



Institute for
Healthcare
Improvement

The Conversation Project: Designing for Sustainability

October 16, 2019



**Patty Webster
Karen Barnett**

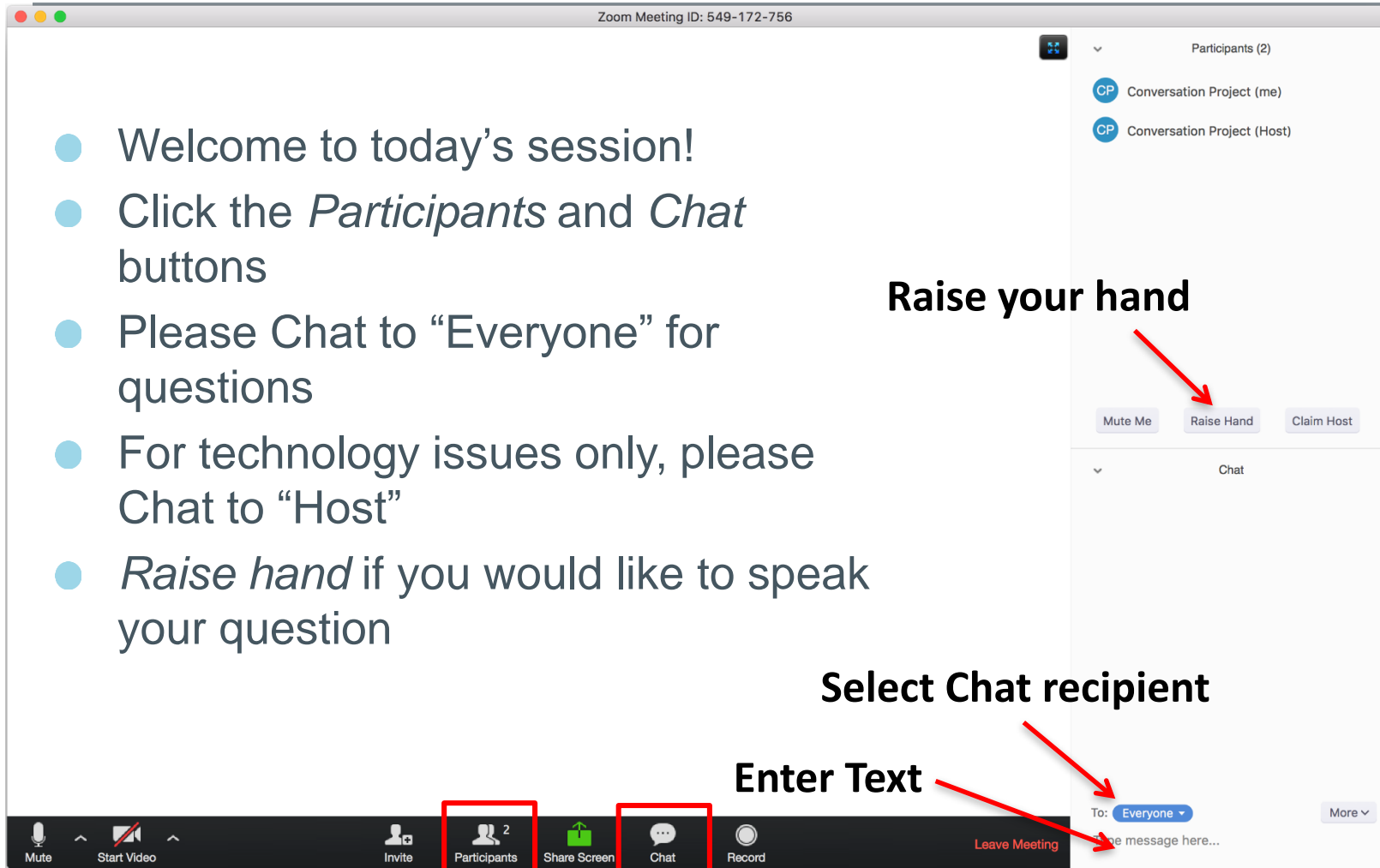
Zoom Quick Reference

- Welcome to today's session!
- Click the *Participants* and *Chat* buttons
- Please Chat to "Everyone" for questions
- For technology issues only, please Chat to "Host"
- *Raise hand* if you would like to speak your question

