

Community 101 Call

The Conversation Project



December 19, 2018

WebEx Quick Reference

Welcome to today's session!

Please use Chat to "All Participants" for questions

For technology issues only, please Chat to "Host"

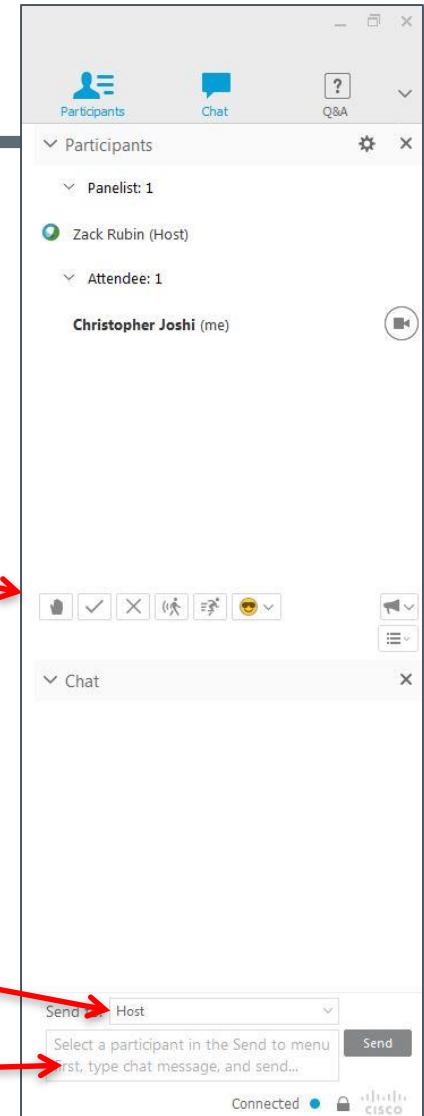
Raise your hand

WebEx Technical Support: 866-569-3239

Dial-in Info: Audio / Audio Conference (in menu)

Select chat recipient

Enter Text



Ice Breaker Question

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

With the holidays around the corner, how do you plan to share this work with your loved ones?

