

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

January 22, 2020



Patty Webster
Naomi Fedna

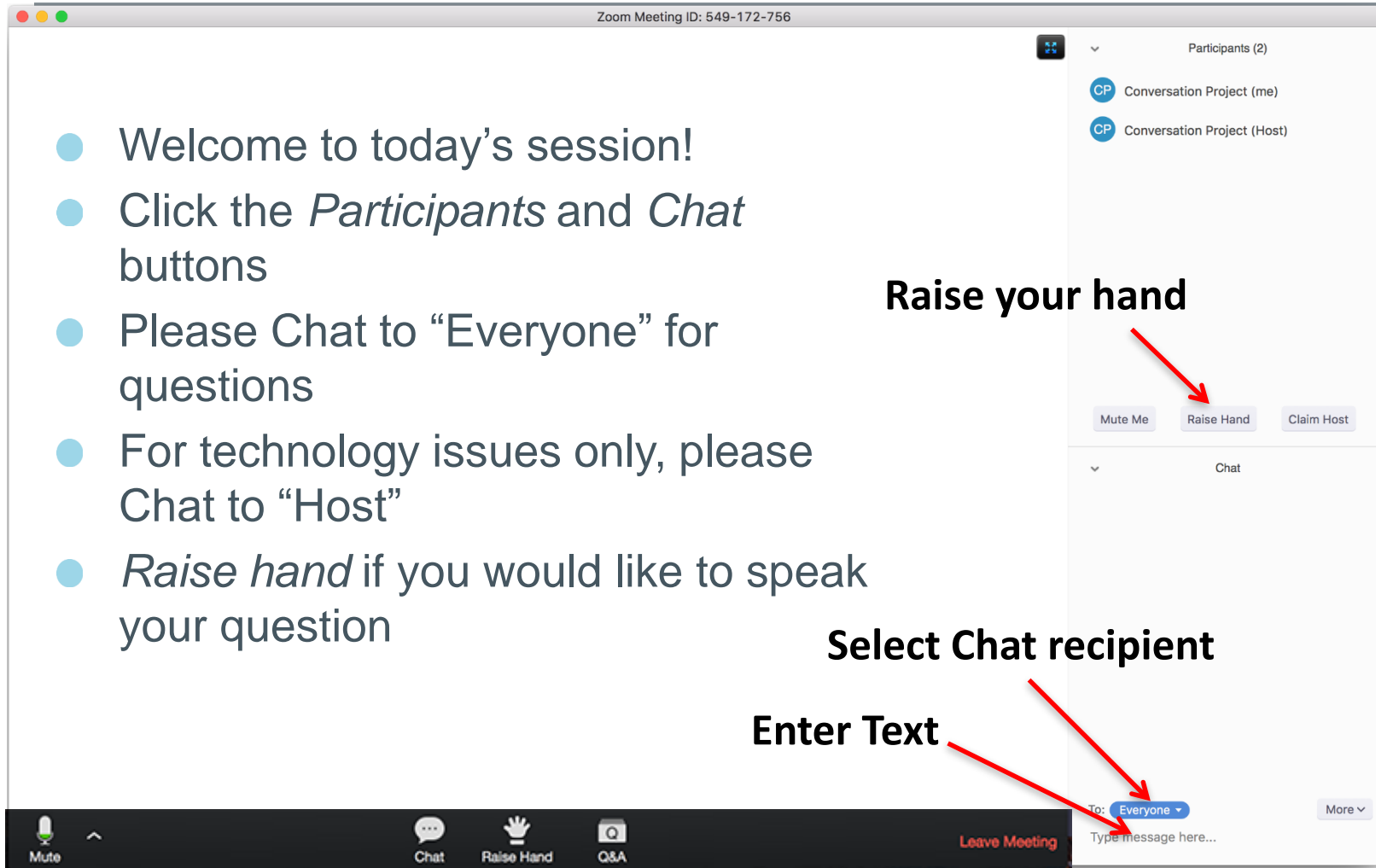
Zoom Quick Reference

- 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
Lead, Community Engagement



