



# The Conversation Project

Inspiring Conversations through the Power of Film and Virtual Theater

March 17, 2021

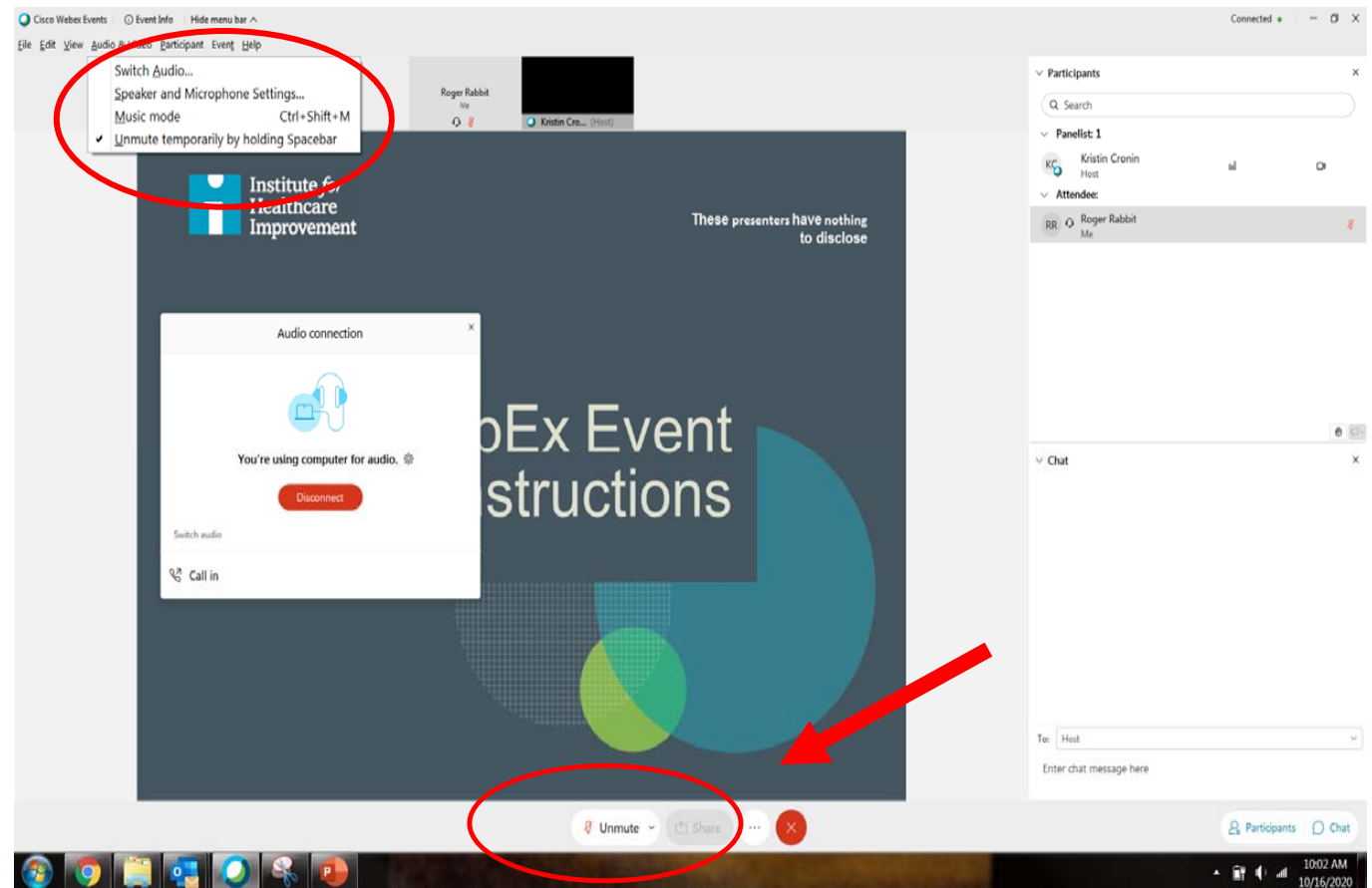
Patty Webster

Krissy Cronin

the **conversation** project

# Audio broadcast

You will see a tab at the top of the screen titled **“Audio & Video”**. Click **“Switch Audio”** to either Call in or to use your computer speakers for audio. You can also find this on the “unmute” tab at the bottom of your screen.