Raise your hand

Select Chat recipient

Enter Text



The Conversation Project Field Team



Patty Webster
Improvement Advisor



Karen Barnett
Project Assistant

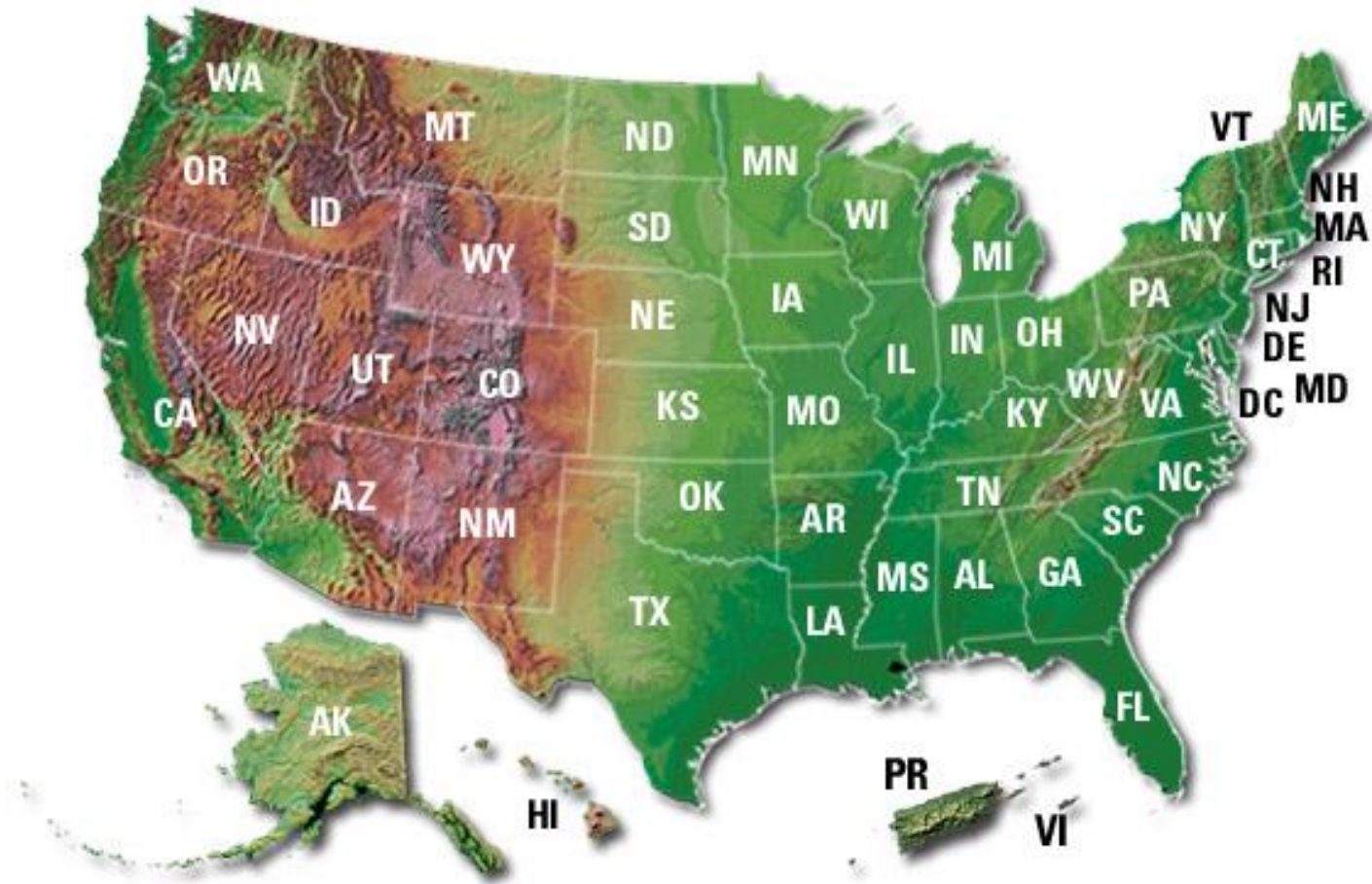
Ice Breaker Question

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

*How did you learn about this call?
(TCP newsletter, web site, word of mouth, etc.)*

Make sure you send your message to “Everyone.”

In chat: Where are you located on the map?



TCP Community Updates

New Blogs:

- 11 Additional Must-Read Books About Death and End-of-Life Care:
<https://theconversationproject.org/tcp-blog/11-must-read-books-about-death-and-end-of-life-care/>
- 10 Resources to Help Reach Spanish-speaking Audiences:
<https://theconversationproject.org/tcp-blog/10-resources-to-help-reach-spanish-speaking-audiences/>

Upcoming Event:

conversation sabbath
Oct. 25 – Nov. 3 | #ConvoSabbath

Upcoming Community Call

The next Conversation Project Community Call will take place on:

Wednesday, November 20th, 3:00-4:00 PM EDT

Date and Time	Topic
Wednesday, November 20 th , 3:00 – 4:00 pm ET	Special Interest: Reaching Solo Agers

TCP Community REMINDER

Quarterly **Community Activity Survey** is open
until
Friday, Oct 25th!

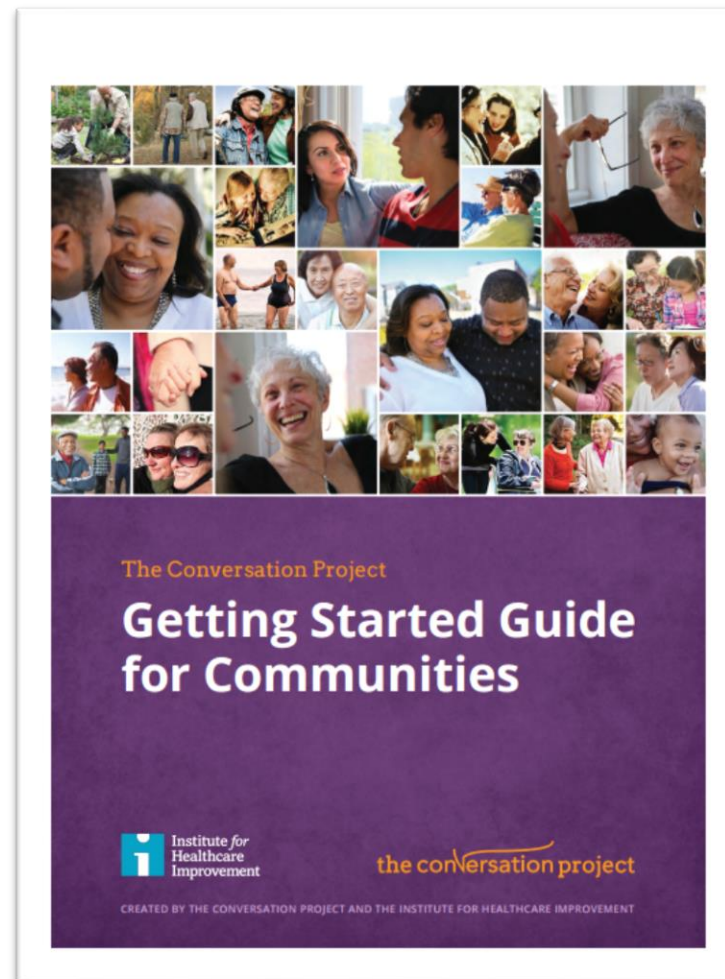
<https://www.surveymonkey.com/r/L3GSFGL>

Let's get started!

- Background
- Lessons from the field: NM, NC, CA
- Q&A and Discussion

What do you hope to learn on today's call?

