Institute for Healthcare Improvement

Community 101 Call

The Conversation Project

June 19, 2019

WebEx Quick Reference

Welcome to today's session!

Please use Chat to "All Participants" for questions
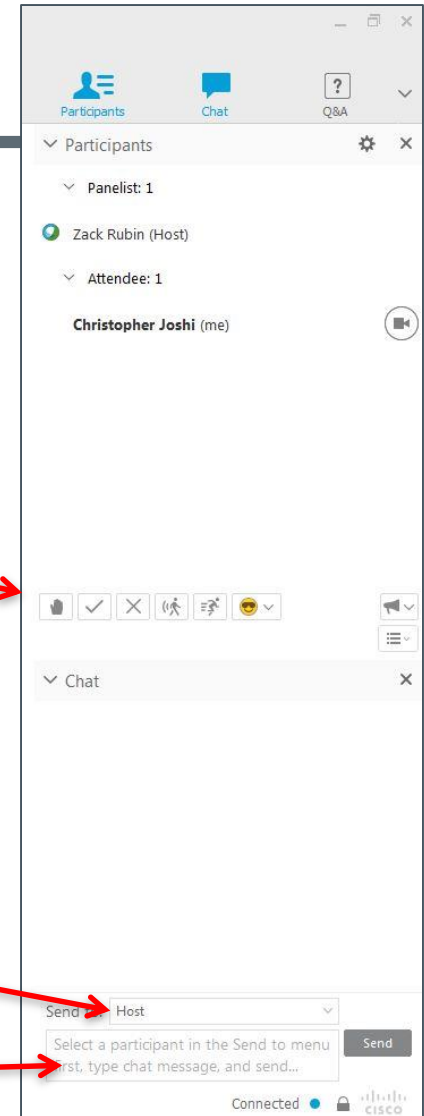
For technology issues only, please Chat to "Host"

WebEx Technical Support: 866-569-3239

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

Raise your hand

Select chat recipient

Enter Text
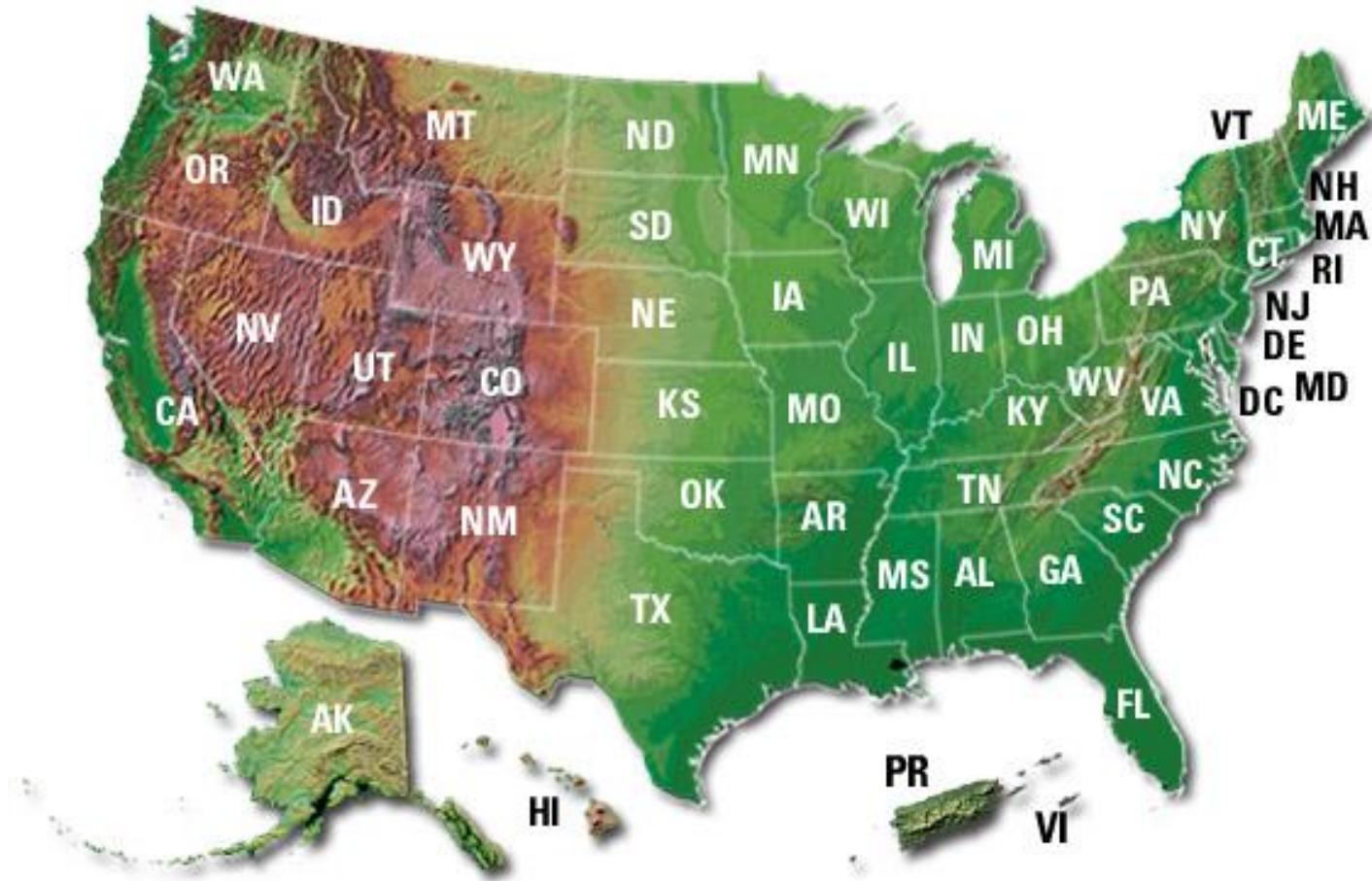
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Ice Breaker Question

