Getting Started with The Conversation Project: Orientation to TCP Resources, Tips and Tricks

January 22, 2020

Patty Webster
Naomi Fedna
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
Lead, Community Engagement

Naomi Fedna
Project Coordinator
Ice Breaker Question

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

*Your name, organization (if any), and where you are calling from?*

Make sure you send your message to “Everyone.”
Where are you located on the map?
Let’s Get Started!

- Quick Overview of The Conversation Project
- Walk through resources and tools
- Discuss tips, tricks and questions you have
- Ways to engage with TCP’s community
Pause and Share

● What brought you here today?
A public engagement campaign dedicated to assure that everyone’s wishes for end-of-life care are expressed and respected.
92% think it’s important to have end-of-life conversations.
32% have actually done so
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)*
“Our ultimate goal, after all, is not a good death but a good life to the very end.”

~ Atul Gawande
What Matters TO Me?

As Well As

What’s the Matter with Me?

Public Awareness
Community Engagement

Health Systems Transformation
Raise Awareness

- Traditional media
- Twitter: @convopproject
- Facebook: The Conversation Project
- Instagram: convopproject
- YouTube
- Newsletters
  - General
  - Community Engagement
  - Conversation Sabbath
  - NHDD
- In-person speaking engagements
Provide Free Content: Our Website

The Conversation Project is dedicated to helping people talk about their wishes for end-of-life care.

Start your conversation today.

Free Conversation Starter Kit »
Our Starter Kit Tools

- Conversation Starter Kit (multiple 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 healthcare proxy
- How to Talk to Your Doctor Starter Kit
- Pediatric Starter Kit for Parents of Seriously Ill Children
Support Community Efforts
Types of champions: those most actively sharing learning with us

Types of Organizations Reporting

- Individual: 15%
- Business/Local Employer: 4%
- Estate/Legal/Financial: 6%
- Faith-Based Organization: 9%
- Foundation: 4%
- Health care: 31%
- Hospice: 15%
- Long-term care: 4%
- Senior services: 4%
- State-level organization: 4%
- Town/city/community organization: 4%

>500 active groups
Pause and Chat

Matching your needs to what we have and what others may know about

CHAT IN:

- Where are you in your journey?
  - E.G. Just starting - thinking about who you want to reach (friends, family, or larger community)? Or already active and want to see what else could help your existing efforts?
- What type of resources are you looking for?
# Website Content Deep Dive

## Looking For: How to get involved (general guidance)

<table>
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<tr>
<th>Go To:</th>
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<tr>
<td>About Us Tab</td>
<td>Frequently asked questions</td>
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<td>Branding Guidelines</td>
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The Conversation Project is dedicated to helping people talk about their wishes for end-of-life care.
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<tr>
<td></td>
<td><strong>Top Tools</strong> Tab</td>
<td>All (Conversation starts with YOU)</td>
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<tr>
<td></td>
<td><strong>Starter Kit</strong> Tab → Related Resources</td>
<td>Related blogs, compilations, other resources</td>
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<td>Tools to get you started: Reaching others</td>
<td>Get Involved Tab:</td>
<td>ALL</td>
</tr>
<tr>
<td></td>
<td>→ Health care</td>
<td></td>
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<td></td>
<td>→ Faith</td>
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<td>→ Community</td>
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TCP Get Involved Page: Health Care Resources

- How to Engage Patients and Families About End-of-Life Care
  - Online skills course
  - “Conversation Ready” White paper and Toolkit for Clinicians
  - How to Talk to your Patients about End-of-Life Care Toolkit
  - Cultural and Ethnic Considerations
  - Conversation Starter Kits and serious illness guide

- Research on end-of-life conversations

https://theconversationproject.org/get-involved
TCP Get Involved Page: Faith Resources

- Preaching
  - Sample sermons
- Programs
  - Coaching and facilitation guides
- Case Studies
- Pastoral Care
  - videos
- Conversation Sabbath

