

of events in January:

of events in February:

of events in March:

2. From January 1-March 31, 2018: If you've hosted or presented at event(s), how many were in attendance across all events combined (roughly)? For example, if you presented at ten events in January that each had ten attendees, note 100. If you hosted 3 sessions in March with the same 10 people at each session, note 30. Your best estimate is OK, doesn't have to be exact numbers!

Total # of attendees in January:

Total # of attendees in February:

https://docs.google.com/forms/d/e/1FAIpQLScUL2OCFpjiOK_n-U9HCjmevFDVual-4r806mWOMHD1li5jA/viewform

Facebook | Ambulance | Science Project Stuff | Welcome to Facebook | CNN.com - Breaking | Useful Links | www.i | Netflix

Event Details (if applicable, otherwise go to last question on upcoming events and then submit!)

Event: Date of event

Date

mm/dd/yyyy

Event: Name, who/what group

Your answer

Event: Location

Your answer

Event: Number of participants/attendees

Your answer

Group/partner specific collection methods²⁹

East Bay Advance Care Planning Coalition

Reporting form for Coaches and Champions

MAIL OR FAX FORM TO:

Alameda-Contra Costa Medical Association
6230 Claremont Avenue
Oakland, CA 94618

Email: accma@accma.org

TEL: [\(510\) 654-5383](tel:(510)654-5383)

FAX: [\(510\) 654-8959](tel:(510)654-8959)

Date of event _____

Speaker Name _____

Email address _____

Address _____

Telephone _____

Type of event: Champion Presentation Coaching Presentation (circle one)

"Champion" presentation to present the concepts and goals of advance care planning

"Coach" presentation to assist attendees in engaging in "the conversation" to complete the advance care planning process

Organization through which you received the request to make the presentation:

Sponsoring group for the presentation (if applicable): _____

Location for event _____

County _____

Number of participants /attendees: _____

Type of attendees: General public; civic group; faith-based group; seniors; health care providers;
other _____

Resources on TCP website

- Available on our Community Resource Center
 - <http://theconversationproject.org/resources/>
 - “Measurement” and “Evaluation and tracking” categories

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☐ Yes, I commit to having The Conversation.

I will have a conversation with

_____ by _____
name or relationship

Your Name _____
please print clearly

Email _____
☐ please send me The Conversation Project newsletter

Institution _____

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Difficult tasks are often best achieved by setting a target date and placing a reminder in a visible place (on your mirror, by your computer, on your refrigerator).

I commit to (choose any or all of the following):

- ☐ Complete the Starter Kit for myself
- ☐ Discuss it with a family member or a friend
- ☐ Engage a loved one with the Starter Kit to better understand their wishes

Target date: _____ (Month and Year)

Keep this portion for yourself.

May it inspire you to give a valuable gift to your loved ones.

Free Starter Kits are available at: theconversationproject.org

Tracking tools to share? Methods
used to track?

Email: pwebster@ihi.org

Upcoming: Community Calls

Date and Time	Topic
Wednesday, June 20 th , 3:00 – 4:00 pm ET	Community Planning 101
Wednesday, July 18 th , 3:00 – 4:00 pm ET	Community Planning 201: Next steps for spreading, sustaining/keeping interest
Wednesday, August 15 th , 3:00-4:00 pm ET	Special Interest: Conversation Sabbath
Wednesday, September 19 th , 3:00-4:30 pm ET	Virtual Speaker Training

Upcoming: Conversation Sabbath 2018

con\ersation sabbath

Oct. 26 – Nov. 4 | #ConvoSabbath

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?
- Given today's topic, what would you like to learn more about?
- Any other comments on today's session?

Questions?