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# WebEx quick reference

Please use chat to  
“**Everyone**” for questions

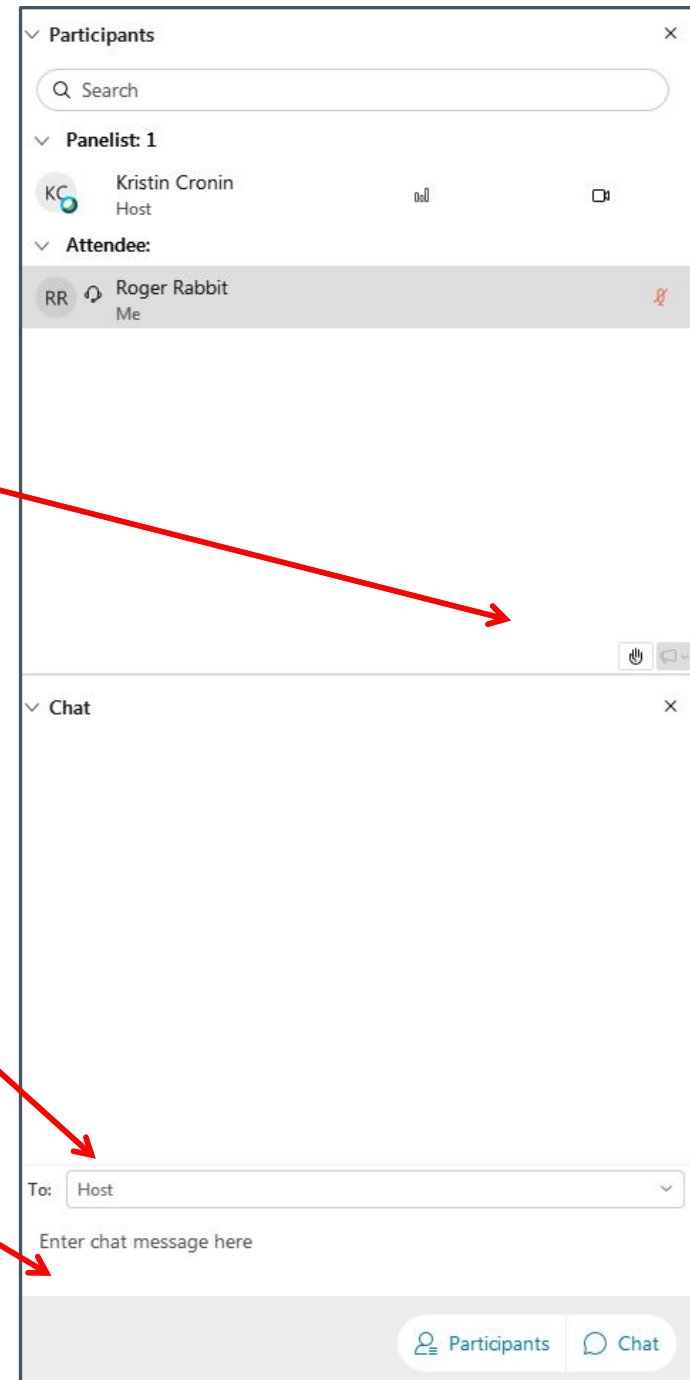
For technology issues only,  
please chat to “**Host**”

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Raise your hand

Select Chat recipient

Enter Text



## Intros/chat

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Type into the chat box:

Your **name, location, organization**

Make sure you send your message to

“Everyone.”



# On today's call

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Patty Webster  
Advisor, Community Engagement



Krissy Cronin  
Associate Project Manager

Type into chat

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What's one thing that made you smile today  
or recently?

Make sure you send your message to  
“Everyone.”



# On today's call



Elizabeth Coplan  
Playwright, *Honoring Choices*  
Founder, Grief Dialogues



Dr. Jessica Zitter  
Director/Producer,  
*Caregiver: A Love Story* &  
featured in *Extremis*



Pastor Corey Kennard  
Detroit's Amplify Christian  
Church & Health Activist

# Agenda

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- Framing
- Examples & how folks are using film/theater
  - *Caregiver: A Love Story* documentary
  - *Honoring Choices* virtual theater production
  - *Fast Forward* documentary
- Q&A and share your experiences
- What's coming up





Helping people share  
their wishes for care  
through the end of life.