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

The Conversation Project Field Team



Patty Webster
Improvement Advisor



Christopher Joshi
Project Coordinator

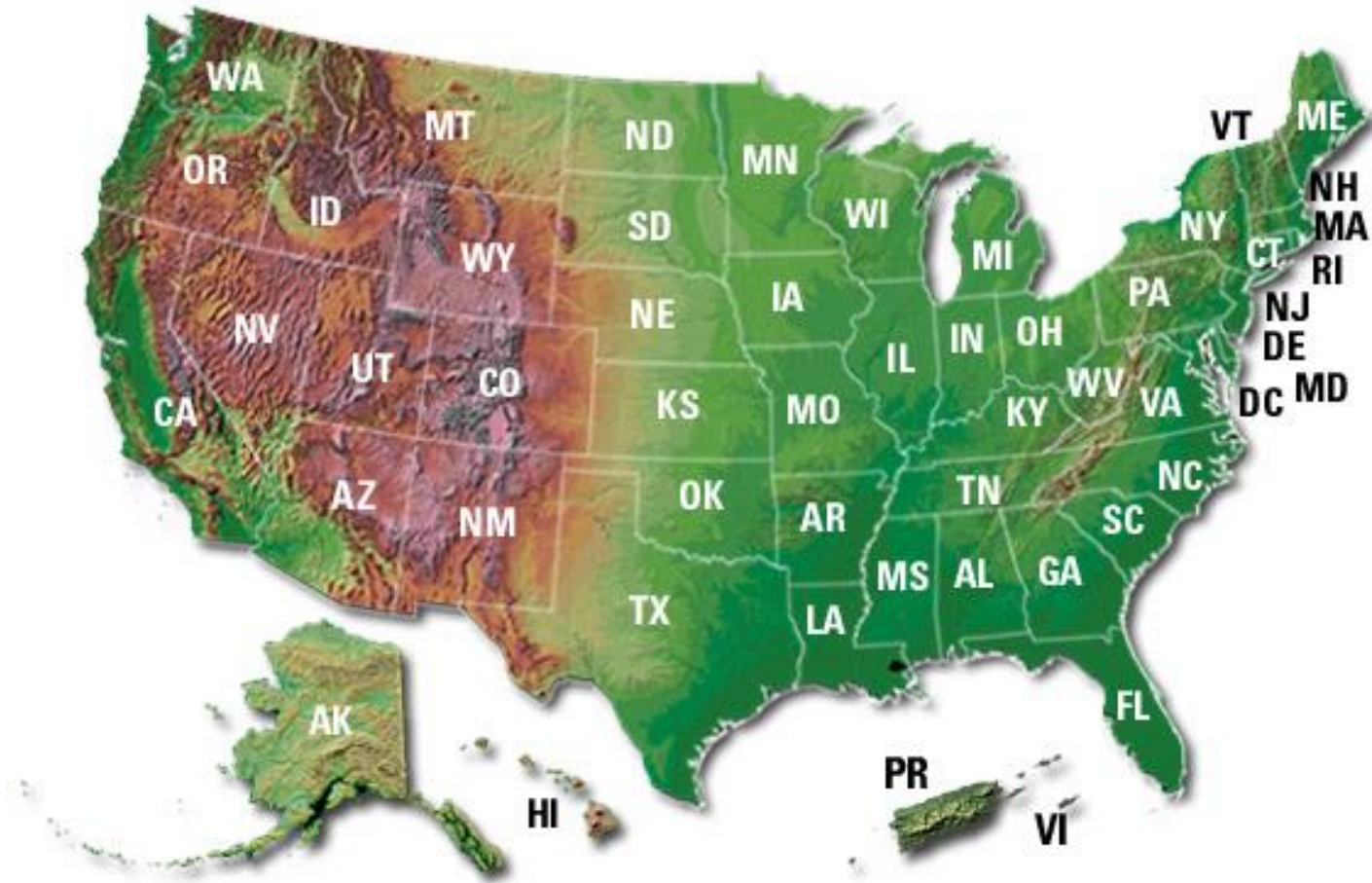
Upcoming Community Calls

The next Conversation Project Community Call will take place on:

Wednesday, Jan 16th, 3:00-4:00 PM ET

| Date and Time | Topic |
|--|--|
| Wednesday, January 16 th , 3:00 – 4:00 pm ET | Community Planning 201: Film screenings to engage diverse audiences |
| Wednesday, February 20 th , 3:00-4:00pm ET | Special Interest: National Health Care Decision Day Planning |
| Wednesday, March 20 th , 3:00 – 4:30 pm ET | Virtual Speaker Training |

Where are you located on the map?



TCP Community Updates

- Revised Resource pages and Community Champions Map
- New Resources
 - Audio version of TCP Starter Kit
 - Spanish version of Diane Sawyer's segment on TCP
 - Spanish subtitles of PSA videos
- Digital access to The Conversation Starter Kit via [Cake](#), a company providing easy, digital way to store and share your end of life care wishes

<https://www.joincake.com/the-conversation-project/>

Session agenda and objectives

- Quick overview of The Conversation Project and our community work
- Review guided questions to consider for your region
- Introduce you to resources available online
- What else? What do you hope to learn on today's call?



A public engagement campaign dedicated to assure
that everyone's wishes for end-of-life care are
expressed and respected.