Naomi Fedna
Project Coordinator

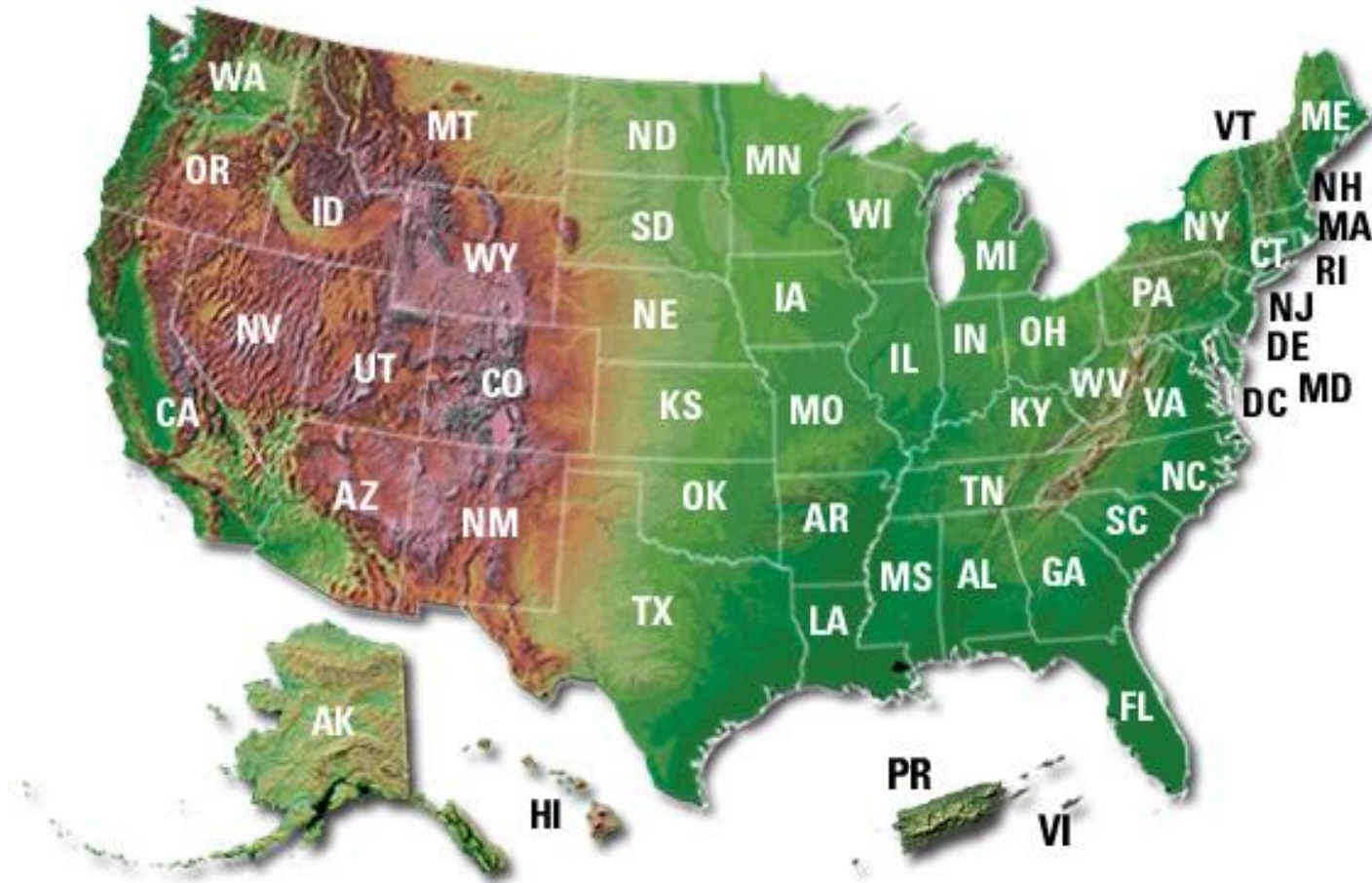
Ice Breaker Question

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.

the conversation project

9 2 %

**THINK IT'S IMPORTANT
TO HAVE END-OF-LIFE
CONVERSATIONS**

3 2 %

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?

Public Awareness
Community Engagement

As Well As

Health Systems
Transformation

What's the
Matter
with Me?

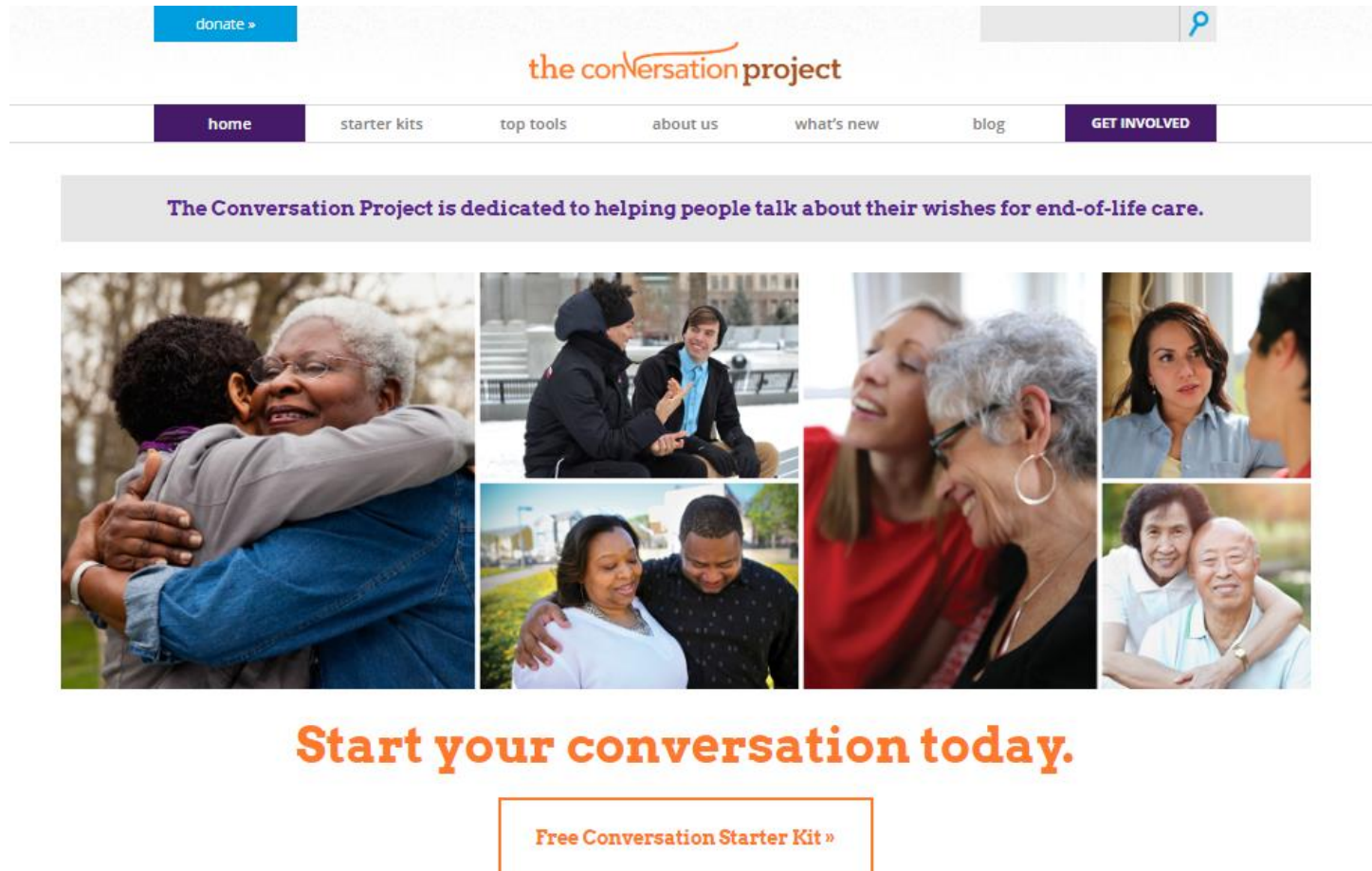


Raise Awareness

- Traditional media
- Twitter: @convoproject
- Facebook: The Conversation Project
- Instagram: convoproject
- YouTube
- Newsletters
 - General
 - Community Engagement
 - Conversation Sabbath
 - NHDD
- In-person speaking engagements