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?

The Conversation Project Field Team

Patty Webster

Improvement Advisor

Naomi Fedna

Project Coordinator

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Upcoming Community Calls

The next Conversation Project Community Call will take place on:

Wednesday, July 17th, 3:00-4:00 PM ET

Date and Time	Topic
Wednesday, July 17th, 3:00 – 4:00 pm ET	**Community Planning 201:** The National Landscape for Advance Care Planning Messaging
Wednesday, August 21st, 3:00 – 4:00pm ET	**Special Interest:** Planning for Conversation Sabbath
Wednesday, September 18th, 3:00 – 4:30 pm ET	**Virtual Speaker Training**

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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?

Will ➡ Ideas ➡ Execution

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

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# 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

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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
- Who will speak for you? How to choose and be a health care proxy
- How to Talk to Your Doctor Starter Kit
- Pediatric Starter Kit for Parents of Seriously Ill Children
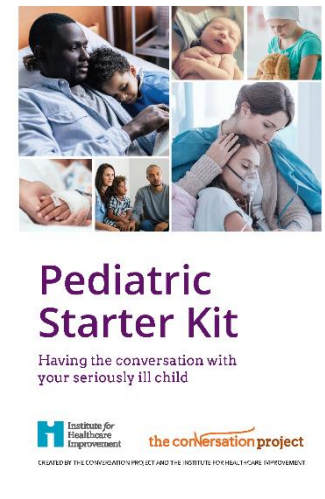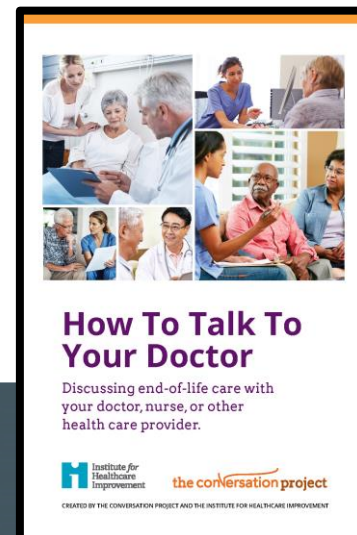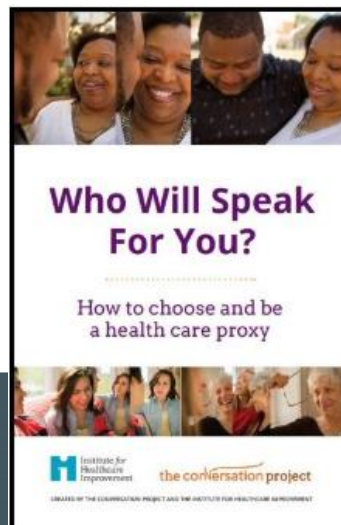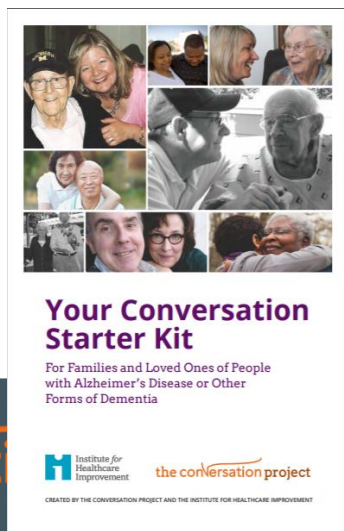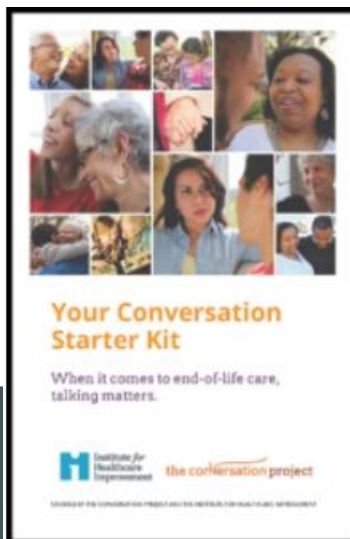
Available: Where People Live, Work, and Pray

- <u>Conversation Ready Communities</u>: 2500+ contacts in over 45 states

- <u>Conversation Ready Companies</u>: Tufts Health Plan, Goodyear Tire and Rubber Company, Fidelity and Dow Chemical bringing TCP to their employees

- <u>Conversation Ready Health Systems</u>: 60+ systems

- <u>Conversation Sabbath</u>: an interfaith initiative started in Boston - engaging many faiths in November

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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

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Building Local Community Engagement
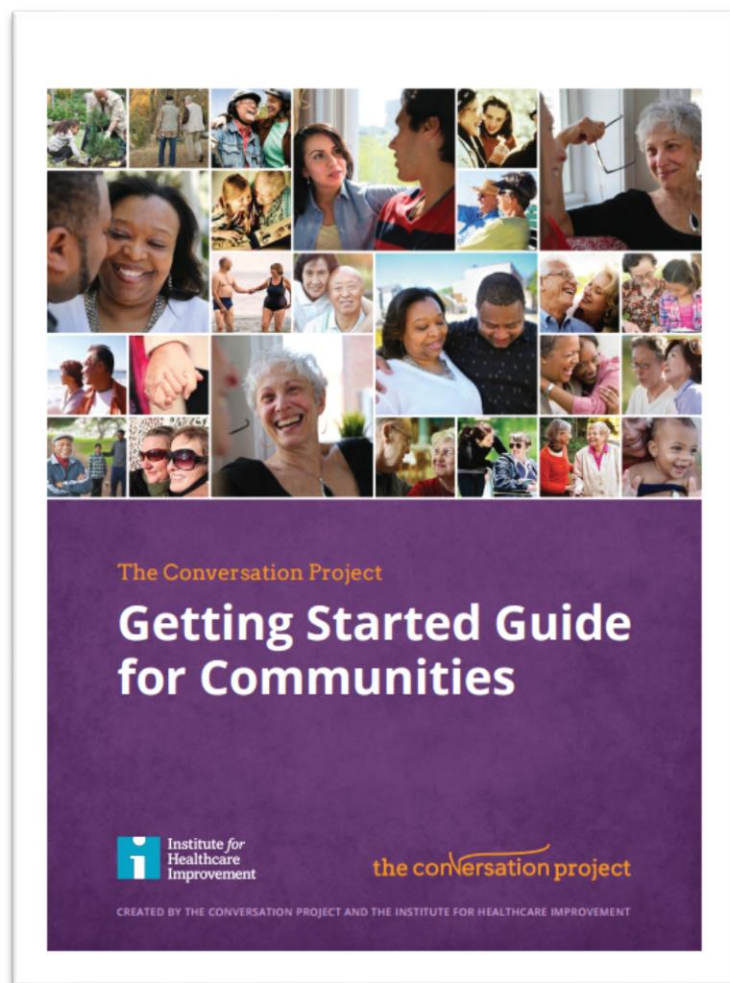
Regional Examples