Building Local Community Engagement



10 Getting Started Questions

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

Sustaining Local Community Engagement

the conversation project

The Conversation Project Community Activity Survey Q1 2019

Thank you for taking the time to help The Conversation Project learn about activity happening in your region to promote conversations! We are collecting 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. We have created a template for you to collect this information on a monthly basis, if you need one. You can find it [HERE](#).

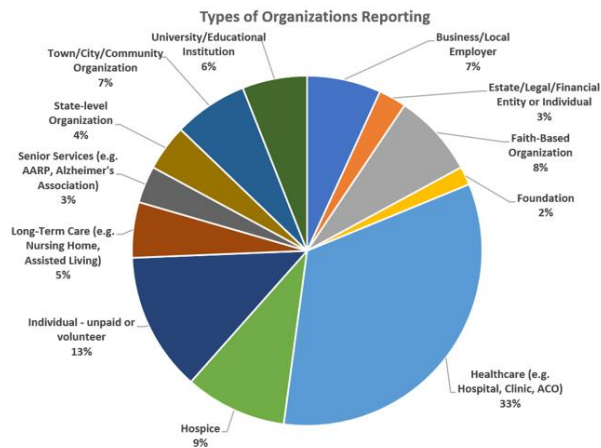
Please answer the following about your work from **January 1, 2019 to March 31, 2019**.

1. From Jan. 1-Mar. 31, 2019: 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:



Blog

5 Things We've Heard and Things You Can Do to Ensure Sustainability

Posted on 06/10/2019

We've asked community members to share how they are planning their work (to spread the importance of end-of-life care conversations) so it continues in the long run. The five most common ways groups or individuals are ensuring this work lives on are listed below.

1. Ensuring a regular rhythm of sharing through recurring programming or media messaging: So this isn't just a "flavor of the month" topic, groups are hosting more than one event, creating recurring or follow-up events (reaching more people and/or creating multiple sessions for the same group to provide deeper support). This can help keep the topic part of the fabric of the community and, importantly, helps you identify others that you can team up with (and share your materials with) to spread further. If you only have the bandwidth for a one-time event – that's OK! Try to identify at least one person, one "champion," at that event to help 'pay it forward' and commit to reaching 5 more people by hosting their own event or spreading the message or tools to followers on social media. For an example of regular rhythm, Bethel AME church leaders created a dedicated ministry and program called "Planning ahead" that brings groups of congregants together three times over three months. Read more on this work [here](#).

2. Establishing a position (within an organization) or team dedicated to this work: Some groups are getting really serious and securing funding or organizational commitment to have a dedicated advance care planning (ACP) person or team within their organization. Groups such as **Making Choices Michigan**, **The Conversation Project Boulder**, **Kitchen Table Conversations**, and many more (see our [Conversation Champion Map](#) for more details) are forming formal, community-based ACP non-profits. Fundraising and networking are crucial components to sustaining this. For those of you who are solo, grassroots volunteers spreading this work on your own, you can still ensure



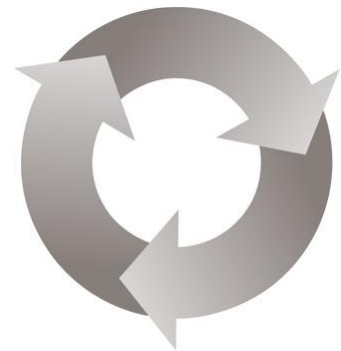
Share: [f](#) [t](#) [g+](#) [e](#)

Tags

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[planning ahead](#)
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Components of Sustainability

- **Weaving into the fabric of the community/organization:** Building activities or providing tools as standard practice, part of culture
- **Multiple and reoccurring touchpoints:** Ensuring a regular rhythm of sharing through recurring programming or media messaging
- **Dedicated nurturing:** Establishing a position (within an organization) or team dedicated to this work



Components of Sustainability

- **Creating/supporting local champions:**
Supporting others to take this forward (students to retirees, private and public sector, representing diversity of communities)
- **Ongoing relationships/coalition building:**
tapping strengths of each
- **Upfront and reoccurring strategy setting:** to determine the right methods and people to keep this work going in any community (including funding)
- **Recognizing this is a long runway**

Various Models for Starting and Keeping the Momentum



Joan Gibson

Founder,
The Conversation
Project in NM



Mary Lou Infinito

Community Outreach
Coordinator, AD & ACP,
Vidant Health, NC



Joe Greaves

Executive Director, East
Bay Conversation Project
& Alameda-Contra Costa
Medical Association, CA



The Conversation Project in New Mexico

Redefining
Sustainability



ADVANCE CARE PLANNING IN NEW MEXICO: LESSONS LEARNED

17

WHAT IS YOUR COMMUNITY'S ACP HISTORY?

WHICH MAJOR PLAYERS ARE SELF-SUSTAINING ?

WHAT HAVE YOU LEARNED?

NEW MEXICO'S ANSWERS

18

HISTORY

COMMUNITY

TCP

PRESBYTERIAN HEALTHCARE SERVICES

MY STORY

YOUR STORY

CONVERSATION

NOW

RESOURCES and CONTACTS

19

Joan McIver Gibson's e mail: miriam@unm.edu

Values History Form:

<https://hscethics.unm.edu/common/pdf/values-history.pdf>

New Mexico MOST Form: <https://www.nmmost.org/dlform.php>

How to use the Health Apps on iPhone/Android:

<https://www.cnet.com/how-to/first-responders-can-help-you-even-when-your-phone-is-locked/>