# Supporting community groups

Anything missing?  
Let us know!

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### The Conversation Project (TCP) Guiding Principles

#### What we believe:

- Everyone should have their wishes for care through the end of life understood and respected. This begins with conversations.
- We can't plan for everything. But we can talk about what is most important — in our life, and in our health care — with those who matter most.
- Talking with the important people in our life can bring us closer together. It also helps us create the foundation of a care plan that's right for us — a plan that will be available when the need arises.
- These conversations should happen early and often — around the kitchen table and not in the ICU — as it always seems too soon, until it's too late.
- All wishes are acceptable. TCP is neutral and has no preference for what someone's wishes should be — no wish is right or wrong. We aim to be person-centered and value-neutral.

#### How we work with community partners:

- We abide by the motto "all teach, all learn." We don't hold all the answers, nor do we believe there is one "right" way to spread this work. We learn alongside our community partners and encourage a collaborative spirit.
- We do not have exclusive relationships with any entity.
- We strive to intentionally engage all demographics in this work — age, gender, religion, race, ethnicity...
- We aim to give credit to those who develop new ideas and expect attribution by others for TCP-created materials.
- Our resources can be used in addition to many other advance care planning (ACP) tools and approaches. We want to encourage more conversations and see this work as upstream to many other wonderful tools.

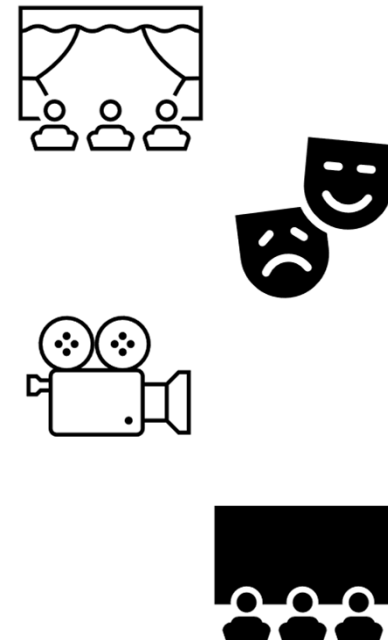
<https://theconversationproject.org/about/>

# Using film, virtual theater, and the arts overall

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## Why?

- Offer something refreshing (e.g. combat zoom/webinar fatigue)
- Expand reach
- Visual inspiration for change
- What else?



# *Caregiver: A Love Story*

- Keynote: *“Conquering the Caregiving Crisis”*
- Programs:
  - Family caregivers
  - Medical residents and medical students
  - Hospices
- Learn more: [caregiveralovestory.com](http://caregiveralovestory.com), “use the film”



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@JessicaZitter

# *Extremis*

- Keynote: *“A New Kind of Heroism”*
- Programs for:
  - Healthcare teams
  - Faith leaders
  - Communities



