The Conversation Project
Inspiring Conversations through the Power of Film and Virtual Theater

March 17, 2021

Patty Webster
Krissy Cronin
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.
WebEx quick reference

Please use chat to “Everyone” for questions

For technology issues only, please chat to “Host”
Intros/chat

Type into the chat box:

Your **name, location, organization**

Make sure you send your message to

“Everyone.”
On today’s call

Patty Webster
Advisor, Community Engagement

Krissy Cronin
Associate Project Manager
Type into chat

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

the conversation project
Agenda

- 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

the conversation project

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

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, “use the film”
Extremis

• Keynote: “A New Kind of Heroism”
• Programs for:
  • Healthcare teams
  • Faith leaders
  • Communities
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 stubborness, and the scene changes dramatically when Bob is hospitalized.

April 2nd, 2021 | 5PM PST
Reserved Seating Available Here

April 9th, 2021 | 5PM PST
Reserved Seating Available Here

April 11th, 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 stigma, 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
eoplan@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 24th, 10/9C on PBS**

the conversation project
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

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/

the conversation project
Opportunity: Upcoming screening/panel for NHDD

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

Register and sign-up: [https://theconversationproject.org/calls-and-recordings/](https://theconversationproject.org/calls-and-recordings/)
Leaving in action resource

- Share a link or handout
Questions?
Chat waterfall!

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
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 Kalanthy shares the journey of her husband, Paul, who wrote “When Breath Becomes Air,” following his diagnosis of terminal cancer at age 35.

Sponsored by Boulder Valley Unitarian Universalist Fellowship and The Conversation Project in Boulder County
April 16th

Inspiring Conversations: 5 Ideas for National Healthcare Decisions Day 2021

Posted on 02/26/2021

https://theconversationproject.org/tcp-blog/

the conversation project
Ways to engage with TCP’s network

• Tweet us, tag us on social media
  - Twitter: @convoproyect
  - Facebook: The Conversation Project
  - Instagram: convoproyect

• Share and connect with each other
  - The Conversation Project: Community Champions (Facebook discussion group)
  - Champions Map

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

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

the conversation project
We want your feedback!

- 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
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
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
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