



Institute for
Healthcare
Improvement

The Conversation Project

*Lessons Learned When First Engaging Your
Community in Conversations*

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Patty Webster
Naomi Fedna
Krissy Cronin

WebEx Reference

The screenshot displays the Cisco WebEx Events interface. The main stage area features the 'Institute for Healthcare Improvement' logo, the date 'August 14th, 2018', and the text 'These presenters have nothing to disclose'. The title 'New WebEx Orientation' is prominently displayed, along with the names of the presenters: William Scott, Maureen Berry, and Garrett Scalton. An 'Audio Connection' dialog box is open, offering options to 'I Will Call In' or 'Call Using Computer' with a 'Change settings' link. The bottom toolbar contains icons for audio, video, screen sharing, recording, chat, and other functions. On the right, a sidebar shows 'Participants (1)' with a list of panelists and attendees, a 'Chat' section with a message input field, and a 'Polling' section. Three blue arrows point from text labels at the bottom to specific interface elements: 'Audio settings' points to the audio icon, 'Open chat' points to the chat icon, and 'Chat to "All Participants"' points to the 'To: All Participants' dropdown in the chat section.

Cisco Webex Events

File Edit Share View Communicate Participant Event Help

Connected

Sharing WebEx Orientat

Institute for Healthcare Improvement

August 14th, 2018

These presenters have nothing to disclose

New WebEx Orientation

William Scott
Maureen Berry
Garrett Scalton

Audio Connection

I Will Call In

Call Using Computer
Change settings

Participants (1)

Panelist: 1

GS Garrett... (Host...)

Attendee: 0 (0 displayed)

Chat

To: All Participants

Enter chat message here

Polling

Audio settings

Open chat

Chat to "All Participants"

The Conversation Project Field Team



Patty Webster
Advisor, Community
Engagement



Naomi Fedna
Project Coordinator



Krissy Cronin
Project Coordinator


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.”


What's New at TCP: Editable kits (now) & Updated kits (later)



Your Conversation Starter Kit

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

 Institute for Healthcare Improvement 

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Building Local Community Engagement



The Conversation Project

Getting Started Guide for Communities



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CREATED BY THE CONVERSATION PROJECT AND THE INSTITUTE FOR HEALTHCARE IMPROVEMENT

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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”

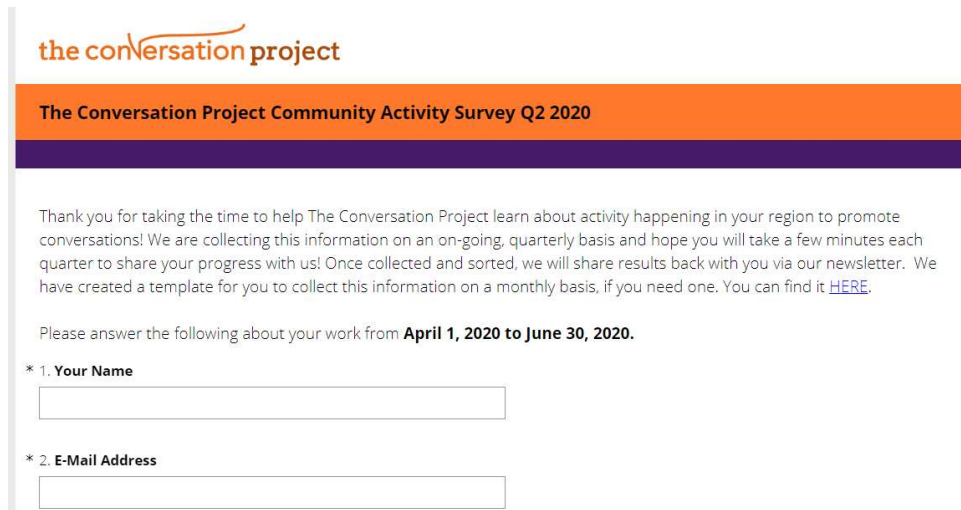
- Always like to showcase short examples, do you have any to share across the current 10 questions and/or others we may add?

Ways to engage with TCP

Quarterly [Community Activity Survey](https://www.surveymonkey.com/r/7H3WHGM) is open

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

THANK YOU to all participants so far



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The Conversation Project Community Activity Survey Q2 2020

Thank you for taking the time to help The Conversation Project learn about activity happening in your region to promote conversations! We are collecting this information on an on-going, quarterly basis and hope you will take a few minutes each quarter to share your progress with us! Once collected and sorted, we will share results back with you via our newsletter. We have created a template for you to collect this information on a monthly basis, if you need one. You can find it [HERE](#).

Please answer the following about your work from **April 1, 2020 to June 30, 2020**.

* 1. Your Name

* 2. E-Mail Address

Facebook Group: TCP Community Champions

The screenshot shows the Facebook group page for 'The Conversation Project: Community Champions'. The group is a private group. The cover photo is a purple banner with the text 'the conversation project' in white, with 'the' in lowercase and 'conversation project' in a mix of lowercase and uppercase, and 'Community Champions' below it. The left sidebar shows the group name, a lock icon for 'Private group', the group icon (a blue circle with 'tcp'), and navigation links: About, Discussion (selected), Members, Photos, Watch Party, Moderate Group, and Group Quality. There is a search bar and a shortcuts section with a link to 'The Conversation P...' with 20 items. The main content area shows a post by 'The Conversation Project' with 8,911 likes and a 'Contact Us' button. The post content is partially visible, showing 'Write something...'. The top of the post area has buttons for 'Joined', 'Notifications', 'Share', and 'More'.

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

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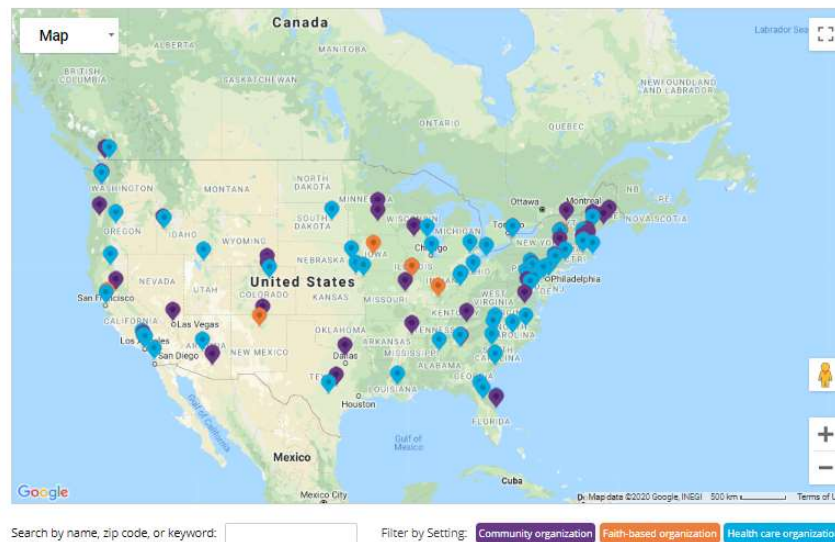
Ways to Engage with TCP's network

● 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>

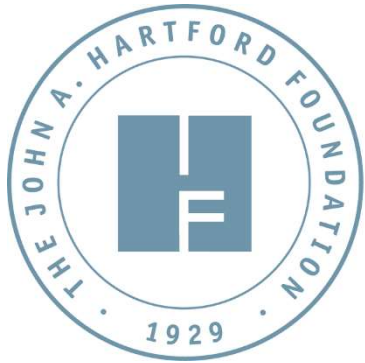
Ways to Engage with TCP's network

- 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



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