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@JessicaZitter

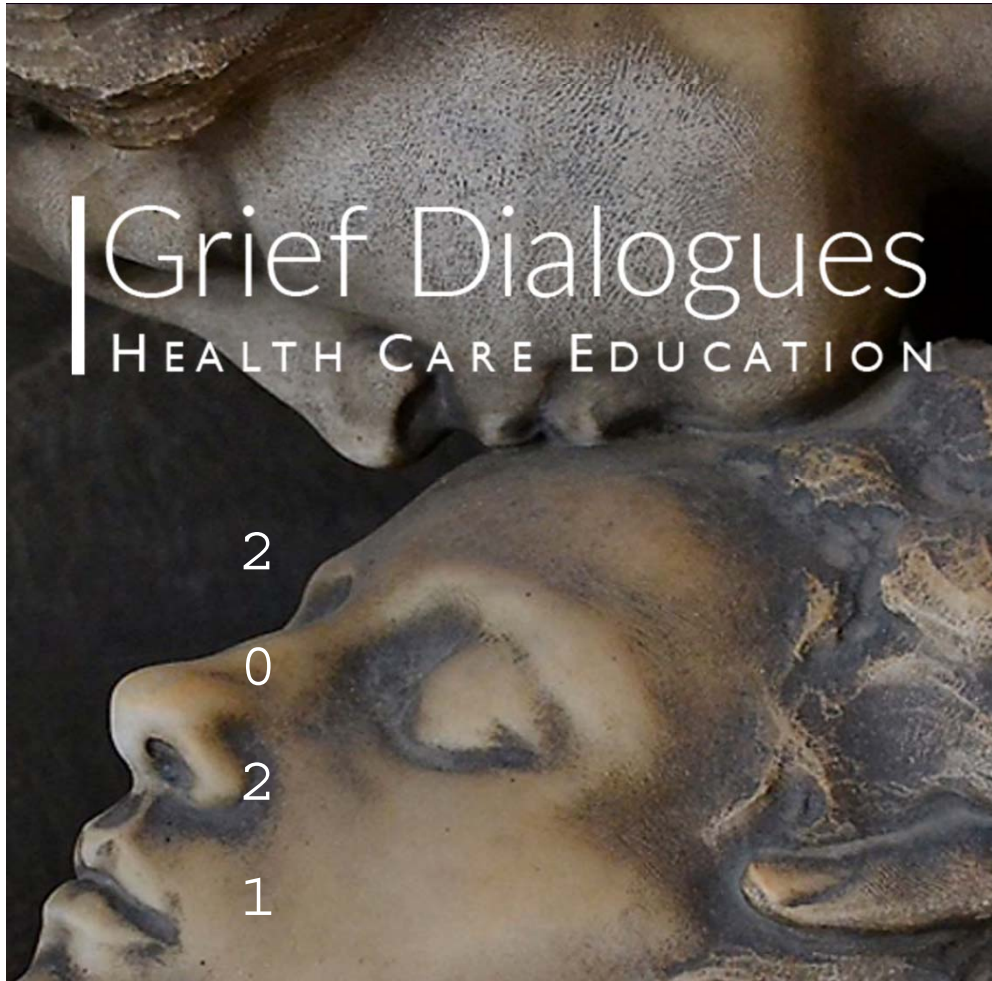
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caregiveralovestory.com



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# Health Care Education

Developed for  
Honoring Choices



# Honoring Choices<sup>®</sup>

## PACIFIC NORTHWEST

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AN INITIATIVE OF

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Washington State  
Hospital Association



**Foundation**  
for Health Care Improvement



# Upcoming Honoring Choices Narrative Medicine Plays

## HONORING CHOICES | THE PLAY

When Bob, Denise and Maggie's elderly father, receives his terminal cancer diagnosis, his daughters encourage him to prepare his end-of-life plan so there's no misunderstanding of what he wants or doesn't want. But Bob is not having any part of it even though his doctor is encouraging him to prepare. Throw in some family dynamics, disagreements and resentments, plus a healthy dose of stubbornness, and the scene changes dramatically when Bob is hospitalized.



April 2<sup>nd</sup>, 2021 | 5PM PST

[Reserved Seating Available Here](#)



April 9<sup>th</sup>, 2021 | 5PM PST

[Reserved Seating Available Here](#)



April 11<sup>th</sup>, 2021 | 2PM PST

[Reserved Seating Available Here](#)