the conversation project

Strategy for Creating Cultural Change

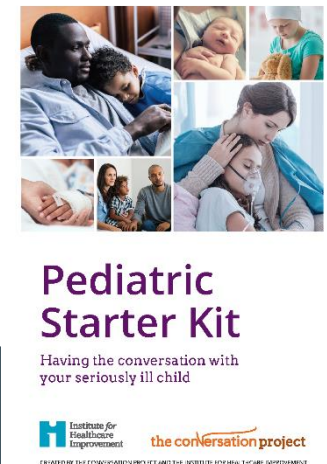
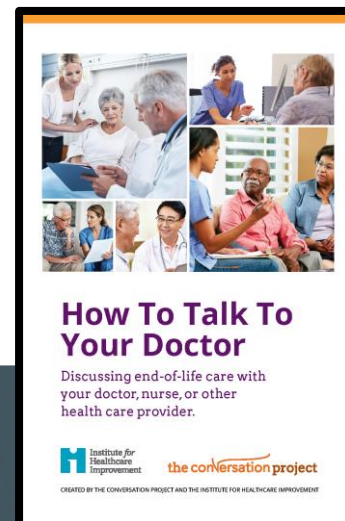
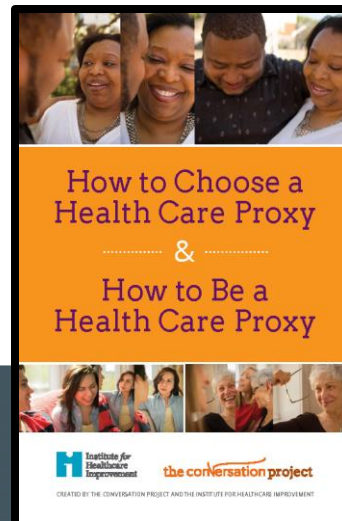
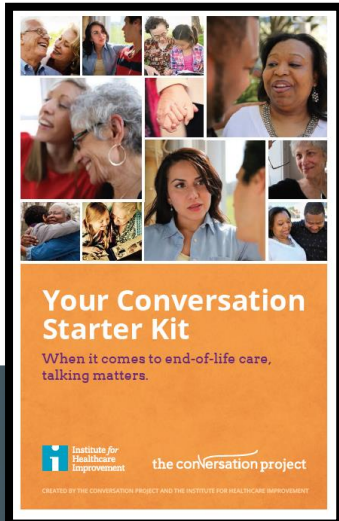
- **Awareness:** National media campaign and community engagement events
- **Accessible:** Tools to help people get started
- **Available:** Bringing TCP to people where they work, where they live, and where they pray

Awareness: Media Engagement



Accessible: Our Tools

- Conversation Starter Kit (translations, audio version)
- Starter Kit for Families and Loved Ones of People with Alzheimer's Disease or Other Forms of Dementia
- How to Choose/Be a Health Care Proxy
- How to Talk to Your Doctor Starter Kit
- Pediatric Starter Kit for Parents of Seriously Ill Children



Available: Where People Live, Work, and Pray

- Conversation Ready Communities: 2500+ contacts in over 40 states
- Conversation Ready Companies: Tufts Health Plan, Goodyear Tire and Rubber Company, Fidelity and Dow Chemical bringing TCP to their employees
- Conversation Ready Health Systems: 60+ systems
- Conversation Sabbath: an interfaith initiative started in Boston - engaging many faiths in November

