The Conversation Project

A Look Ahead: Planning for 2023
November 16, 2022

Patty Webster
Krissy Cronin
Connecting your Audio

- If this is your first time using Zoom, a “Join Audio” box may pop up when you join the meeting.
- We recommend you join using computer audio.

Tip: Use a headset to improve sound quality
Chat Panel

• Click the Chat button at the bottom of the screen to open the chat in the side bar.

• Type your message in the field at the bottom of the side bar.

• Make sure you’re sending to “Everyone” or to the host. Press enter to send.
Intros/chat

Type into the chat box:
Your name, organization, location

Make sure you send your message to
“Everyone.”
On today’s call

Patty Webster  
Improvement Advisor,  
Community Engagement

Krissy Cronin  
Project Manager
Chat warm up

What’s one thing that made you smile today/recently?

Make sure you send your message to

“Everyone.”
Agenda

• Intro and connections
• What we did and learned across 2022
• What to look for now/in 2023
  • Communications plan
  • National Healthcare Decisions Day (NHDD) – April 16th!
• Leaving in action
Helping people share their wishes for care through the end of life.

the conversation project
Our website

Helping people share their wishes for care through the end of life.
Free tools (in multiple languages & audio)

- Starting a Conversation
- Choosing a Health Care Proxy
- Being a Health Care Proxy
- Talking with a Health Care Team
- Caregivers of People with Alzheimer’s or Other Forms of Dementia
- Caregivers of a Child with Serious Illness

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Free tools (in multiple languages)

In partnership with Ariadne Labs:
• People with a Serious Illness
Resources for community champions

- Guides, case studies, powerpoint slides, agendas, tools, etc.
- Champions networking map, FB discussion group
- Newsletter, social media content

https://theconversationproject.org/get-involved
5 Min chat round robins (breakouts)

Introduce yourself

How are you involved in sharing this work across your personal, social or community-wide circles?
2022 Highlights
New personal stories 2022

5 Ways to Show Appreciation for a Caregiver
By Andrea Gibbs, 11/01/2022

Conversations Brought my Family Clarity
By Sabrina Johnson, 11/01/2022

The Power of Music at the Bedside
By David Grobe, 11/01/2022

Times to Have “The Conversation”
By Karen Purze, 10/06/2022

Crossing Abbey Road
By David White, 09/07/2022

Having “The Conversation” with Teenagers
By Diane F. Goble, MS, 09/07/2022

4 Steps that Helped Me Start the Conversation
By Christine Osterwalder, 08/02/2022

It’s because I love you...
By Susan E. Ruddy-Maysonet RN MSN, 04/05/2022

Mashed potatoes, Mozart, and McDonald’s: A health care provider’s tips for caregivers
By Crystal Bray, 03/17/2022

The Nana I Knew
By Allison Royal, 03/17/2022

When to Step Back
By Elizabeth Emmett, 03/17/2022

A Good Death Is More about the Journey than the Destination
By Joy Johnston, 03/04/2022

Losing, Finding, and Losing Again: How Beauty and Meaning Rise from Loss
By Anne McCrery Sullivan, 02/14/2022

A Caregiver’s Kids
By Julia Bartel, 02/08/2022

4 Ways to Support the Family of a Teen with a Serious Illness
By Jenny Robinson, 02/02/2022

This Is Our Life Now: Taking on the Role of Caregiver
By Heather English, 01/11/2022
New blog coming...

In honor of National Family Caregivers month, compilation of caregiver stories and resources to share with caregivers
New resources/guidance 2022

I received a tough diagnosis. How do I think and talk about what's important in my care?  
Posted on 08/02/2022

A Guide to Supporting Others through a Difficult Diagnosis  
Posted on 02/18/2022

How to tell someone your wishes when they don't want to listen  
Posted on 07/05/2022

11 ideas for when someone is having a hard time talking about their wishes for health care  
Posted on 06/13/2022

Real-life examples of people talking about what matters for their health care  
Posted on 05/16/2022

Three Ideas for Solo Agers to Keep in Mind  
Posted on 03/28/2022

14 Faith-Based Books on Living and Dying Well  
Posted on 02/11/2022

10 Ideas of Things to Do for National Healthcare Decisions Day (in 10 Minutes or Less)  
Posted on 04/07/2022

5 Ideas to Help Promote National Healthcare Decisions Day Across Your Community  
Posted on 04/07/2022

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New podcasts / on demand content/ articles 2022

“But you don’t have to take my word for it.” LeVar Burton, Reading Rainbow

How to Create Your Advance Care Plan Series with The Conversation Project, Special Series
(podcast with host Heart of Hospice)

The Conversation Project - How to Talk About What Matters Most in your Medical Care
(virtual on-demand presentation via Duke Caregiver Community event)

End-of-life planning with loved ones can be hard. Here’s where to start.
(article via Vox)

The Conversation Project provides tools for talking about end-of-life care
(article via Seasons)
Your turn! Accomplishments & learning

What are you (your team) most proud of in 2022 and what is one key takeaway?