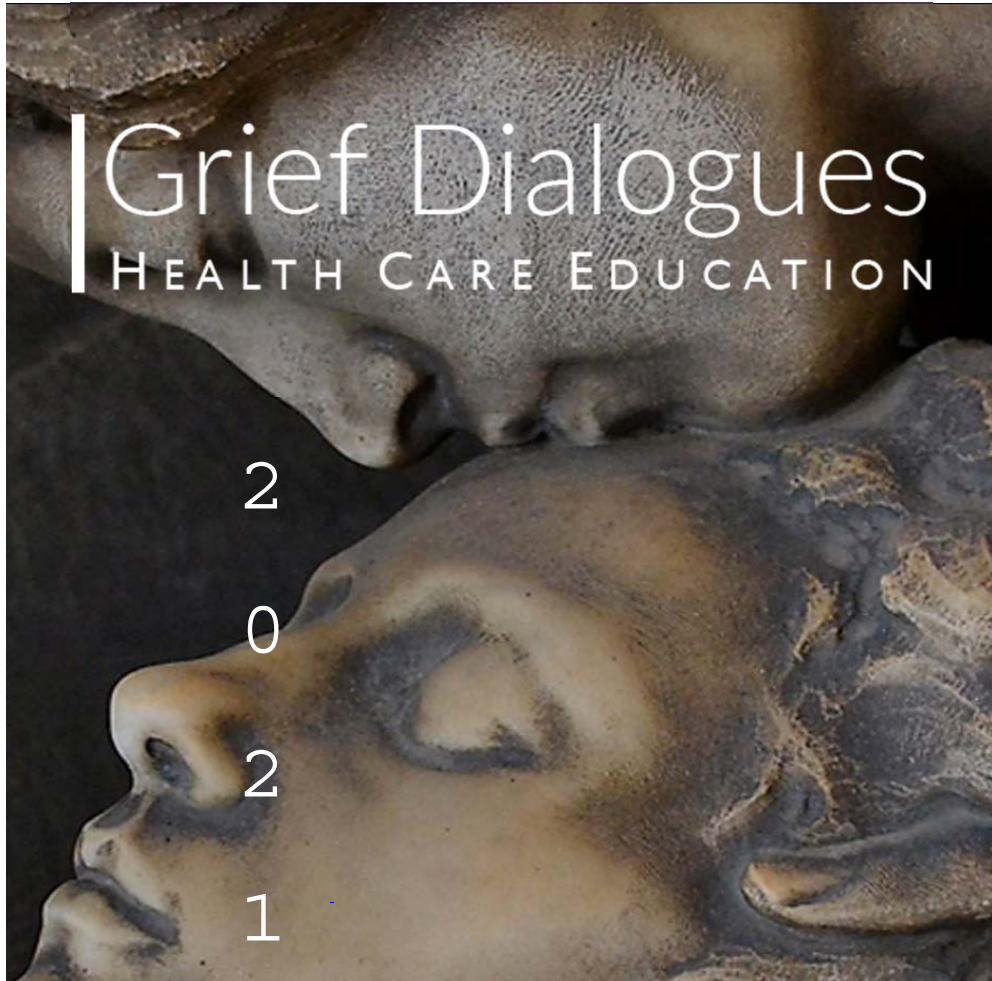
# Moderated town-hall style post-performance discussions

Designed to draw out personal reactions to the themes and social issues explored in the plays, these moderated discussions address how the plays resonate with audiences.

Audience members are invited to share their perspectives and experiences, and foster a dialogue between health care providers to break down stigmas, nurture empathy and compassion, and build an understanding of complex issues.

Discussion includes the clinical and economic value of empathy for patient and professional caregivers.





For more information:  
Elizabeth Coplan  
[ecoplan@coplan.com](mailto:ecoplan@coplan.com)  
206-930-9984

Plays on Advance Care Planning:  
Honoring Choices  
Independence Day



# Fast Forward: A Documentary That Helps You Change Your Life



**\*\*MARCH 24<sup>th</sup>, 10/9C on PBS**

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## About the Film

*Fast-Forward: Look Into Your Future* is an hour-long documentary narrated by American actor, singer and activist, Rosario Dawson.

By 2045, the average American will live to the age of 85 - meanwhile most aren't prepared for life as older adults.

So, we showed millennials and their parents from around the country what the future holds. How would they look? How might they feel? What would they change?

The film's March PBS broadcast will be accompanied by a national outreach and impact campaign with over 300 screenings and interactive events, extensive digital promotion including toolkits, email courses, and special reports.



# Trailer

<https://www.pbs.org/video/extended-preview-v7lbqa/>

The film will create a new context and structure for families to discuss how they want to maximize their quality of life throughout the aging process, with dignity, intent and support.



- What do you want your daily life to look like when you're 65, 75, 85?
- What will be most important to you at these points of your journey?
- How can a person with life-limiting illness enjoy a life that has meaning and purpose for them? What does this look like?
- What are your values, needs, and purpose that you want to live by as you age?