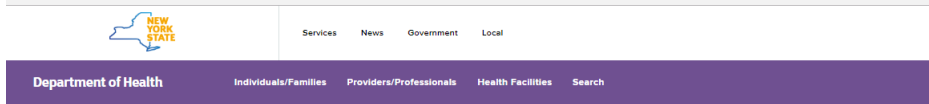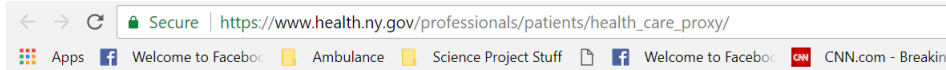Hospice of the East Bay, CA

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

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Other examples

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

<u>Audience</u>

- ***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?

<u>Community Work</u>

- ***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?

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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?
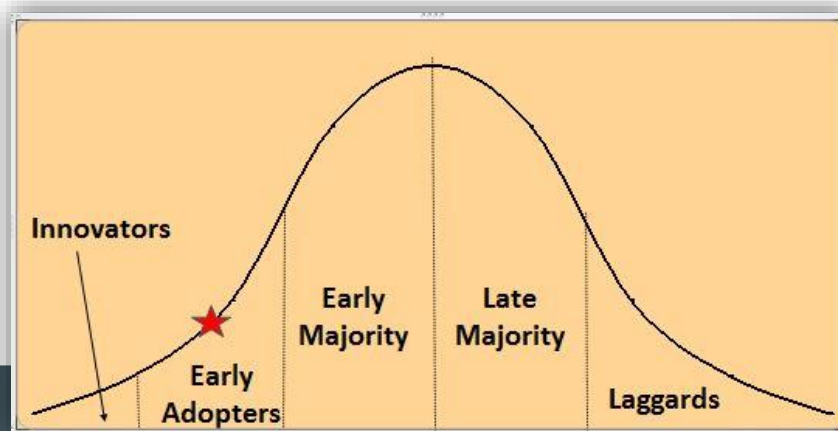
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Getting Started Questions

- 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 someone that matters most to them?
  - 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"
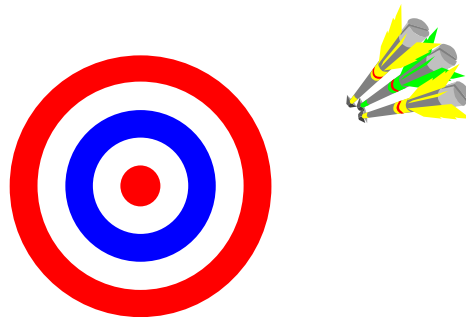
Examples (after)

- We will engage 100 members of the congregation (65+) to have "the conversation" with a loved one by December 2019

- 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 October 2019

- 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 January 2020
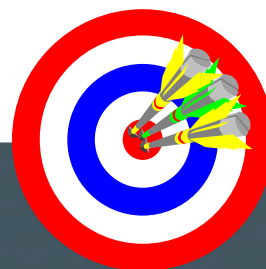
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Getting Started Questions

- 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 December 2019.

- 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 October 2019. 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 January 2020.