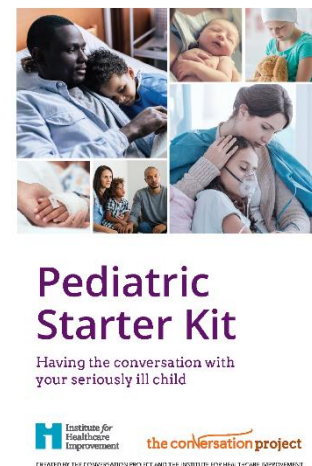
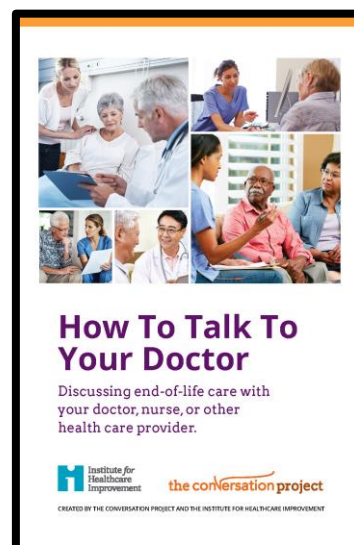
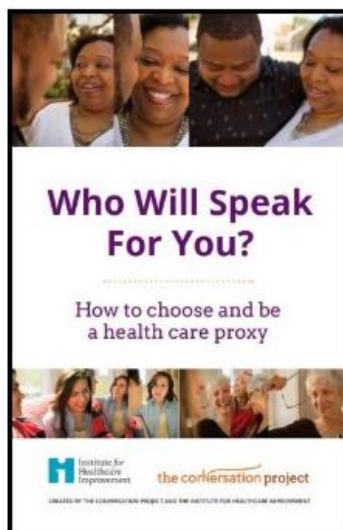
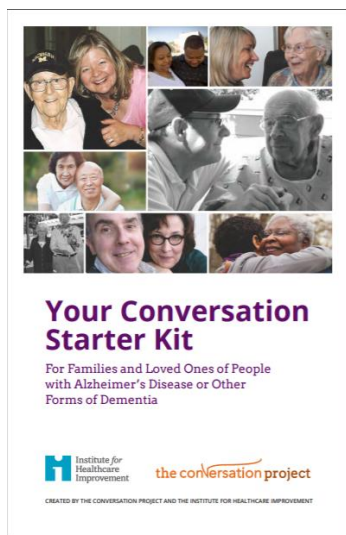
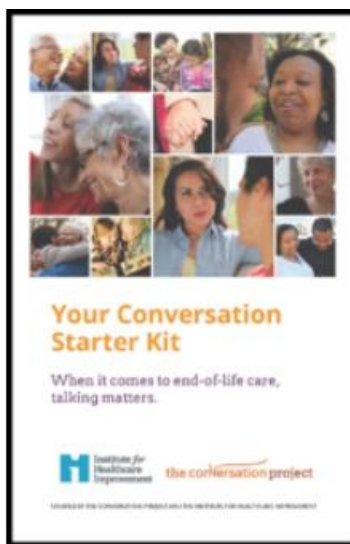


Provide Free Content: Our Website



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 health care proxy
- How to Talk to Your Doctor Starter Kit
- Pediatric Starter Kit for Parents of Seriously Ill Children