The Conversation Project Community Call

Advance Care Planning

Mary Lou Infinito
Vidant Health, Eastern North Carolina
Outreach Coordinator

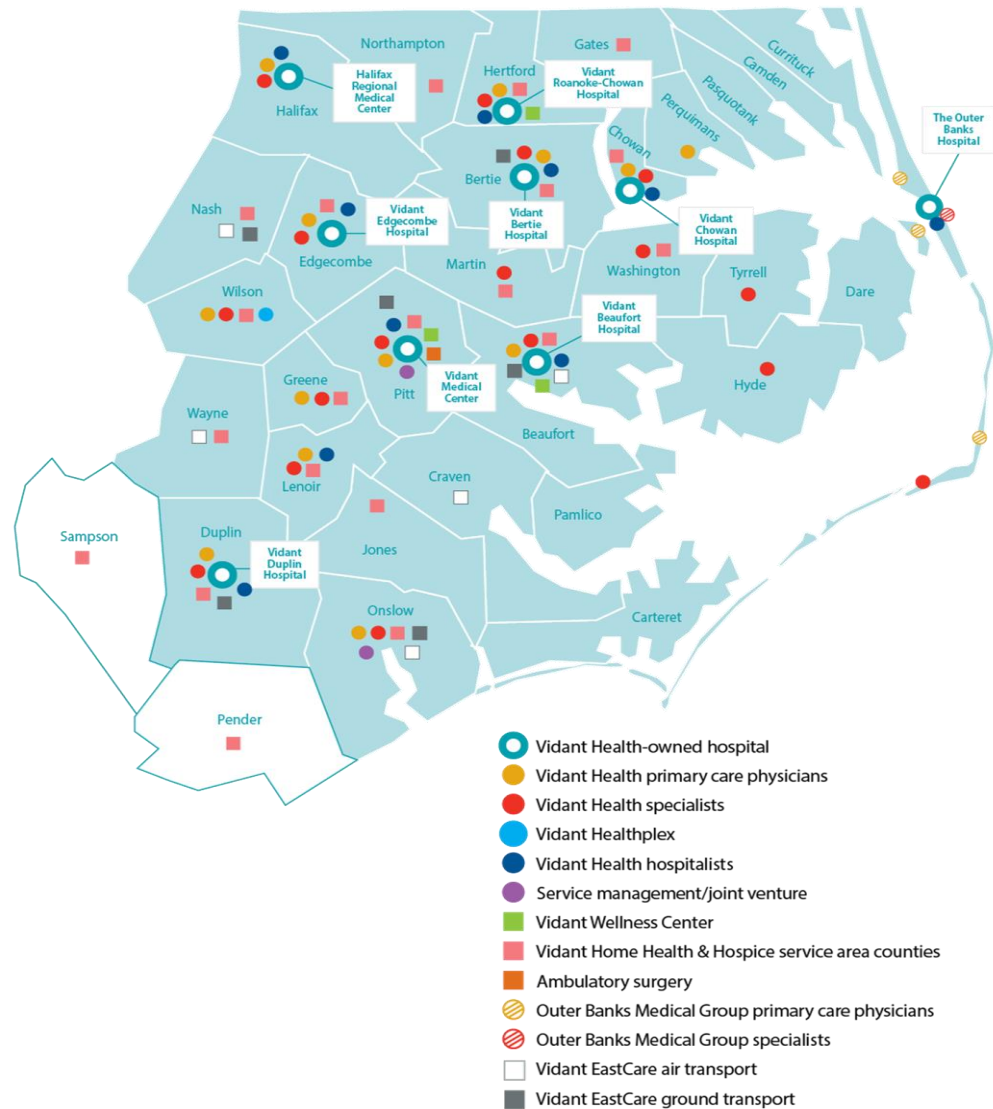


VIDANT HEALTH™

Who is Vidant Health



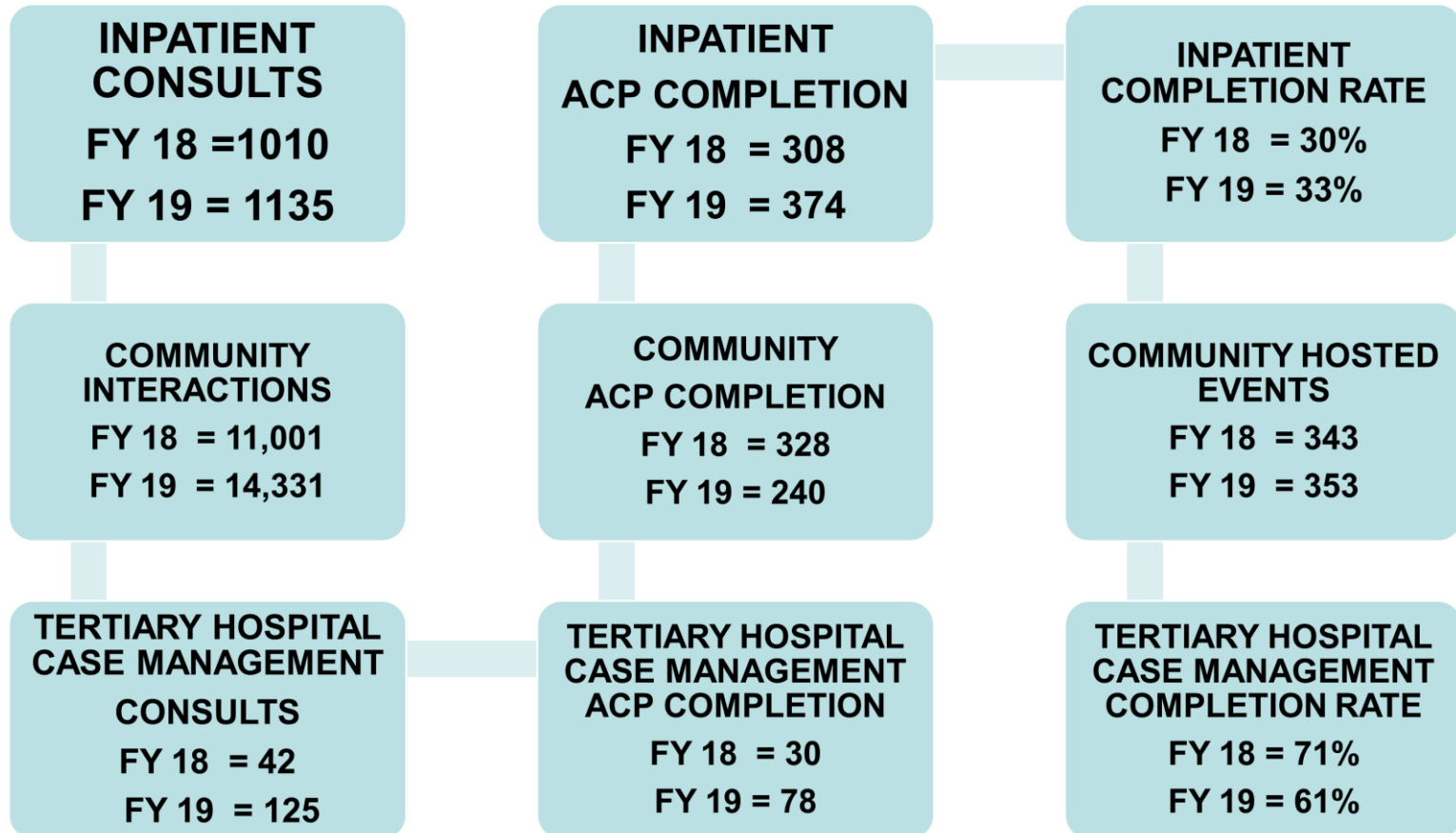
- Serves 1.4 million people in 29 rural counties in Eastern North Carolina
- A not-for-profit health system anchored by an academic medical center in Greenville with seven community hospitals across the region