Community Efforts

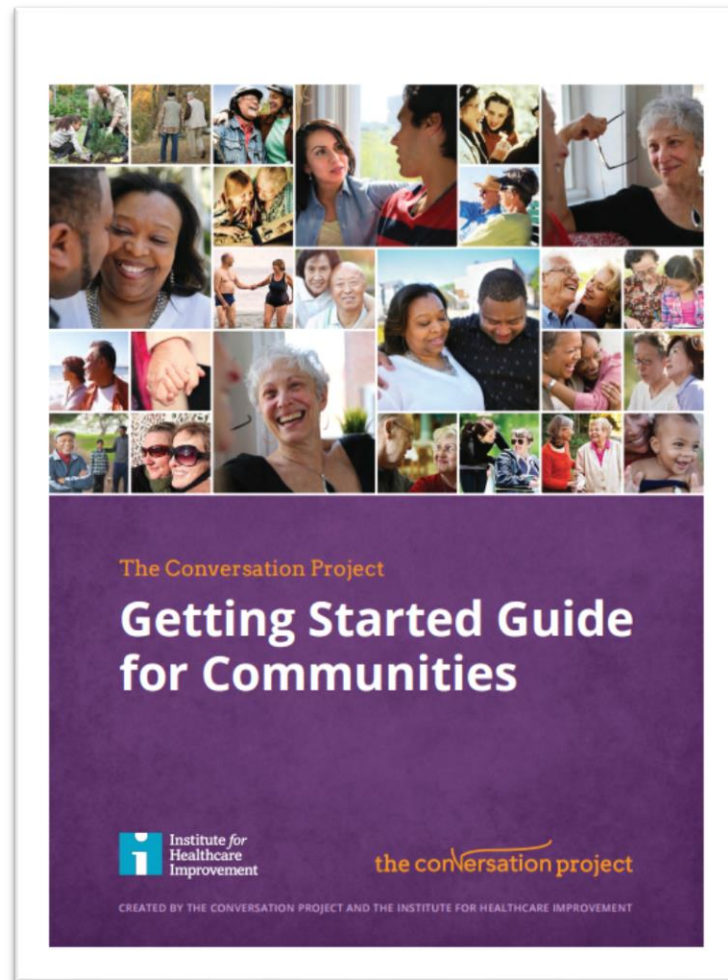


Available: Where People Live, Work, and Pray

Why engage communities?

- Bringing TCP to people where they live, work, and pray – from the outside in.
 - Need to work with community based partners, as each system has their own approach
- Local agents of change who bring unique perspective and recommendations

Building Local Community Engagement



Regional Examples

Hospice of the East Bay, CA

Boulder, CO



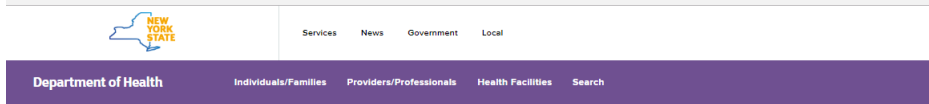
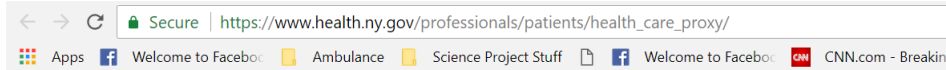
SC Healthcare Decisions Day (SCHDD)

- SC Bar submitted proclamation for SCHDD
- Op-ed templates, articles, presentations
- “Isn’t it time we talk?” brochure by The Carolinas Center for Hospice and End of Life Care, SC Medical Association, SC Bar, SC Hospital Association
- Advance Directives and FAQ on websites
- Attorney-physician pairs on local news stations, call in programs

Examples of Public Education Strategies

- **Hospice and Palliative Nurses Association Campaign**
#ISaidWhatIWant encourages all nurses to lead by example by establishing their own advance care plan
- **Kokua Mau, HI Hospice and Palliative Care**
Organization: community presentations on The Conversation Starter Kit and documenting wishes; professional development for providers; workplace wellness program for earlier conversations; The Conversation Project resources and links on website

Other examples



Healthcare Proxy - Who Will Speak for You?

National Healthcare Decisions Day April 16-22, 2018

National Healthcare Decisions Day (NHDD) exists to inspire, educate, and empower the public about the importance of advance care planning. As we like to say 'It always seems too early, until it's too late' to have these important conversations.



Choosing a healthcare proxy helps to ensure you receive the care you want at the end of life. Your healthcare proxy, or agent, should be someone you trust, a family member or close friend. Your agent makes medical decisions for you when you no longer can. You can ask your proxy to make decisions for you.

Everyone over age 18 should have a healthcare proxy. Situations that may require a proxy:

- You are in a coma from an accident or illness.
- You are terminally ill and not expected to recover.
- You have Alzheimer's or another form of dementia.
- You are under general anesthesia, when something unexpected occurs.
- You are in a persistent vegetative state.

Appointing the right person to be your healthcare proxy can be difficult. Here are some steps to guide you:

Clarify your values and beliefs.