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
Building Local Community Engagement
Ten Questions to Get You Started

1. Who do you want to reach? And by when?

2. How do you want to reach them?

3. What actions do you want people to take?

4. How will your target audience respond to the topic of end-of-life care?

5. Who else is already doing work on this topic 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?
For a deeper dive on getting started

- **Community 101 Call** (Get Involved Tab: Community Calls)
  - Recording
  - Slide deck

- **Webinar Series: Bringing Advance Care Planning Conversations to Your Congregation**
  (Get Involved Tab: Faith Resources)
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<td>Examples of what others are doing</td>
<td><strong>Get Involved</strong> Tab: Community resources</td>
<td>Case Studies (Getting started)</td>
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<td></td>
<td><strong>Get Involved</strong> Tab: Community calls</td>
<td>Recordings and slides</td>
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<tr>
<td></td>
<td>Blogs Tab</td>
<td>Various posts, stories, listicles, lessons</td>
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The Conversation Project is dedicated to helping people talk about their wishes for end-of-life care.

The Conversation Project website content includes a variety of resources and articles to support conversations about end-of-life care.
Community Case Studies: Short examples of how people are promoting end-of-life care conversations in their communities.

- **New!** Fidelity's Journey and One Leader's Mission to Integrate End-of-Life Conversations into Financial Advisors' Workflow/Practice
- Integrating End-of-life Conversation Starter Tools into Financial Services Practice: Personal Experience Sparks Passion to Help Others
- Planning Ahead: One Church's Journey to Normalizing Conversations about What Matters Most in Life, Death, and Dying
- A Collective Community Approach and Public Campaign: Lessons on Messaging
- In-Hospital Programming with Action-Oriented Goals
- Key Lessons on Engagement: Programming from an Organization Built Through Partnerships
- Engaging Faith Leaders and Other Lessons
- Lessons on Engaging Youth and Faith Settings as Conversation Catalysts

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the conversation project
Community calls recordings/slides

- Community Planning and Sustaining Momentum
  - Tracking impact/measurement
  - Ensuring equity
  - Reaching solo agers
  - Lessons on messaging
  - Building coalitions
  - Alzheimer’s-specific programming
  - Sustaining momentum

- Special Interest Topics
  - NHDD, Conversation Sabbath, Conversation Ready

- Training
  - Running/facilitating a workshop
  - Skills to engage patients and families

https://theconversationproject.org/calls-and-recordings/
Blogs: Lessons on Reach, Spread & Sustainability

Promoting Advance Care Planning: How and Where to Get the Word Out
Posted on 01/13/2020

In a new era, a new decade and time for renewed energy and ideas for ways to preserve the importance of conversations across your community? And, as National Healthcare Decision Day is only months away (April 16th) it’s time to get the word out. If you haven’t already started, below are just a few great examples and a few tips on how to spread awareness, stories and resources to a wider audience.

4 Initial Steps to Understand How to Support Solo Agers in your Community
Posted on 12/16/2019

Our mission, and the mission of many who are championing TCP’s cause around the globe, is to ensure that everyone’s wishes for end of life care are expressed and respected. Yet, one group in particular at risk of being left out, those without a loved one with whom to have these crucial conversations. Approximately 22% of those over 65 in the US are or are at-risk of becoming “orphan elders/solo agers”, those without a spouse or child, according to a 2016 study.

What can we do to make sure this group is not left behind in our outreach efforts and messaging? How can we best support this group to ensure they are listened to and given opportunities to express their wishes for care through the end-of-life? And, how can we ensure they have someone to speak for them (health care agent/proxy) if they are unable make care healthcare decisions for themselves? We offer up the following four steps.

5 Things We’ve Heard and Things You Can Do to Ensure Sustainability
Posted on 06/16/2019

We’ve asked community members to share how they are planning their work to spread the importance of end of life care conversations to consumers in your town or city. The top three common ways groups or individuals are ensuring this work lives on are listed below.