Green-shaded counties represent Vidant Health's 29-county service area.

- In 2013, Vidant Health created an End-of-Life (EOL) Workgroup made up of patients, family advisors and a broad continuum of professionals across the health system.
- Our objective was to create a culture in which advance care planning (ACP) and goals of care conversations were normalized for patients, consumers and the health care team.
- Have engaged with both health care teams and community partners to promote understanding and completion of advance directives.

A glimpse at the last two years



- Requires expansion outside of the hospital and into the community
- In doctors' offices in wellness nurse appointments, health coach visits, and with transitional care coordinators

The Conversation Project says to reach people where they “LIVE, WORK, PRAY and LEARN”

We go wherever we are invited.

Planning at the community level results in:

- ✓ Personal engagement and ownership
- ✓ Family involvement and enhanced understanding of the person's preferences and priorities
- ✓ Reduction in negative impact for hospitals and health systems
- ✓ Increased patient and family satisfaction

Ideas for supporting ACP

For the
community

- ACP educational workshops
- Facilitated film screenings and book reviews
- Partner with faith leaders and their community
- Tailored presentations where people work, pray and learn

For health care
professionals

- Respecting Choices®
- End of Life Nursing Education Consortium (ELNEC)
- Vital Talk®
- Advance directive tab in EHR
- Advance Care Planning Navigator
- Medicare and BCBS of NC billing

Sharing the necessary tools

TO HELP EASE

DECISION MAKING

IN THE FUTURE



ADVANCE CARE PLANNING TOOLKIT

**STOP
DO NOT
Resuscitate**

Effective Date: _____
Expiration Date, if any: _____
☐ Check box if no expiration

DO NOT RESUSCITATE ORDER

Patient's full name: _____

In the event of cardiac and/or pulmonary arrest of the patient, efforts at cardiopulmonary resuscitation of the patient **SHOULD NOT** be attempted. This order does not affect other medically indicated and comfort care.

I have documented the basis for this order and the consent required by the NC General Statute 90-21.17(b) in the patient's records.

Signature of Attending Physician/Physician Assistant/Nurse Practitioner: _____
Printed Name of Attending Physician: _____
Address: _____

HIPAA PERMITS DISCLOSURE OF MOST TO OTHER HEALTH CARE PROFESSIONALS AS NECESSARY

Medical Orders for Scope of Treatment (MOST)
This is a Physician Order Sheet based on the patient's medical condition and wishes. Any section not completed indicates full treatment for that section. When the need occurs, first follow these orders, then contact physician.

Patient's Last Name: _____ Effective Date of Form: _____
Patient's First Name, Middle Initial: _____ Patient's Date of Birth: _____

Section A Check One Box Only
CARDIOPULMONARY RESUSCITATION (CPR): Patient has no pulse and is not breathing.
☐ Attempt Resuscitation (CPR) ☐ Do Not Attempt Resuscitation (DNR/no CPR)
When not in cardiopulmonary arrest, follow orders in B, C, and D.

Section B Check One Box Only
MEDICAL INTERVENTIONS: Patient has pulse and/or is breathing.
☐ Full Scope of Treatment: Use intubation, advanced airway interventions, mechanical ventilation, and/or other as indicated, medical treatment, IV fluids, etc., also provide comfort measures. **Transfer to hospital if indicated.**
☐ Limited Additional Interventions: Use medical treatment, IV fluids and cardiac monitoring as indicated. Do not use sedation or mechanical ventilation. May consider use of low flow oxygen along with support such as NIPPAP or CPAP. Also provide comfort measures. **Transfer to hospital if indicated. Avoid intensive care.**
☐ Comfort Measures: Keep clean, warm, dry. Use medication by any route, positioning, wound care and other measures to relieve pain and suffering. The patient's social and spiritual treatment planning, when needed, is needed for comfort. **Do not transfer to hospital unless comfort needs cannot be met in current location.**
Other Instructions: _____

Section C Check One Box Only
ANTIBIOTICS
☐ Antibiotics if indicated
☐ Defer use: never (initiation of antibiotics when infection occurs)
☐ No Antibiotics (use other measures to relieve symptoms)
Other Instructions: _____

Section D Check One Box Only in Event
MEDICALLY ADMINISTERED FLUIDS AND NUTRITION: Other oral fluids and nutrition if physically feasible.
☐ IV fluids if indicated
☐ IV fluids for a defined trial period
☐ No IV fluids to provide (other measures to increase comfort)
☐ Feeding tube long-term if indicated
☐ Feeding tube for a defined trial period
☐ No feeding tube
Other Instructions: _____