The overall theme is to create empathy and understanding between Millennial/Gen Xers and their Boomer parents such that they are aware of each other's values and needs to plan for the future.

# Host your own Fast Forward Experience

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FAST-FORWARD Experience created to:

- ✓ PROVOKE profound conversations about the future
- ✓ REDUCE fears around the reality of getting older
- ✓ PROVIDE humor as we look at our future selves



Bring to your community, school, agency or network (free, fun, easy!)

- A screening, post-screening evaluation, post-screening group discussion, and extensive online opportunities.

More info: <https://fastforwardmovie.com/screenings/>

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# Opportunity: Upcoming screening/panel for NHDD

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Date and Time	Topic
April 8 – 13 <sup>th</sup> on own	Watch: <i>Fast Forward</i>  *Link shared on social media/sent to those that register for call
April 13 <sup>th</sup> 6:00-7:00 pm ET	Fast Forward Q&A Panel: Ellen Goodman, Kate DeBartolo, Michael Eric Hurtig (Producer)  *Open to all - for you/your community

Register and sign-up: <https://theconversationproject.org/calls-and-recordings/>

# Leaving in action resource

- Share a link or handout
  - <https://bit.ly/3seVss>

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## When the Lights Go Up

Okay, I've...

Seen the movie Read the book Heard the story Listened to the sermon Watched the play

I get it. I really need to have the conversation.  
So what do I do now??

It's as easy as 1-2-3.

**1** Pick your person.

- When you think of talking with someone about your wishes for care through the end of life, who comes to mind?
- That's the person you need to talk with.

**2** Get your thoughts together.

- What matters most to you when it comes to care through the end of life?
- What do you want to make sure people know about what you want — and don't want?

**3** Have the conversation!

- Make a plan to get together with your person — when and where.
- Tell them what matters to you.
- Keep talking — your wishes might change with time, and that's okay. *You may also want to tell your doctor or others in your life.*

Check Out Our Free Conversation Starter Guide

It has helped hundreds of thousands of people have the conversation.

Download it:  
[theconversationproject.org](http://theconversationproject.org)



# Questions?

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# Chat waterfall!

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How have you used film screenings, theater or other unique methods to engage communities? Any insights/lessons to share?

Instructions:

- 30 seconds – type into chat (DON'T HIT SEND)
- On my cue – hit send



# Additional Idea

29



## THE END: MOVIES AND MORTALITY

*CONVERSATIONS ABOUT END OF LIFE  
AT THE LAFAYETTE PUBLIC LIBRARY*

You are invited to a series of interesting and provocative short videos on end-of-life issues, followed by discussion facilitated by members of the community with related expertise. Each session will begin at 6:30 and end by 7:45.

*Free and open to people of all ages. Join us for any or all sessions.*

- Oct 2: Tom Brokaw, noted journalist, and his daughter, Jennifer, an ER physician, have a heart to heart conversation about what's important in life and what decisions family members may have to make towards the end of a loved one's life.
- Oct 9: BJ Miller, a hospice physician who lost one arm and both legs in a high voltage accident, asks big questions, such as how we think about death, and how we honor life.
- Oct 23: Peg Batten, a bioethicist, tells the story of how and why her husband chose to turn off his ventilator and die, after a bike accident and paralysis.
- Nov 6: Funeral Director Caitlin Doughty explores ideas for "green burial," a process that returns our bodies back to the earth in an eco-friendly and self-aware way.
- Nov 20: Lucy Kalanithi shares the journey of her husband, Paul, who wrote "When Breath Becomes Air," following his diagnosis of terminal cancer at age 36.