1. Creating a regular rhythm of sharing through recurring programming or media messaging. So it’s not just a “flame of the moment” topic, groups are finding ways that cover events, creating meetings or follow-up events (or blogging more people) and/or creating multiple sessions for the same group to provide ongoing support. This not only helps keep the topic of the front of the community...
Blogs: Resource Compilations

- 6 Resources for Financial and Other Professional Service Organizations
  Posted on 08/06/2019

- 7 Go-to Health Care Resources: Respecting End-of-life Care Wishes
  Posted on 05/13/2019

- 3 Go-to Resources to Help You Prepare for Conversation Sabbath
  Posted on 09/09/2019

- 10 Resources to Help Reach Spanish-speaking Audiences
  Posted on 10/08/2019

- 12 Articles/Resources About Sparking Conversations and Caring for Dementia & Alzheimer’s Disease
  Posted on 10/03/2018
<table>
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<td><strong>8 Podcasts About End-of-Life Care</strong>&lt;br&gt;Posted on 11/25/2019</td>
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<td><strong>Death is Not a Game: Well, Sometimes It Is</strong>&lt;br&gt;Posted on 11/11/2019</td>
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Blogs: Guest Stories

Blog

With Dementia, More is Needed than a Boilerplate Advance Directive
By Katy Butler, 02/25/2019


Blog

Breaking Down the Barriers Between Medicine and Spirituality
Posted on 05/30/2017

Blog

Dear Loved Ones: Trim My Chin and Upper Lip Hairs!
By Anna Waclawiczek, 06/07/2019

Blog

A Matter of Heart: A Father’s Reflections on Advance Care Planning
By Ira Byock, MD, 06/10/2019

Blog

A Conversation with Tembi Locke: Love, Loss and Fava Beans (Part 1)
By Tembi Locke, 07/09/2019

the conversation project
Pause and Pulse Check!
### Ways to Engage with TCP’s network

#### Join: Monthly Community Calls/Connections

<table>
<thead>
<tr>
<th>Date and Time</th>
<th>Topic</th>
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<tr>
<td>FEBRUARY 19(^{th}), Wednesday 3:00 – 4:30 pm ET</td>
<td>Preparing for National Healthcare Decisions Day (NHDD)</td>
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<tr>
<td>MARCH (day/time TBD)</td>
<td><strong>Twitter chat</strong>: Alzheimer’s or other forms of dementia</td>
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[Image and logo: theconversationproject]
Ways to Engage with TCP’s network

- Keep an eye on: “What’s New” (Home page and Tab) on theconversationproject.org

- Sign up and share: Monthly **Newsletters**
  - General Newsletter
  - Community Engagement Newsletter
  - NHDD
  - Conversation Sabbath (quarterly)

https://theconversationproject.org/get-involved
Ways to Engage with TCP’s network

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).

https://theconversationproject.org/get-involved
Ways to Engage with TCP’s network

Follow, like, subscribe, share/retweet us:
- Twitter: @convoproject
- Facebook: The Conversation Project
- Instagram: convoproject
- YouTube: The Conversation Project

Share your work, lessons and be counted!
- Join our Conversation Champions Map
- Take our quarterly TCP Community Activity Survey
- Join our Facebook Discussion Group: Conversation Champions
Facebook Group: TCP Community Champions

https://bit.ly/2ukc7B0
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<td>Online Course: Basic Skills for Conversations about End-of-Life Care &lt;br&gt;How to Talk to Your Patients about End-of-Life Care: A Conversation Ready Toolkit for Clinicians &lt;br&gt;Getting Started Guide for Congregations &lt;br&gt;Getting Started Guide for Communities</td>
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<td>Connect and learn with others</td>
<td>Get Involved Tab: Main Page</td>
<td>Newsletters &lt;br&gt;Community calls and recordings &lt;br&gt;Champions map &lt;br&gt;Social Media &lt;br&gt;FB Discussion group</td>
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What else?
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