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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:

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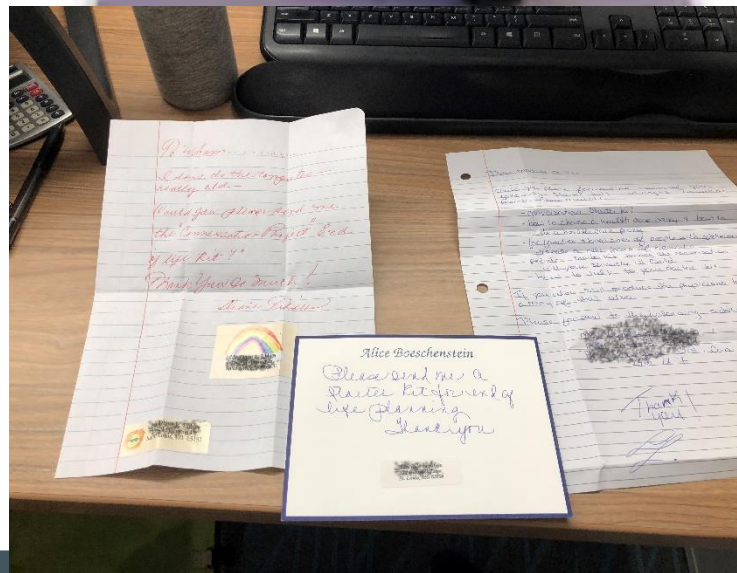- How do you want to reach them?
- What is the context of this topic for population you're trying to reach?
- Who else is already doing this work in your community? Who else could you be working with?
- Who are respected leaders or organizations that could help you advocate for the importance of this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

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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

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Getting Started Questions

- Who do you want to reach? And by when?
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- 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?

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Getting Started Questions

- Who do you want to reach? And by when?
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- 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)

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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*

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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?

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TCP Get Involved Page:
Community Engagement Resources
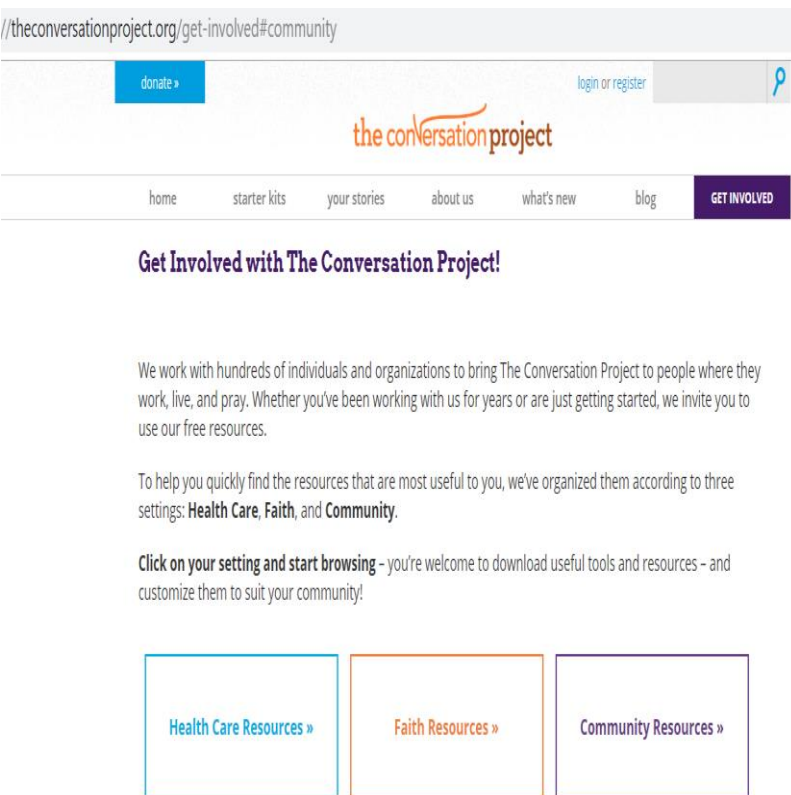
- Get started
  - Community organizing guide and resources (identifying partners and sample work plans)
  - ***Case studies**ensetzt
  - Template for tracking progress, suggested metrics
- Promote your message
  - Sample promotional materials (PSAs, ads)
  - Social media toolkit
- Host an event (planning, 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

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TCP Conversation Champions Map

● Search, connect/network and learn together

Conversation Champions Map

● Connect with others doing similar work in your area.
  ○ You can search by location, organization, name, and filter by setting: faith, health care, or community. Feel free to reach out directly to members on the map via their listed contact information.
● Apply here to be listed on the map if you are actively sharing TCP resources and/or messaging.