*Sponsored by Boulder Valley Unitarian Universalist Fellowship  
and The Conversation Project in Boulder County*

# National Healthcare Decisions Day

April 16<sup>th</sup>

Blog

Inspiring Conversations: 5  
Ideas for National Healthcare  
Decisions Day 2021

Posted on 02/26/2021



[https://theconversationproject.org/tcp-  
blog/](https://theconversationproject.org/tcp-blog/)

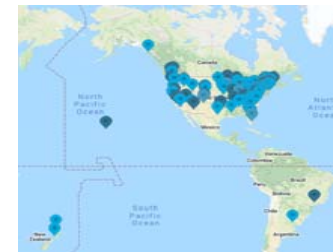
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# Ways to engage with TCP's network

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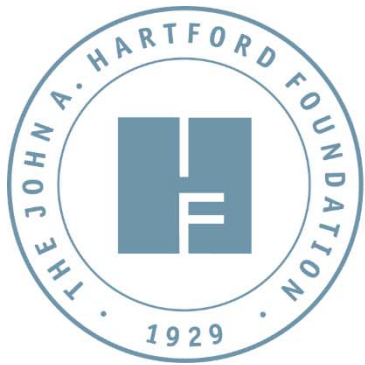
- Tweet us, tag us on social media
  - ❑ Twitter: @convoproject
  - ❑ Facebook: The Conversation Project
  - ❑ Instagram: convoproject
- Share and connect with each other
  - ❑ The Conversation Project: Community Champions (Facebook discussion group)
  - ❑ Champions Map



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

# Thanks and appreciation

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



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## We want your feedback!

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- After this call you will be redirected to a Survey Monkey form

Please take a few moments to answer the following questions:

- How useful was this session on a scale from 1-5?
- What would you like to learn more about?
- Any other comments on today's session?

# Additional slides on Fast Forward Program Goals



The Fast Forward program teaches millennials and boomers about aging with:



**...Dignity**

**...Intent**



**...Support**

The background image is a dark, moody night scene of a city street. On the left, there are traditional European-style houses with gabled roofs and windows. On the right, a modern multi-story apartment building is visible. The street is dark, and the sky is a deep blue. A large, vibrant, pixelated light effect, resembling a digital or neon glow, is positioned in the upper center of the frame, casting a soft light over the scene. The overall tone is contemplative and futuristic.

# Age With Dignity

# Program Goal: Dignity

- Create an attitudinal shift for people to confront the aging process with eyes wide open and intention
- Break through denial of the aging process through experiential awareness
- Normalize the aging process
- When empowered and prepared, people can maximize their quality of life given their unique circumstances
- Show that aging does not have to mean sick but that lack of illness doesn't necessarily equate to good physical or emotional health





The background image is a dark, moody night scene of a city street. On the left, there are traditional European-style houses with gabled roofs and windows. On the right, there are modern, multi-story apartment buildings. The street is dark, and the sky is a deep blue. A large, vibrant, pixelated light effect, resembling a digital or data visualization, is projected across the upper half of the sky. The text "Age With Intent" is centered in the middle of the image in a large, white, sans-serif font.

# Age With Intent



# Program Goal: Intent

- Reveal that with intention, older age can be a life of connection and self-determination
- Inspire habits for brain and physical health
- Inspire action steps for Millennials/Gen-Xers to plan with their Boomer parents on how to maximize their quality of life throughout the aging process
- Increase male caregiving and long-term planning
- Increase male participation and planning in caregiving and healthy aging

- With proper planning, people can create the best outcomes given their circumstances
- Mindset is essential to intentional, fulfilling aging
- Planning for older age and end of life is a public health issue with economic consequences
- Healthy adult children-parent relationships make for a happier aging process
- Inspire a national conversation on how to prepare for healthy and meaningful aging process



The background image is a dark, moody night scene of a city street. On the left, there are traditional European-style houses with gabled roofs and windows. On the right, a modern multi-story apartment building is visible. The street is dark, and the sky is a deep blue. A large, vibrant, pixelated light effect, resembling a digital or neon glow, is positioned in the upper half of the frame, casting a soft light over the scene. The overall tone is mysterious and futuristic.

# Age With Support



# Program Goal: Support

- Catalyze conversations between 30-40's somethings and their Boomer parents through use of a toolkit
- Increase the number of Americans with living and last wills, with only 30% of Americans have living wills and only 55% have last wills
- Educate people on long-term care resources
- Engage Boomer Men who face higher age-related health and social risks than women with men less likely to seek treatment, have healthy habits, or be socially connected
- Inspire Men who lag behind women on caregiving and support change among Millennial and GenXers
- With the screenings and community impact program, support those of lower income and education to find health and longevity content
- Support Millennials to increase retirement savings in light of recovering from the Great Recession