Section E Check The Appropriate Box
DISCUSSED WITH AND AGREED TO BY:
☐ Patient
☐ Patient or guardian if patient is a minor
☐ Health care agent
☐ Legal guardian of the patient
☐ Attorney-in-fact with power to make health care decisions
☐ Surrogate
☐ Majority of patient's adult family available
☐ Majority of patient's adult children
☐ Majority of patient's adult siblings
☐ An individual with an established relationship with the patient who is acting in good faith and can reliably convey the wishes of the patient

MD/DO, PA, or NP Name (Print): _____ MD/DO, PA, or NP Signature and Date (Required): _____ Phone #: _____

SIGNATURE OF PATIENT, PARENT OF MINOR, GUARDIAN, HEALTH CARE AGENT, SPOUSE, OR OTHER PERSONAL REPRESENTATIVE
(Signature is required and must either be on this form or on file)
I agree that adequate information has been provided and significant thought has been given to life-prolonging measures. Treatment preferences have been expressed to the physician (MD/DO), physician assistant, or nurse practitioner. This document reflects those treatment preferences and indicates informed consent.
If signed by a patient representative, preferences expressed must reflect patient's wishes as best understood by that representative. Contact information for personal representative should be provided on the back of this form.
You are not required to sign this form to receive treatment.

Patient or Representative Name (print): _____ Patient or Representative Signature: _____ Relationship (write "self" if patient): _____

SEND FORM WITH PATIENT/RESIDENT WHEN TRANSFERRED OR DISCHARGED

Networking with key community leaders and stakeholders

Introduction to topic

- Local hospital/FQHC administrators
- ALF/SNF administrators
- Home Health & Hospice leadership
- EMS and/or ambulance transport services
- ED staff

Next steps

- Identify win-win opportunities
- Work in collaboration and partnership
- Understand the rules and regulations of each entity

“I have a healthcare directive not because I have a serious illness, but because I have a family.”

-Dr. Ira Byock

For any questions, contact Mary Lou Infinito

Marylou.infinito@vidanthealth.com

Or visit

www.VidantHealth.com/AdvanceCare

Download a toolkit



East Bay Conversation Project

Joe Greaves, Executive Director

510-654-5383 / jgreaves@accma.org / @joegreaves

ACCMA Snapshot

- Two-county metro/suburban medical association
 - SF East Bay
 - 2.8 million residents
- 4,600 physician members
 - 50-60% penetration; rapid integration/consolidation
- ACCMA also manages Napa and Solano medical societies
- 9 FTE staff
- ~\$1.7 million annual budget
- 501c3 Community Health Foundation

East Bay conversation project



What is EBCP?

A community-wide coalition of organizations and individuals dedicated to providing the residents of Alameda County and Contra Costa County with the resources necessary to help them engage in Advance Care Planning.

Origins in 2009



CHCF



COALITION FOR
COMPASSIONATE CARE
OF CALIFORNIA



ACCMA
Alameda-Contra Costa Medical Association



East Bay
conversation project

Steering Committees

- Steering Committee

- Faith-based organizations
- Senior advocates
- Health care organizations
- Health care professionals
- Estate attorneys
- Fiduciaries
- Hospices
- Elected officials
- Businesses



- Plays an important role in target identification for outreach presentations/events
- Also a forum for ACP champions and advocates
- Meets quarterly

Quarterly Trainings

- Half-day training:
 - Concepts of ACP
 - Tools to engage in discussions
 - Health care agent
 - Form completion
- Rotates between Alameda and Contra Costa Counties
- Contract Instructor Teaches Course
 - Trained by CCCC
- Registration between 30-40 individuals per session
- Audience has changed from general public to health care workers wanting practical ACP skills
- Getting more requests for on-site trainings



The Alameda-Contra Costa Medical Association's (ACOMA)
East Bay Conversation Project
is pleased to offer the following FREE workshop:

East Bay
conversation project
www.eastbayacp.org

MAKING CONVERSATIONS COUNT

Thursday, October 25, 2018
8:30 am - 12:30 pm

A WORKSHOP ON ADVANCE CARE PLANNING

Alameda-Contra Costa Medical Assn.
6230 Claremont Ave. 3rd Floor, Oakland

Cost: Free - CME/CE Available!*

Advance care planning enhances quality of life by ensuring that plans are developed to address end-of-life care decisions in accordance with personal wishes. Join **Janet Thompson**, senior living counselor at St. Paul's Towers, to learn more about methods to engage others in this important conversation and to teach it effectively.

After attending this training, attendees will be able to:

- ★ Identify the concepts and benefits of advance care planning.
- ★ Utilize the tools available to engage in discussion of advance care planning
- ★ Distinguish the importance and characteristics of an effective Health Care Agent
- ★ Complete and assist others with advance health care directives and POLST forms

- 3.75 CME Hours Available
- Approved by the Nursing Home Administrator Program for 4 CE credit hours
- Provider approved by the California Board of Registered Nursing, Provider Number CEP17013 for 4 contact hours. CE provided in collaboration with "Yes! Press Consulting and Education"

RSVP Information

Please RSVP online - no login required. RSVP at www.eastbayacp.org. Or complete and FAX this form to 510-654-8959. Questions: please call (510) 654-5383

Attendee: _____

Organization: _____

Phone: _____

Email: _____

Funded by Alameda County Measure A Essential Health Care Services Initiative and the Thomas J. Long Foundation.

**Non-ACOMA members who wish to claim CME credits for this program will be charged a \$187.50 admin fee to help cover the costs of providing CME. ACOMA members will receive the CME free-of-charge as part of their membership benefits.*

Accreditation Statement: The Alameda-Contra Costa Medical Association is accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA) to provide continuing medical education for physicians.