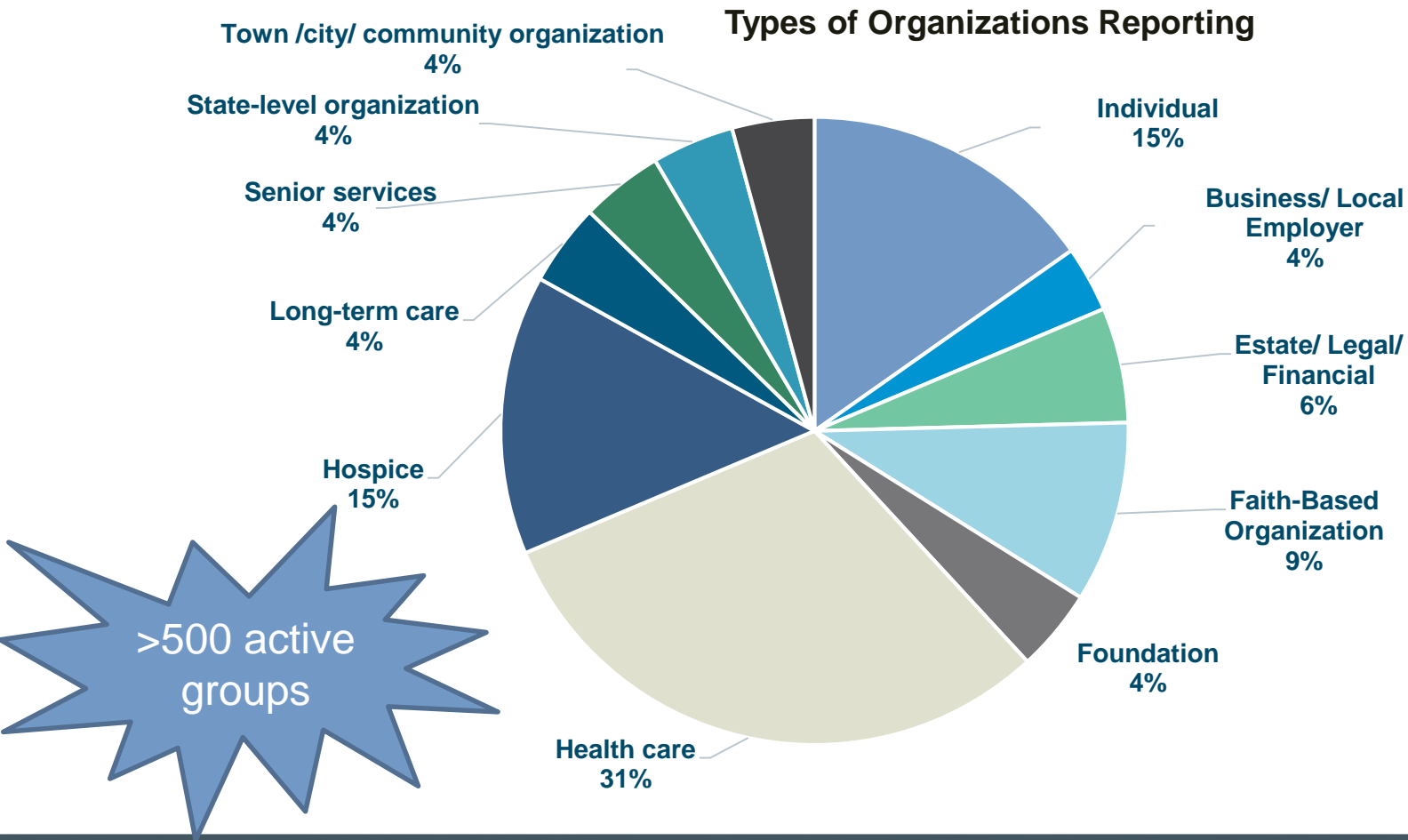


Support Community Efforts



Types of champions: those most actively sharing learning with us

18



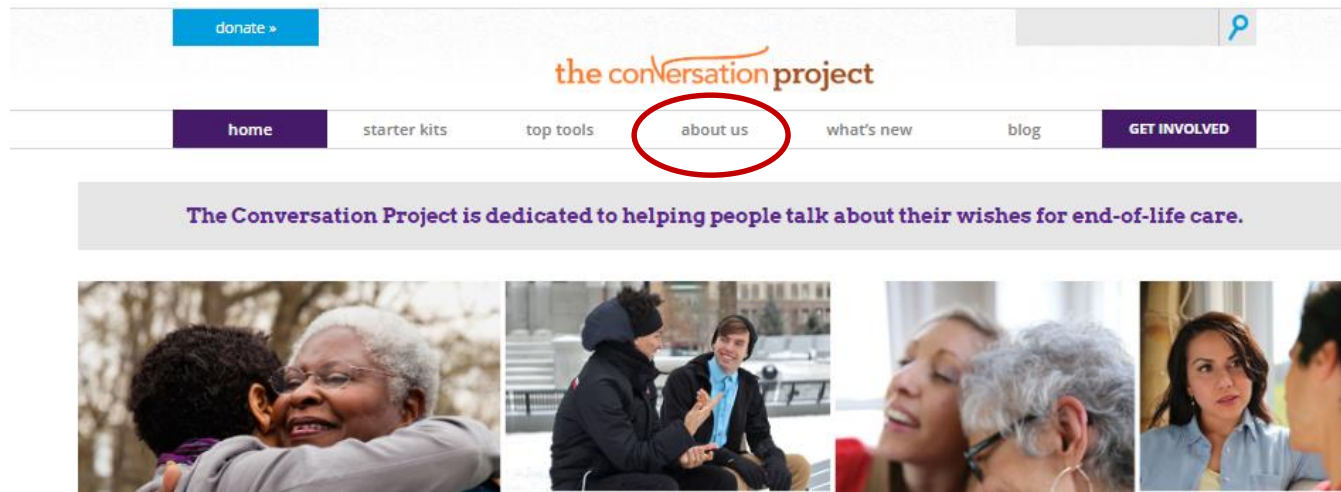
Pause and Chat

- 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?



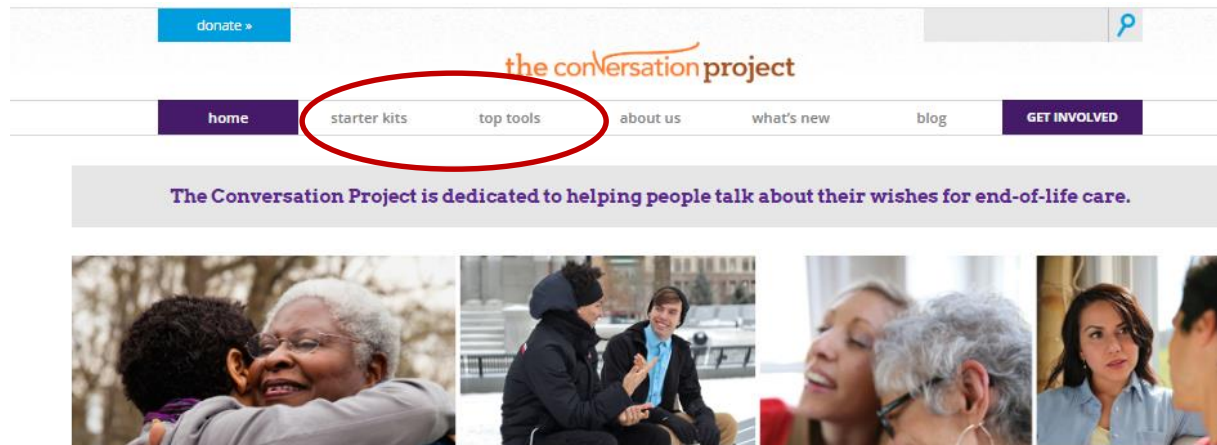
Website Content Deep Dive

LOOKING FOR:	GO TO:	CHECK OUT:
How to get involved (general guidance)	About Us Tab	Frequently asked questions Branding Guidelines