Consider what's important to you. What contributes to the quality of life you want? How do you want to spend your final years, weeks or days? What activities are essential to having a quality life? What role does your faith play in making these decisions?

Frame your medical wishes around these values and priorities. Determine which treatments you are willing to accept. Figure out which treatments you would never want. How much medical care are you willing to have to stay alive? What kind of medical risks are you willing to take?

Have an honest conversation.

Talk to family members and friends about what you want. During these conversations, look for someone who is most likely to represent your wishes.

Once you choose a proxy, continue to share your wishes, thoughts and opinions with that person. It's impossible to predict every scenario that may present itself. But explaining your views will give your agent the information to make decisions on your behalf.

Discuss your wishes with providers.

It's important to share your wishes with your providers, particularly your primary care provider. This information will enable them to care for you in a manner that is consistent with your wishes. You should also let them know you have a healthcare proxy.

Once you have a healthcare proxy, complete the New York Health Care Proxy form. Instructions are available in several languages:

- English (able PDF with instructions) - Revised 11/2017



What We're Seeing

- Live
 - Local leaders promoting TCP (retirees!, social workers)
 - Presentations (book club, library, financial)
 - Train the trainer
- Work
 - Health care organizations
 - General employers – mailings, brown bag lunches, HR process
- Pray
 - Shared sermons and materials – guest preaching
 - Hosted events at houses of worship
 - Integration of TCP into pastoral care and seminary education
 - Collaboration with regional interfaith organizations

Pause and Chat

- What are you trying locally?
- What is happening in your State?

Planning for your community

Planning for your community

Audience

- **Who** is the audience you're trying to reach?
- **What** actions do you want to support them to take?
- **How** is it best to reach them?

Community Work

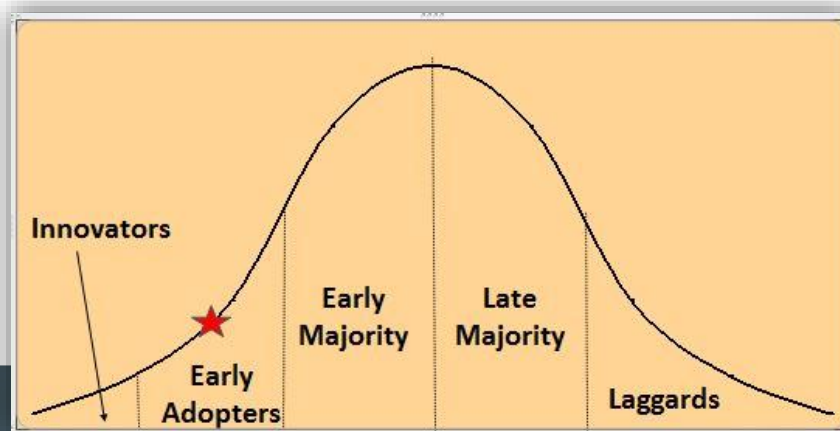
- **Who** do you want to work with?
- **What** actions are you going to take to move this forward?
- **How** are you going to do this? How much time will you have?

Design questions

- 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?

Getting Started Questions

- Who do you want to reach? And by when?
 - Your employees?
 - Everyone over age 75 in your community?
 - Staff working in the local retirement communities?
 - A study group within your faith community?



Getting Started Questions

- Who do you want to reach? And by when?
- What do you want to support them to accomplish?

What do you want to support them to accomplish?

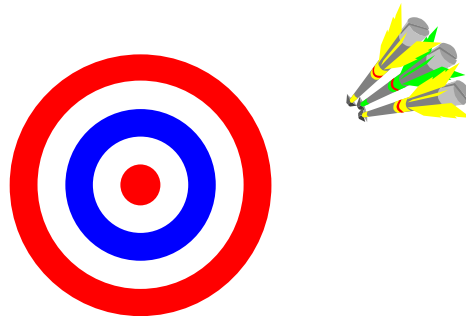
- What do you hope people will ultimately do? Know this early on so you can make the “ask” clear and concise
- For example, do you want to help people:
 - Have the conversation with a loved one?
 - Have the conversation AND talk to their doctor?
 - Have the conversation AND talk to their doctor AND designate a health care proxy AND prepare an advance directive?

