National Healthcare Decisions Day  
MEDIA TALKING POINTS

**Key Messages:**

* Modern medicine can do amazing things, but that can also require some very difficult decisions.
* Your loved ones can’t act on your wishes unless they know what they are.
* It starts with a conversation. Talk about your values and experiences, what’s important to you.
* It can be a bit scary at first, but it’s a great gift for the people who care about you.
* For more information [attend this event at this time and place] OR [visit: yourwebsite.com] OR [visit: www.honoringchoiceswi.org].

**Usable Phrases:**

* “Have the conversation.”
* “Advance care planning is more than just a document. It’s a process of planning and conversation”
* “This is a gift to your family.”
* “Things can happen at any time, to any of us, and it’s important to be prepared.”
* “I feel so much better about my health care after talking about it.”
* “Without the conversation, there can be confusion, conflict, and guilt in a situation that’s already very stressful. With a plan in place, you can focus on the things that matter.”
* [Agent] “I feel so much better prepared now. Without this conversation, I could be stuck guessing what they want. Now I think I could navigate that situation a lot better.”

**Avoid:**

* Focusing on the document   
  (It’s about the conversation.)
* Focusing exclusively on death   
  (Planning is needed for a time a person cannot make his or her own health care decisions.)
* “Getting it done”   
  (ACP is a process.)
* References to “death panels” or end-of-life politics  
  (It doesn’t matter.)