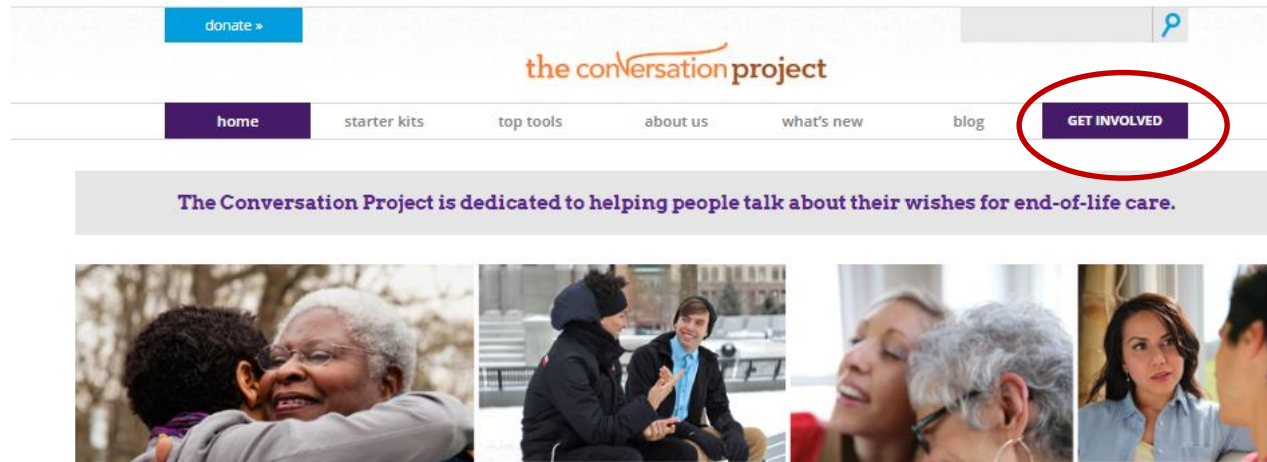
Website Content Deep Dive

LOOKING FOR:	GO TO:	CHECK OUT:
Tools to get you started	Top Tools Tab Starter Kit Tab → Related Resources	All (Conversation starts with YOU) Related blogs, compilations, other resources

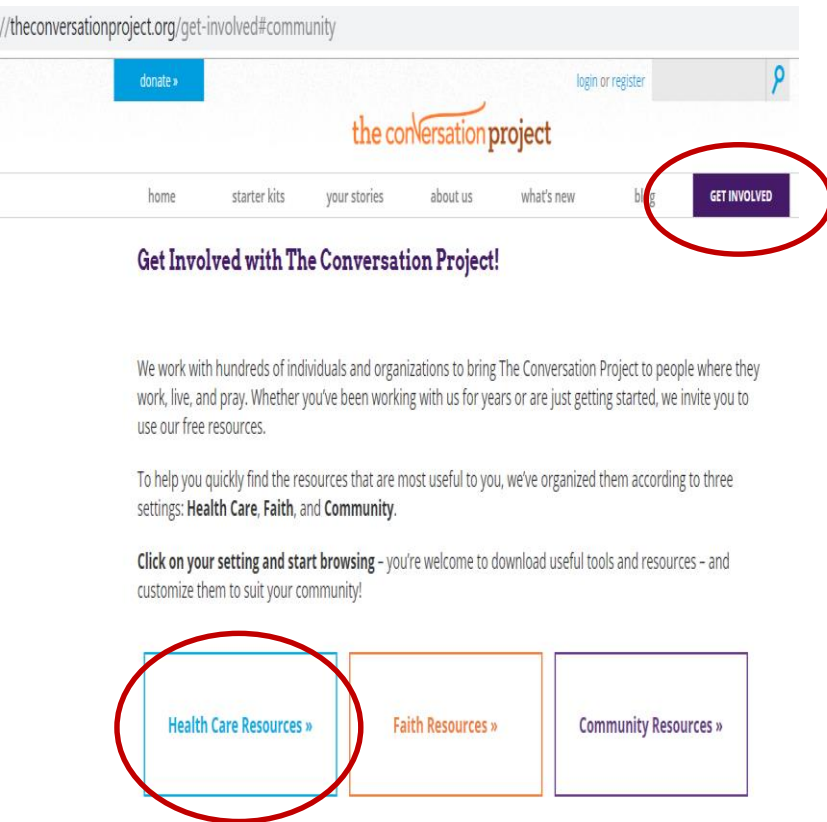


Website Content Deep Dive

LOOKING FOR:	GO TO:	CHECK OUT:
Tools to get you started: Reaching others	Get Involved Tab: → Health care → Faith → Community	ALL



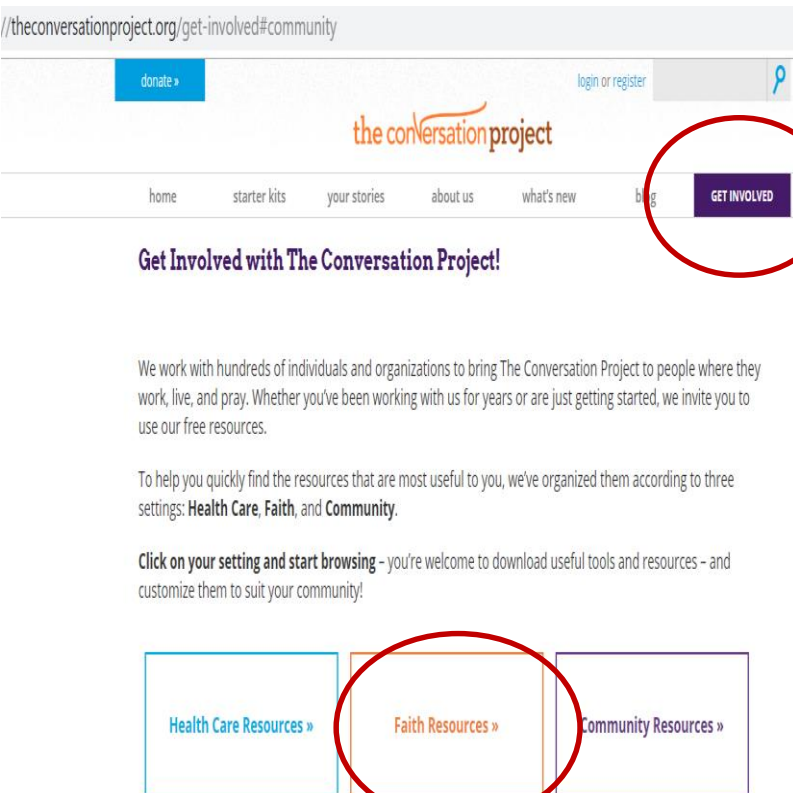
TCP Get Involved Page: Health Care Resources