How Much, by When?

Strengthen goals to include “what” and “by when”

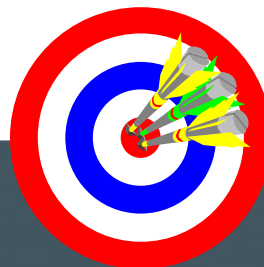
Example (before):

- “We’re going to promote advance care conversations in our community”



Examples (after)

- We will engage **100** members of the congregation (65+) to have “the conversation” with a loved one **by April 2018**
- Reach/ share resources and information about the importance of end of life conversations **with 50%** of all Spanish-speaking community members (>18) within our county **by March 2018**
- Reach/ share information about the importance of having planning ahead (TCP) conversations to **50,000** young adults ages 18-25 years in our state by **December 2018**



Getting Started Questions

- Who do you want to reach? And by when?
- What do you want to support them to accomplish?
- How do you want to reach them?

How do you want to reach them?

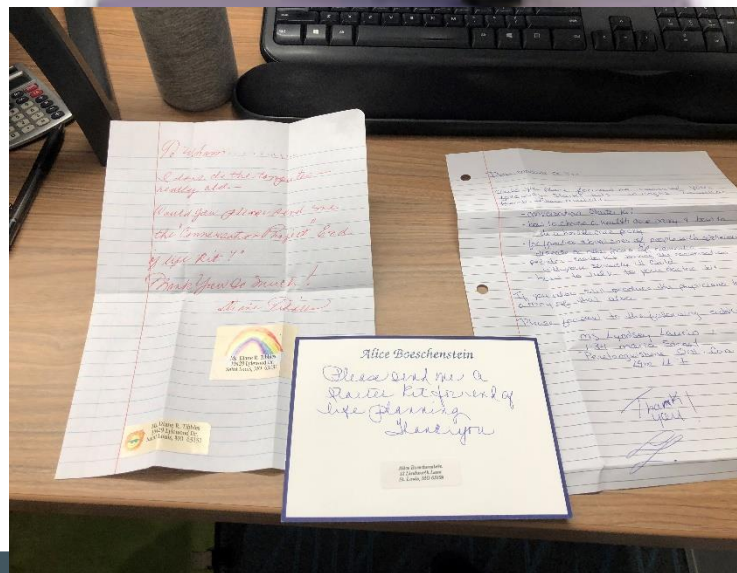
- What are ways you can reach your target audience where they:
 - Work
 - Live
 - Pray
- What activities might help you engage your target population? For example:
 - Writing op-eds in the local newspaper
 - Speaking at conferences or educational events
 - Creating PSA Campaign to raise awareness

Examples

- Via three Conversation Starter Kit sessions, we will engage 100 members of the congregation (65+) to have “the conversation” with a loved one by April 2018
- Reach/ share resources and information about the importance of end of life conversations 50% of all Spanish-speaking community members (>18) within our county by March 2018. We plan to translate all materials into Spanish, train two local community groups that support Spanish-speaking populations in TCP and host one targeted event.
- Through a targeted media campaign, we will reach/ share information about the importance of having planning ahead (TCP) conversations now to 50,000 young adults ages 18-25 years in our state by December 2018

Getting Started Questions

- Who do you want to reach? And by when?
- What do you want to support them to accomplish?
- How do you want to reach them?
- What is the context of this topic for population you're trying to reach?



Letter Text:

"Requesting hard copy of
Conversation Starter Kit
Please mail to...."

CONNECT WITH US:



Getting Started Questions

- Who do you want to reach? And by when?
- What do you want to support them to accomplish?
- How do you want to reach them?
- What is the context of this topic for population you're trying to reach?
- Who else is already doing this work in your community?
Who else could you be working with?