Credit Designation Statement: The Alameda-Contra Costa Medical Association designates this live activity for a maximum of 3.75 AMA PRA Category 1 Credits(s)[®]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Community Outreach

- Goal of 30 Community Outreach Events Annually
 - Festivals
 - Street fairs
 - Community groups
- Volunteer supported
 - Using champions from steering committees and trainings
- Goal is to raise awareness, provide information on ACP resources
- Important to have a diverse volunteer network; cultural considerations need to be made in the approach to ACP



Film Screenings

- Multiple screenings of Atul Gawande's "Being Mortal"
 - Includes audience discussion / sharing following the screening
- Also screened Jessica Zitter's "Extremis" and documentary "End Game"
- Volunteer supported
 - Using champions from steering committees and trainings



Annual Summit

- Daylong conference for ACP champions
 - Focuses of taking a deeper dive into aspects of ACP
- First summit held Nov 2017
 - Over 130 registrants, over 100 attendees
- Second summit held Oct 2018
 - Over 140 registrants, over 120 attendees


East Bay
conversation project
A project of the Alameda-Contra Costa Medical Association (ACCMA)

ACCMA
Alameda-Contra Costa Medical Association

CRITICAL CONVERSATIONS:

AN ADVANCE CARE PLANNING SUMMIT FOR ADVOCATES
The East Bay Conversation Project's advance care planning summit is the premier event in the East Bay for anyone involved with advance care planning. Join us for inspiration and insight from topic experts, as well as the opportunity to refine the critical skills and knowledge to engage in "The Conversation."

THURSDAY, OCTOBER 11, 2018
Registration: 8:30 a.m.
Summit: 9:00 a.m. – 4:00 p.m.
The California Endowment
2000 Franklin St., Oakland, CA 94612
Registration FREE – Lunch Provided
CME/CE Available!*

**KEYNOTE SPEAKER:**
LOUISE ARONSON,
MD, MFA, Geriatrician, author, and professor of medicine at UCSF.

GENERAL SESSION: CULTURAL CONSIDERATIONS

AM BREAKOUTS:

- Healthcare Agents & Surrogate Decision Makers
- End of Life Options
- Ethical & Legal Dimensions of "The Conversation"

PM BREAKOUTS:

- Living with Dementia: Honoring Wishes
- Conversation Starters
- Ethical & Legal Dimensions of "The Conversation" (2nd Chance)

TO REGISTER
Go online to www.eastbayacp.org -or- FAX this completed form to (510) 654-8959.
For questions, please call (510) 654-5383.
Name: _____ Email: _____
Organization: _____ Phone: _____

*Non-ACCMA members who wish to claim CME credits for this program will be charged a \$300 admin fee to help cover the costs of providing CME. ACCMA members will receive the CME free-of-charge as part of their membership benefits.
Accreditation Statement: The Alameda-Contra Costa Medical Association is accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA) to provide continuing medical education for physicians.
Credit Designation Statement: The Alameda-Contra Costa Medical Association designates this live activity for a maximum of 5.5 AMA PRA Category 1 Credits[s]™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.
The EBCP is funded by Alameda County Measure A Essential Services Initiative and the Thomas J. Long Foundation.

Communications

- Project webpage with resources located ACCMA website
 - www.EastBayACP.org
 - Simplified from prior version
- Quarterly newsletter
 - Project updates
 - Upcoming events
 - ACP related news
 - Photos from recent events



The screenshot displays the website of the Alameda-Contra Costa Medical Association. The header includes the organization's name, a search bar, and navigation links such as Home, Hot Topics, News, Calendar, Member Resources, Become a Member, Community Health, For Patients, and About Us. The main content area is titled "East Bay Conversation Project" and features a photo of two hands clasped together. The text describes the project as a community-wide coalition dedicated to promoting understanding and engagement in "The Conversation" about advance care planning. It also mentions that the project provides resources to engage in advance care planning and is continually interested in recruiting organizations and individuals to champion the effort. A sidebar on the right includes a "Sign-up for the ACCMA E-Newsletter" button, a "Related Pages" section with links to ACCMA Foundation, East Bay Conversation Project, Safe Prescribing, Hypertension Project, and Public Health, and a "Click here NOW for an online quote!" button. At the bottom, there is a section titled "What Can We Do For You?" which lists two types of events: "FREE advance care planning presentations" and "FREE advance care planning workshops".

ALAMEDA - CONTRA COSTA MEDICAL ASSOCIATION

Home Hot Topics News Calendar Member Resources Become a Member Community Health For Patients About Us

Community Health > East Bay Conversation Project

East Bay Conversation Project

The East Bay Conversation Project is a community-wide coalition dedicated to promoting understanding and engagement in "The Conversation" about advance care planning to ensure individuals' health care treatment preferences are known, documented, and honored.

The project provides resources to engage in advance care planning and is continually interested in recruiting organizations and individuals to champion the effort. It is supported by grant funding and administered by the ACCMA Community Health Foundation, a charitable subsidiary of the Alameda-Contra Costa Medical Association (ACCMA).

For information in Chinese, please visit the [Chinese American Coalition for Compassionate Care](#)

For information in Spanish, please visit the [Coalition for Compassionate Care of California](#)

Sign-up for the ACCMA E-Newsletter

Related Pages

- ACCMA Foundation
- East Bay Conversation Project
- Safe Prescribing
- Hypertension Project
- Public Health

Click here NOW for an online quote!

Steve R. Una MD
Board of Governors

MIEC continues to support policyholders and their communities!

visit: www.miec.com
or call: 1-800-227-4627

MIEC

East Bay conversation project

What Can We Do For You?