- 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

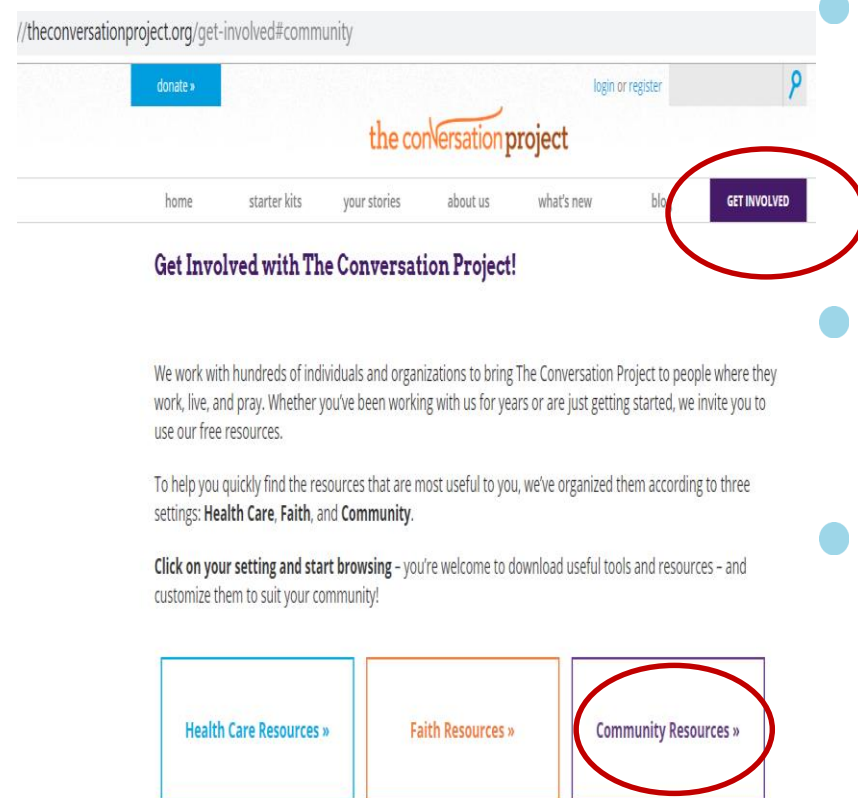


- Preaching
 - Sample sermons
- Programs
 - Coaching and facilitation guides
- Case Studies
- Pastoral Care
 - videos
- Conversation Sabbath

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

TCP Get Involved Page:

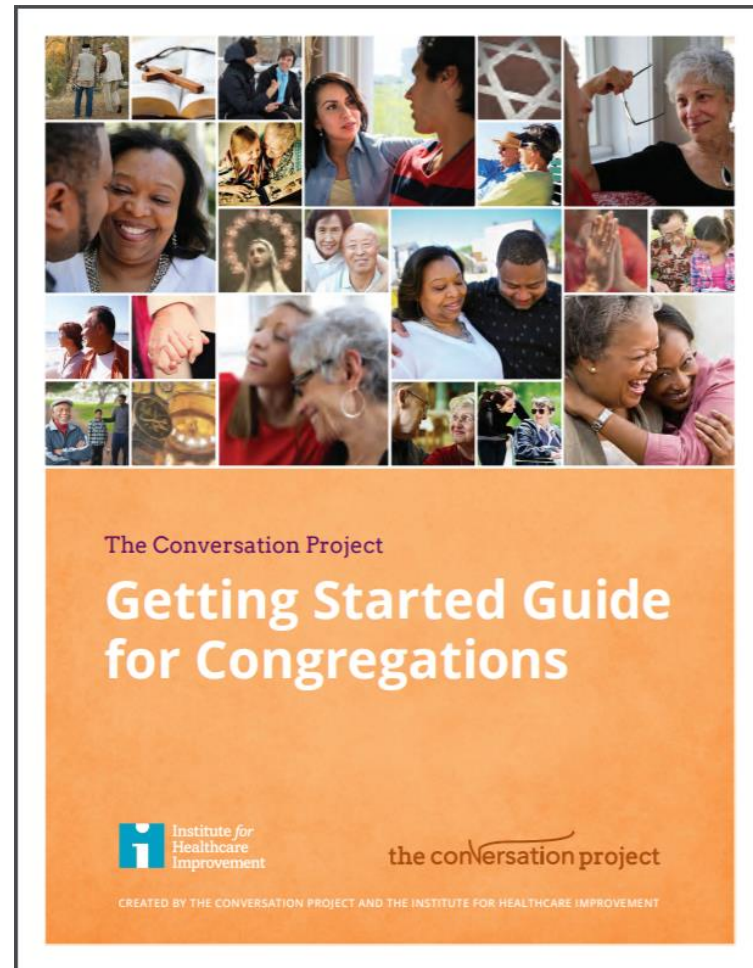
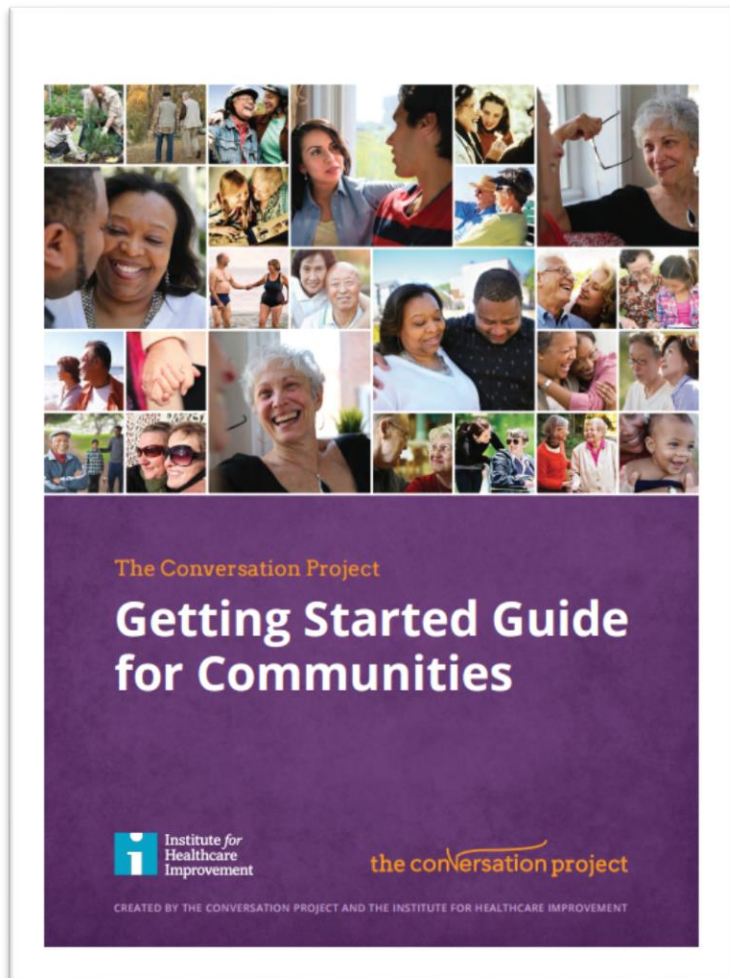
Community Engagement Resources



- 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?