Stakeholder Analysis

| Group Name | Stop? | Let? | Help? | What Matters to Them? |
|-----------------------------|-------|------|-------|---|
| Senior Center | | | X | Providing programming for local residents and their families. Have staffing and space available |
| Competitor | X | | | Being seen as the leader on this work |
| Library | | X | | Providing programming in the community. They have space available |
| Health professions students | | | X | Exposure to new content. Opportunities for resume |

Getting Started Questions

- Who do you want to reach? And by when?
- What do you want to support them to accomplish?
- How do you want to reach them?
- What is the context of this topic for population you're trying to reach?
- Who else is already doing this work in your community?
Who else could you be working with?
- Who are respected leaders or organizations that could help you advocate for the importance of this work?

Possible Community Partners

- Assisted Living Facilities
- City Employee Retirement System
- Dept. of Public Health, Mental Health, Behavioral Health
- Elected Officials
- EMT providers
- Estate/Legal entities (elder law, local bar association...)
- Employers
- Faith-based organizations, clergy, chaplains ministerial associations
- Financial community (banks, CPA firms, financial advisors)
- Health plans/insurers
- Home care/VNA
- Retirement communities and home owners associations
- Homeless shelter/services
- Hospice
- Hospitals/Health systems
- Local resources: libraries, Chamber of Commerce, Lion/Rotary/Elks Club...
- Media channels (local, state, regional)
- Medical/Nursing/Hospital Association
- Nursing homes, rehab facilities, long term care
- Physician office practices/primary care
- Prisons/jails
- School District – employee benefits, Parent Teacher Organizations
- Senior Advocacy Organizations/Elder Services (Area Agency on Aging, senior center, transportation services, meals on wheels)
- Universities – students, faculty, alumni
- Veterans Services

Getting Started Questions

- Who do you want to reach? And by when?
- What do you want to support them to accomplish?
- How do you want to reach them?
- What is the context of this topic for population you're trying to reach?
- Who else is already doing this work in your community?
Who else could you be working with?
- Who are respected leaders or organizations that could help you advocate for the importance of this work?
- Who will be responsible for actually doing this work in your community?

Getting Started Questions

- Who do you want to reach? And by when?
- What do you want to support them to accomplish?
- How do you want to reach them?
- What is the context of this topic for population you're trying to reach?
- Who else is already doing this work in your community? Who else could you be working with?
- Who are respected leaders or organizations that could help you advocate for the importance of this work?
- Who will be responsible for actually doing this work in your community?
- How will you measure successes and challenges?

Outcome Measures

High-level targets you are trying to improve

- # people who complete the Conversation Starter Kit
- # people who discuss wishes for end-of-life care with health care provider
- # people who complete an advance directive

Process Measures

- Specific steps in a process that lead to an outcome measure

Examples:

- # individuals who receive Conversation Starter Kit
- # individuals who attend a Conversation Project workshop
- # media placements about The Conversation Project in local newspapers or magazines
- # presentations to community partners about The Conversation Project

Getting Started Questions

- Who do you want to reach? And by when?
- What do you want to support them to accomplish?
- How do you want to reach them?
- What is the context of this topic for population you're trying to reach?
- Who else is already doing this work in your community? Who else could you be working with?
- Who are respected leaders or organizations that could help you advocate for the importance of this work?
- Who will be responsible for actually doing this work in your community?
- How will you measure successes and challenges?
- How do you plan to reach diverse groups of people in your community?

Equity Issue

Individuals who are Black or Hispanic are **HALF** as likely to have had conversations about their own end-of-life care wishes

Individuals with incomes of less than \$40,000/year are **HALF** as likely to have an ACP

Source: The Conversation Project National Survey (2013, 2018)

How will you reach diverse groups of people in your community?

