WebEx Reference

Audio settings
Open chat
Chat to “All Participants”
The Conversation Project Field Team

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Intros/Chat warm up

Type into the chat box:

*Your location, organization and type of organization? (faith-based, healthcare, community, government, individual volunteer, etc.)*

Make sure you send your message to “All Participants.”
Your Conversation Starter Kit

When it comes to end-of-life care, talking matters.

Institute for Healthcare Improvement  the conversation project
Building Local Community Engagement
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?
What we’re exploring

- Update vs. redo/overhaul
  - E.g. boost and move up diversity section, boost measurement section

- Resonance, flow, format
  - Keep the 10 question-type format
  - Use 1-2-3 ready set go (like kits)

- Fresh examples used throughout

- Links to other content out there
Quick poll!
Chat – little deeper

- For those that have used the guide? How have you used it?

- If you haven’t used it, any reason why not? Was there another go-to resource you used to help you get started? TCP or otherwise?
Flood the Chat

What questions/sections resonate with you (standout as helpful) in the current guide? What would you keep?
Flood the Chat

What questions/sections do not resonate and why? What’s missing the mark?
Flood the Chat

What would you change in the guide if you could that may help others getting started on their journey? (E.g. content flow, questions, examples, etc.)
Lessons Learned

- What’s one piece of advice you’d give to your former self when you were just starting off?

- or -

- What pearls of wisdom would you give someone just starting?
Lessons learned

- Experiences with reaching underserved or marginalized members of the community?
- Examples to share?
What are your “For Examples”

- Always like to showcase short examples, do you have any to share across the current 10 questions and/or others we may add?
Ways to engage with TCP

Quarterly **Community Activity Survey** is open

https://www.surveymonkey.com/r/7H3WHGM

THANK YOU to all participants so far
Facebook Group: TCP Community Champions

https://bit.ly/2ukc7B0
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 (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 throughout the health community. These groups plan their own programming using TCP resources and messaging. In addition to that, 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.

Add your pin!

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

- Sign up and share: Monthly Newsletters
  - General Newsletter
  - Community Engagement Newsletter
  - NHDD

- Already signed up? New format coming, keep eye out for email to opt-in to continue receiving

https://theconversationproject.org/get-involved
Thanks and appreciation

The John A. Hartford Foundation
Dedicated to Improving the Care of Older Adults

the conversation project
Additional feedback?

After this call you will be redirected to a survey form

Please take a few moments to answer if you have further feedback that you didn’t get to share today