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www.theconversationproject.org

Institute for Healthcare Improvement

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?

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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)

Website Content Deep Dive

LOOKING FOR:	GO TO:	CHECK OUT:
Examples of what others are doing	Get Involved Tab: →Community resources Get Involved Tab: →Community calls Blogs Tab	→Case Studies (Getting started) →Recordings and slides →Various posts, stories, listicles, lessons





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



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

Blog

Promoting Advance Care Planning: How and Where to Get the Word Out

Posted on 01/13/2020

It's a new year, a new decade and time for renewed energy and ideas for ways to promote the importance of conversations across your community! And, as National Healthcare Decisions Day is only 3 months away (April 16th), it's time to get the word out if you haven't already started.

Below are just a few recent examples of places and type of content being used to spread awareness, stories and resources to a wider audience.

Does your employer have a company newsletter, public-facing flier, or a blog site that is always looking for content to share?

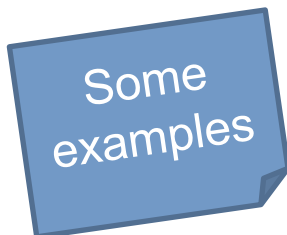
Click here to download your Conversation Starter Kit!



Share: f t g+ e

Tags

Welcome
Ellen Goodman
Talking Matters
Health Care Proxy
Faith



Blog

4 Initial Steps to Understand How to Support Solo Ager 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 is particularly 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 health care decisions for themselves? We offer up the following four steps.

Read up on the topic and understand the issues faced by this growing segment. We've tagged a few articles below that may be of interest:

Blog

Tips from the Field: Outreach Tactics

Posted on 09/11/2018

In a recent community survey (July 2018), we asked communities who are spreading messages about the importance of end-of-life conversations which unique or hard-to-reach audiences they are reaching and how. Below is a sampling of how various audiences are being reached as well as general outreach tactics and top tips from these communities.

College students:

- Partner with local university, school of nursing or other medical professional schools to hold programs on the campus.
- Choose topics of interest to college students for programs (e.g. LGBTQ-inclusive hospice and palliative care & supporting bereaved college students).
- Screen videos such as "Being Mortal" by Atul Gawande or "End Game" with a panel and audience participation.
- Create programming for on campus TV station- tape the talks and replay
- Use AmeriCorps interns to reach college students



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Welcome
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Health Care Proxy
Faith
Alzheimers
Health Plans
Millennials
Conversation Ready

Blog

8 Creative Ideas for Spreading the Importance of Having the Conversation in Your Community

Posted on 09/09/2019

The Conversation Project (TCP)'s ambitious mission is to ensure everyone's wishes for the care they want to receive through the end-of-life are expressed and respected. And, we are not alone. We are humbled to be connected with and learning from thousands of communities across the US and globally who are championing this cause. Looking for creative ways to reach people in your community? Check out these ideas from some of our fabulous TCP Champions who are reaching people where they live, work and pray.

1. Taking it to popular community hangouts and locally accessed media:

- Larimer Advanced Care Planning Team in CO** is moving mountains! They host a regular rhythm of events, including a monthly 'Book Club for Mortals' at their local library and post regular promotions on Facebook and their websites. They recently shared their plans for Conversation Sabbath on our August 2019



Share: f t g+ e

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Welcome
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Health Care Proxy
Faith
Alzheimers
Health Plans

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:

- 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



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Blogs: Resource Compilations

Blog

6 Resources for Financial and Other Professional Service Organizations

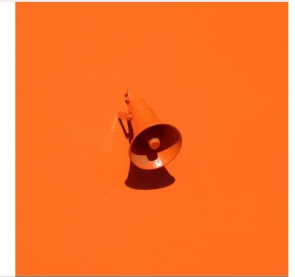
Posted on 08/06/2019



Blog

10 Resources to Help Reach Spanish-speaking Audiences

Posted on 10/08/2019



Blog

7 Go-to Health Care Resources: Respecting End-of-life Care Wishes

Posted on 05/13/2019



Some examples

Facing challenges to initiating conversations (Part II): 14 resources to help address personal, cultural or religious beliefs

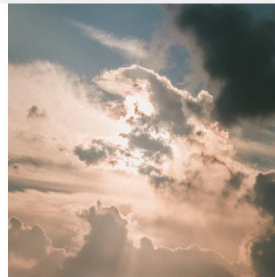
Posted on 08/28/2018



Blog

3 Go-to Resources to Help You Prepare for Conversation Sabbath

Posted on 09/09/2019



Blog

12 Articles/Resources About Sparking Conversations and Caring for Dementia & Alzheimer's Disease

Posted on 10/03/2018

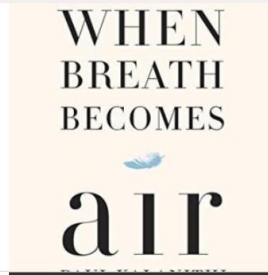


Blogs: Listicles

Blog

10 Must Reads About Death and End-Of-Life Care

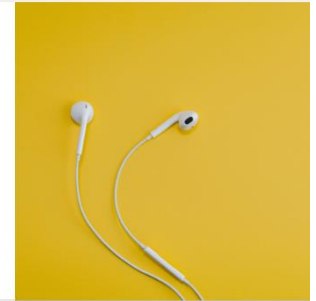
Posted on 02/16/2016



Blog

8 Podcasts About End-of-Life Care

Posted on 11/25/2019



Blog

11 Additional Must Read Books About Death and End-of-Life Care

Posted on 10/08/2019



Blog

Death is Not a Game: Well, Sometimes It Is

Posted on 11/11/2019



Some
examples

Blogs: Guest Stories

Blog

With Dementia, More is Needed than a Boilerplate Advance Directive

By Katy Butler, 02/25/2019



Katy Butler is a New York Times bestselling author, journalist and prominent end-of-life speaker. Her post is adapted from her new book, "The Art of Dying Well: A Practical Guide to a Good End of Life," is available on February 19th, 2019. [More info on Katy here.](#)

