



92%

Ninety-two percent of Americans think it's important to discuss their end-of-life care wishes

32%

Yet only thirty-two percent have actually shared their wishes.

Source: The Conversation Project National Survey, 2018

One conversation can make all the difference.

Have you had the conversation?

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Our Purpose

The Conversation Project is a national campaign dedicated to helping people talk about their wishes for end-of-life care. It was founded by Pulitzer Prize winner Ellen Goodman.

Too many people are dying in a way they wouldn't choose, and too many of their loved ones are left feeling bereaved, guilty, and uncertain.

It's time to transform our culture so we shift from not talking about dying to talking about it. It's time to share the way we want to live at the end of our lives. And it's time to communicate about the kind of care we want and don't want for ourselves.

We believe that the place for this to begin is at the kitchen table—not in the intensive care unit—with the people who matter most, before it's too late. Together we can make these difficult conversations easier. Our goal is to make sure that every person's wishes for end-of-life care are expressed and respected.

Our History

The Conversation Project began in 2010, when Ellen Goodman and a group of colleagues and concerned media, clergy, and medical professionals gathered to share stories of "good deaths" and "hard deaths" within their own circle of loved ones. They realized that the difference between the two experiences often hinged on whether or not they had had the conversation.

Over several months, a vision emerged for a grassroots public campaign spanning both traditional and new media that would change our culture. The goal: to make it easier to initiate conversations about dying, and to encourage people to talk now and as often as necessary so that their wishes are known when the time comes.

In order to make this vision a reality, The Conversation Project began its collaboration with the Institute for Healthcare Improvement (IHI) in September 2011. IHI is a not-for-profit organization that helps lead improvement of health and health care throughout the world. The Conversation Project, which officially launched on August 2012, does not promote any specific preference for end-of-life care. Instead, it seeks to support people as they consider their preferences and share them with those closest to them.

The Conversation Project has evolved into an international initiative driven by local leaders who share the importance of advance care planning with people where they work, live, and pray. The Conversation Project website offers guidance, tools, and resources, including our Conversation Starter Kit, to help people talk with their loved ones about their end-of-life preferences. Additionally, we share stories, relevant news, and tips in our blogs and on social media.

Translations

Our kits are translated into a number of languages, including Arabic, Chinese, English, French, German, Haitian Creole, Hebrew, Hindi, Japanese, Korean, Portuguese, Russian, Spanish, and Vietnamese.

Community Engagement

We engage hundreds of health care, faith, and community leaders across the country to promote advance care planning. We provide support through coaching calls, getting started guides, and peer support networks.

Additional Resources

We also have a Pediatric Starter Kit, as well as numerous resources for patients, clinicians, and families for discussions on end-of-life care available for free on our website.



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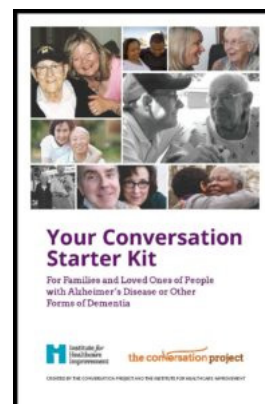
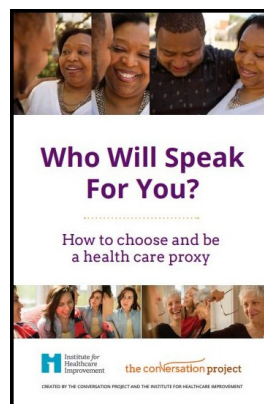
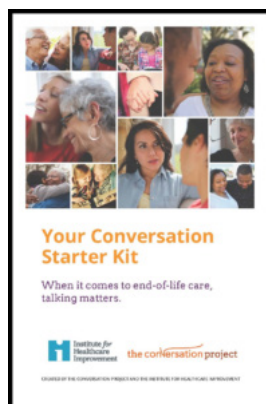
The Conversation Project is an initiative of the Institute for Healthcare Improvement, a not-for-profit organization that is a leader in health care improvement worldwide. However, we rely on the generous support of funders to achieve our mission.

The Conversation Project

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Our Top Tools



Conversation Starter Kit

Talking with those who matter most openly and honestly, before a medical crisis happens, gives everyone a shared understanding about what matters most to you at the end of life. You can use this Starter Kit whether you are getting ready to tell someone what matters most to you now and through the end of life, or you want to help someone else get ready to share their wishes.

Who Will Speak For You?

In addition to having the conversation, it's important to choose a health care proxy – the person who will make decisions about your medical care if you become unable to make them for yourself. This user-friendly guide offers facts and tips necessary to make sound decisions about choosing, and being, a health care proxy.

Conversation Starter Kit for Families and Loved Ones of People with Alzheimer's Disease or Other Forms of Dementia

This Starter Kit is specifically designed to help families and loved ones of people with Alzheimer's disease or another form of dementia who want guidance about "having the conversation." We appreciate the difficulty — and the importance — of having these conversations.

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