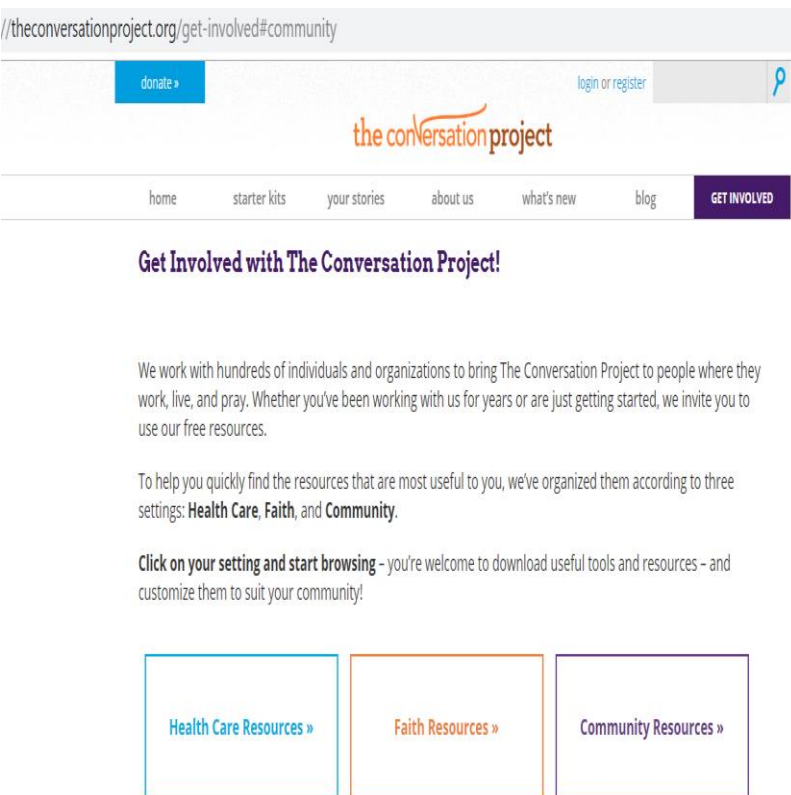
- Consider the diversity of your community
 - language
 - age
 - race
 - religion
 - sexual orientation
 - gender identity
 - socioeconomic status
- What partners can you engage to help introduce this to a more representative audience?
- Shift from doing *to*, doing *for* → doing *with*

Getting Started Questions

- Who do you want to reach? And by when?
- What do you want to support them to accomplish?
- How do you want to reach them?
- What is the context of this topic for population you're trying to reach?
- Who else is already doing this work in your community? Who else could you be working with?
- Who are respected leaders or organizations that could help you advocate for the importance of this work?
- Who will be responsible for actually doing this work in your community?
- How will you measure successes and challenges?
- How do you plan to reach diverse groups of people in your community?
- What can you do by next Tuesday?

TCP Get Involved Page:

Community Engagement Resources



- Get started
 - Community organizing guide and resources (identifying partners and sample work plans)
 - ***Case studies***
 - Template for tracking progress, suggested metrics
- Promote your message
 - Sample promotional materials (PSAs, ads)
 - Social media toolkit
- Host an event (planning, publicizing, facilitating, evaluating)
 - Invitations and agendas for events
 - Press release and flyer templates
 - Slide deck, videos, materials to bring
 - Evaluation forms
- Bonus content
 - <https://theconversationproject.org/get-involved>

Resources

TCP website:

- Stories, blogs, kits/translations, champions map
- Other Resource pages: Faith and Health Care
 - IHI Open School Course- Basic Skills for Conversations about End-of-Life Care (free CEUs)
 - Resources to having culturally/ethnically sensitive conversations

TCP YouTube Channel

TCP Newsletters

Monthly Community Calls: coaching, speaker trainings, special interest topics for idea generation

- Third Wednesday of each month, 3-4 pm ET

Monthly Community Calls

| Date and Time | Topic |
|---|---|
| Wednesday, January 16 th , 3:00 – 4:00 pm ET | Community Planning 201: Film screenings to engage diverse audiences |
| Wednesday, February 20 th , 3:00-4:00pm ET | Special Interest: National Health Care Decisions Day |
| Wednesday, March 20 th , 3:00 – 4:30 pm ET | Virtual Speaker Training |

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?