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Tags

Blog

Breaking Down the Barriers Between Medicine and Spirituality

Posted on 05/30/2017



Blog

How I Faced My Fear of The Conversation

By Molly Galler, 04/02/2018



Blog

Dear Loved Ones: Trim My Chin and Upper Lip Hairs!

By Anna Wacławiczek, 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



Some examples

Pause and Pulse Check!



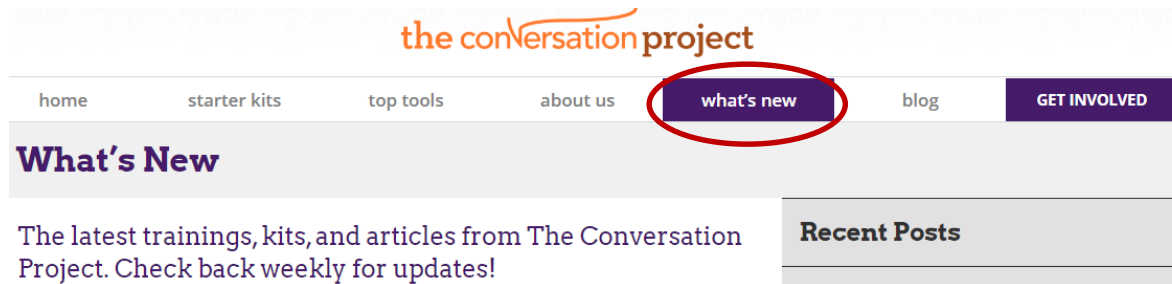
Ways to Engage with TCP's network

- Join: Monthly Community Calls/Connections

Date and Time	Topic
FEBRUARY 19 th , Wednesday 3:00 – 4:30 pm ET	Preparing for National Healthcare Decisions Day (NHDD)
MARCH (day/time TBD)	Twitter chat: Alzheimer's or other forms of dementia

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](https://theconversationproject.org/get-involved)

- General Newsletter
- Community Engagement Newsletter
- NHDD
- Conversation Sabbath (quarterly)

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



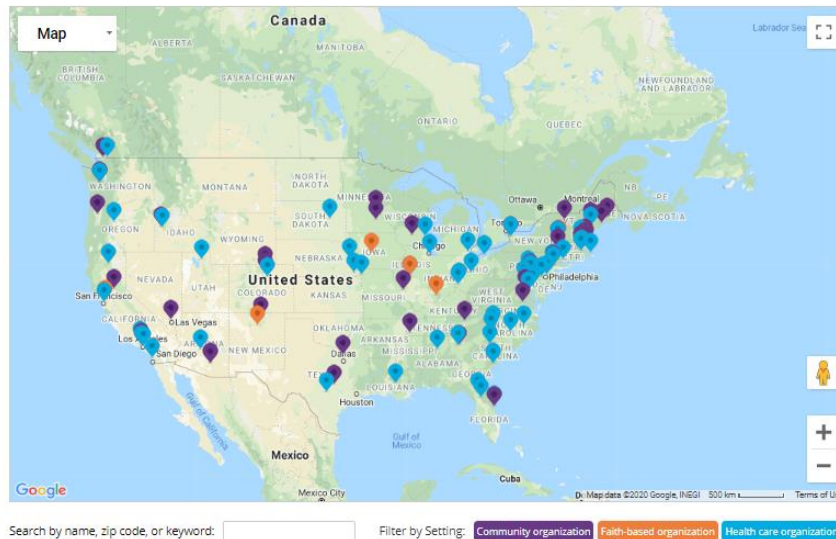
Ways to Engage with TCP's network

● 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>

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

The screenshot displays the Facebook group interface for 'The Conversation Project: Community Champions'. The left sidebar contains the group name, a 'Private group' lock icon, the group's profile picture (an orange circle with 'tcp'), and navigation links: 'About', 'Discussion' (highlighted), 'Members', 'Photos', 'Watch Party', 'Moderate Group', and 'Group Quality'. Below these is a search bar and a 'Shortcuts' section with a link to 'The Conversation P...' with 20 items. The main content area features a large purple banner with the text 'the conversation project' in white, with 'the' in lowercase and 'conversation project' in title case, and 'Community Champions' below it. Under the banner are buttons for 'Joined', 'Notifications', 'Share', and 'More'. Below these are options to 'Write Post', 'Photo/Video', 'Live Video', and 'More'. A post by 'tcp' is visible with the text 'Write something...'. On the right, a 'GROUP BY' section shows the group's profile picture, name 'The Conversation Project', '8,911 like this', and a 'Contact Us' button.

<https://bit.ly/2ukc7B0>

LOOKING FOR:	GO TO:	CHECK OUT:
How to get involved (general guidance)	About Us Tab	Frequently asked questions Branding Guidelines
Tools to get you started	Top Tools Tab Starter Kit Tab: →Related Resources Get Involved Tab: →Health Care →Faith →Health Care	All (Conversation starts with YOU) Kits →Related blogs, compilations, other resources →Online Course: Basic Skills for Conversations about End-of-Life Care →How to Talk to Your Patients about End-of-Life Care: A Conversation Ready Toolkit for Clinicians →Getting Started Guide for Congregations →Getting Started Guide for Communities
Examples of what others are doing	Get Involved Tab: →Community Blogs Tab	→Case Studies → All
Connect and learn with others	Get Involved Tab: Main Page	→Newsletters →Community calls and recordings →Champions map →Social Media →FB Discussion group

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



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