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
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:
- 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 20\(^{th}\), 3:00-4:00 PM EDT**

<table>
<thead>
<tr>
<th>Date and Time</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, November 20(^{th}), 3:00 – 4:00 pm ET</td>
<td>Special Interest: Reaching Solo Agers</td>
</tr>
</tbody>
</table>
Quarterly **Community Activity Survey** is open until Friday, Oct 25th!

[https://www.surveymonkey.com/r/L3GSFGL](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

The Conversation Project
Getting Started Guide for Communities

Institute for Healthcare Improvement
the conversation project
CREATED BY THE CONVERSATION PROJECT AND THE INSTITUTE FOR HEALTHCARE IMPROVEMENT
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

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 one 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 spending 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, connect with others and spread the work on your own, you can still start.

Types of Organizations Reporting

- Town/City/Community Organization: 7%
- State-Level Organization: 6%
- Senior Services (e.g., AARP, Alzheimer’s Association): 3%
- Long-Term Care (e.g., Nursing Home, Assisted Living): 5%
- Individual - unpaid or volunteer: 13%
- Healthcare (e.g., Hospital, Clinic, ACO): 35%
- Business/Local Employer: 9%
- Estate/Legal/Financial Entity or Individual: 3%
- Faith-Based Organization: 8%
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

WHAT IS YOUR COMMUNITY’S ACP HISTORY?

WHICH MAJOR PLAYERS ARE SELF-SUSTAINING?

WHAT HAVE YOU LEARNED?
RESOURCES and CONTACTS

Joan McLver 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
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
• 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

**INPATIENT CONSULTS**
- FY 18 = 1010
- FY 19 = 1135

**COMMUNITY INTERACTIONS**
- FY 18 = 11,001
- FY 19 = 14,331

**TERTIARY HOSPITAL CASE MANAGEMENT CONSULTS**
- FY 18 = 42
- FY 19 = 125

**INPATIENT ACP COMPLETION**
- FY 18 = 308
- FY 19 = 374

**COMMUNITY ACP COMPLETION**
- FY 18 = 328
- FY 19 = 240

**INPATIENT COMPLETION RATE**
- FY 18 = 30%
- FY 19 = 33%

**COMMUNITY HOSTED EVENTS**
- FY 18 = 343
- FY 19 = 353

**TERTIARY HOSPITAL CASE MANAGEMENT ACP COMPLETION**
- FY 18 = 30
- FY 19 = 78

**TERTIARY HOSPITAL CASE MANAGEMENT COMPLETION RATE**
- FY 18 = 71%
- FY 19 = 61%
• 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
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
Final thoughts

“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
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

POLST California

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
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
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
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). At a minimum, TCP has no preference for where someone’s clothes 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
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
Stay Connected!

- Twitter: @convoproject
- Facebook: The Conversation Project
- Instagram: convoproject
- Newsletters
  - General
  - Community Engagement
  - Conversation Sabbath
  - NHDD
- *Coming soon: Conversation champions Facebook discussion group
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
Dedicated to Improving the Care of Older Adults