The Conversation Project (TCP) relies on the Conversation Champions, like the ones listed on the map below, to help spread the importance of end-of-life care conversations in their communities. These groups plan their own programming using TCP resources or messaging (in addition to their own). As a reminder, TCP has no preference for what someone's wishes for end-of-life care should be – we just want folks to start talking about it. Please read more about our principles HERE.

Add your pin!

https://theconversationproject.org/get-involved

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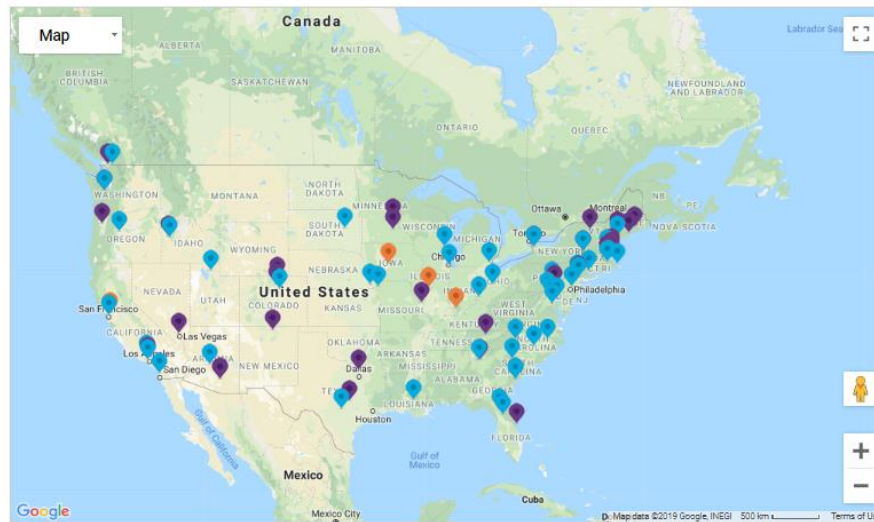
Resources

TCP website:

- What's new, blogs, kits/translations
- 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

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Updates

- Resource Recap and Highlights of the Month: May 2019
  https://theconversationproject.org/tcp-blog/resource-recap-and-highlights-of-the-month-may-2019/
  - Case studies, stories, podcasts, resource revisions
  - 7 Go-to Health Care Resources: Respecting End-of-life Care Wishes

- 5 Things We've Heard and Things You Can Do to Ensure Sustainability
  https://theconversationproject.org/5-things-weve-heard-and-things-you-can-do-to-ensure-sustainability/

- Changes to Proxy Kit → Who will speak for you?
  https://theconversationproject.org/starter-kits/#proxy-kit

How to Talk to Your Patients about End-of-Life Care
A Conversation Ready Toolkit for Clinicians

Institute for Healthcare Improvement

conVersation ready

the conVersation project

Write a Letter to Your Loved One

- Write a letter to your loved one(s) about what matters most to you and email your letter to conversationproject@ihi.org

"And for God's sake, have mercy and trim my chin and upper lip hairs."

"No heroics. Listen to your mother."

Monthly Community Calls

Date and Time	Topic
Wednesday, July 17th, 3:00 – 4:00 pm ET	**Community Planning 201:** The National Landscape for Advance Care Planning Messaging
Wednesday, August 21st, 3:00 – 4:00pm ET	**Special Interest:** Planning for Conversation Sabbath
Wednesday, September 18th, 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?

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Thanks and appreciation