Through an extensive network of volunteers, the East Bay Conversation Project provides the following to health care professionals and the general public:

- **FREE advance care planning presentations** — We offer presentations about advance care planning to groups, as well as screenings of the film *Being Mortal* by Atul Gawande. For individuals, we can connect you with trained advance care planning advocates to discuss the process, the forms, and how to have "the Conversation." Length: typically 20-60 minutes, depending on needs.
- **FREE advance care planning workshops** ("Making Conversations Count: A Workshop on Advance Care Planning")

Other Info

- Contract Staff for (most) Administration
 - Former student intern for the project
 - Passionate about ACP (we are fortunate!)
 - Handles most nuts and bolts
 - Management/oversight, communications, office support provided by medical association
- Modest budget supported with grant funds
 - Annual budget of \$40K (does not include in-kind support from medical association)
 - Half funding from Alameda County Measure A
 - Half of funding from private foundations in Contra Costa County
- Close Partnership with CCCC
 - Leverage CCCC's considerable subject matter expertise, resources, toolkits to support our work

Sustaining Our Momentum

- Declining Demand
 - Attendance at trainings declining, audiences shifting
 - Requests for community presentations declining
 - Good news: More ACP activities elsewhere (success?)
- Less Funding
 - Initial funders have moved on to other priorities
- Engagement Challenges
 - Declining participation on steering committees
 - Merged cmtes, reduced frequency; more “steering”
 - Supplemented with more educational programming
- Taking Stock
 - Strategic planning w/ ACP thought leaders in Nov
 - Goal: revisiting how best to accomplish our goals
 - Likely to move into more convening/supporting role, fewer direct services; charging fees for educational programs; etc.



Questions? Thank you!

Joe Greaves, Executive Director

510-654-5383 / jgreaves@accma.org / @joegreaves

Q&A and Discussion

- Any questions?
- What model do you have and what pearls of wisdom can you share on sustaining momentum & local engagement?

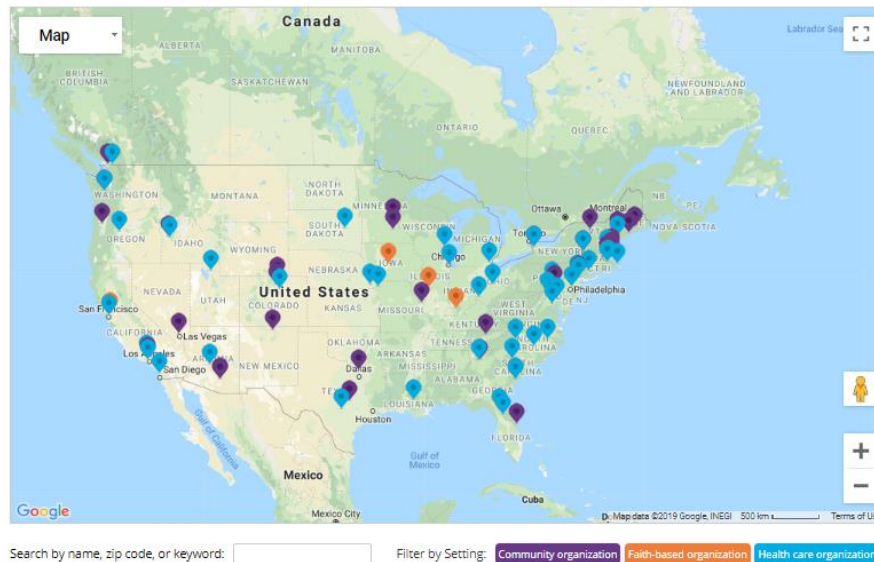
TCP Conversation Champions Map

● 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.

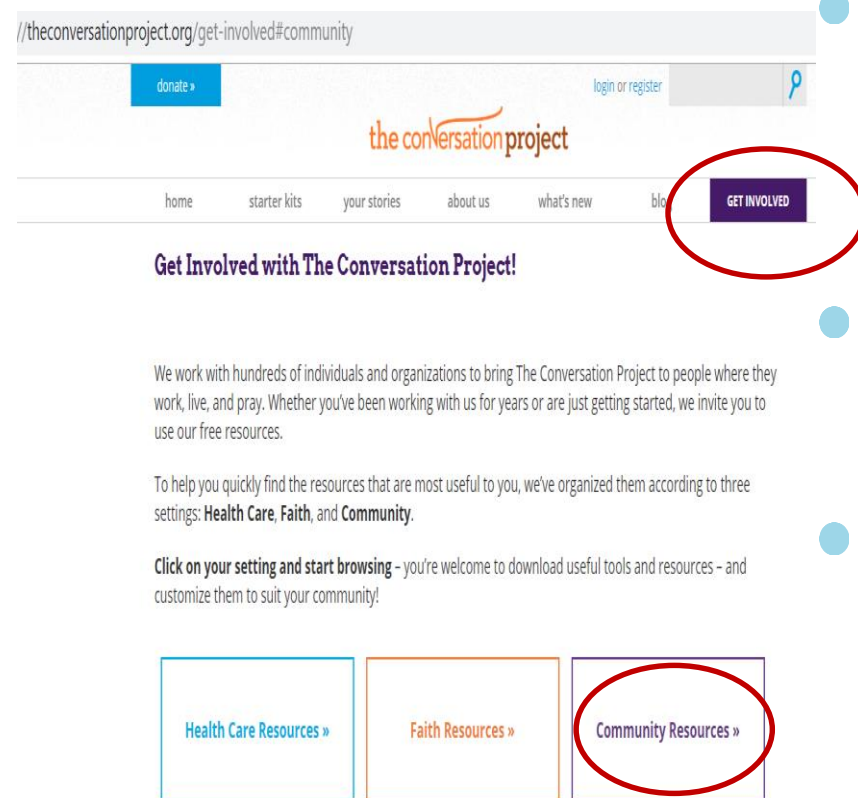
The Conversation Project (TCP) relies on the Conversation Champions, like the ones listed on the map below, to help spread the importance of end-of-life care conversations in their communities. These groups plan their own programming using TCP resources or messaging (in addition to their own). As a reminder, 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](#).



<https://theconversationproject.org/get-involved>

TCP Get Involved Page:

Community Engagement Resources



- Get started
 - Community organizing guide and resources
 - 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
 - Movie screening guides

<https://theconversationproject.org/get-involved>

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We want your feedback!

- After this call please take our survey (link in chat!)

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?

Thanks and appreciation



The John A. Hartford Foundation
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