Instructions:
- 30 seconds – type into chat (DON’T HIT SEND)
- On my cue – hit send
Thank You!
What to look for in 2023
Across 2023: TCP communications plan

**What:** Focus on themes across the year, targeted resources to match

**Timeframe:** 1-3 months per theme

**How:** promoted across TCP channels
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**Timeframe:** 1-3 months per theme

**How:** promoted across TCP channels

**Dec – Jan:**
- Supporting self (thinking about what matters to you)

**Feb – Mar:**
- Planning ahead & making your wishes known (picking proxy, talking together)

**April:**
- National Healthcare Decisions Day

**May – June:**
- Supporting moms/dads - talking to your parents (or kids) about what matters

**July – Aug:**
- Conversations on the go (clever ways to engage in conversations)

**Sept – Nov:**
- Supporting others (resources for caregivers)
Free for your use: Communications toolkits

Overview and Instructions

Our communications team at The Conversation Project will be focusing on themes spread across the year to help share targeted resources and messages to better reach the general public. Each theme will cover a 3-5 month timeframe and will be promoted across all of our communication channels (social media, newsletters, emails, website).

**Timeframes/themes across the year:**
- Dec – Jan: Supporting self (thinking about what matters to you)
- Feb – Mar: Planning ahead & making your wishes known (picking proxy, talking together)
- April: National Healthcare Decisions Day
- May – June: Supporting moms/dads - talking to your parents (or kids) about what matters
- July – Aug: Conversations on the go (clever ways to engage in conversations)
- Sept – Nov: Supporting others (resources for caregivers)

We’re creating a series of communications toolkits for those of you interested in matching our themes across the year, to help make it easy for you to raise awareness across your local community by sharing ready-made resources. We’ll roll these out as they are completed.

### In each toolkit you’ll find:
- Core messaging on that theme (for use in social media, newsletters, emails, flyers)
- A few sample posts categorized across/socially engaged platforms - Instagram, Facebook, and Twitter, which can be used more broadly
- Images designed for each platform’s specs, which can be used more broadly
- Handles/journales of accounts to tag
- Commonly used hashtags

You are free to use and adapt the content in these toolkits as you wish. For example, if you don’t use social media, you can use the text or images in any communications you use! We simply ask you to think about what’s happening in your community and take copy and assets to what is best for your community, while adapting to your own voice. Consider the timing that feels right and what will resonate with various individuals.

### Instructions on how to use these posts and toolkits:
1. In the Instagram section, you will see the following copy highlighted: *Go visit the link in our bio to watch the interview in our IG TV.* Use this if you actively link to a [Twitter account](https://www.example.com) on your Instagram account bio. If not, you can delete the link-specific text.
2. In the Instagram and Facebook sections, the **reusable hashtags** are meant to be for your use in every post, following the theme of this toolkit. Please feel free to modify or use alternative hashtags as you see fit. For the Twitter section, we have included additional hashtags and we ask that you choose only some of these, due to the character limit on Twitter.
   - If you want to use the hashtags suggested under each Instagram post, we suggest you include these in a first comment under the post itself once you’ve uploaded it. The same can be done on Twitter if you are scheduling the tweet ahead of time with a third-party

https://theconversationproject.org/resources/community#Promote-Your-Message
Sample messaging to be adapted and used in newsletters, email, flyers or other mass send outs

Rest, rejuvenate, and ready yourself for important conversations

The end of every year is often a busy time, with little time for self. As this year ends and a new one begins, we encourage you to take a step back and carve out some “me time.” Support yourself by reflecting on what matters most to you in your life and in your health care. Starting with inner reflection and personal thinking time can help us prepare for these important conversations over time with those important people in our lives.

Check out The Conversation Project’s Get Started page for free resources to 1) help you think about your values and health care wishes, and then 2) get ideas on how to start talking about and understanding the health care wishes of other important people in your life. We hope this helps you to make some action-oriented resolutions this new year!

INSTAGRAM:

Option #1

Being diagnosed with a serious illness is tough. How are you taking care of self? Taking time to think about what matters to you, in your life and in your health can be chicken soup for your soul.

@convproject has a blog and our free guides listed in this image that include tips and free resources to help you think about what matters most to you in your own care. This way, you can start to think about what’s important to you.

Go visit the link in our bio/visit the linktree in our bio to read the full blog: I received a tough diagnosis. How do I think and talk about what’s important in my care?
Links to Serious Illness Messaging Toolkit

Advance Care Planning

[Links to Serious Illness Messaging Toolkit](https://seriousillnessmessaging.org/)

You can have a say in your care.
Treatments only work if they work for you.

[Download](https://seriousillnessmessaging.org/)
OR – simply follow us and reshare

Be sure to tag, follow, and reshare content from The Conversation Project’s Instagram, Facebook, and Twitter accounts if you are looking for more content outside of this toolkit to support the theme: “Supporting Self”. We’ll be posting this and more, all of which you are welcome to adapt to your own usage.

What do you think of this Toolkit? Please help us and take 2 minutes to answer 3 questions in our brief survey here.
One request...

Please share how many you are reaching in our quarterly, Community Activity Survey!

Our continued funding for FREE resources depends on it!
Your turn! Chat in...

What are you thinking about / planning for 2023?
Any early NHDD plans/thoughts?
Leave in action: Share and connect with each other

Via TCP’s network

- The Conversation Project: Community Champions (Facebook discussion group)
- Champions Map

https://theconversationproject.org/get-involved
Leave in action: Use/repurpose our content

• Use our content:
  • Conversation starter guides
  • Blogs
  • Communications toolkit

• Sign up for our newsletter

• Follow us and reshare on social media
  • Twitter: @convoproject
  • Facebook: The Conversation Project
  • Instagram: convoproject
Don’t forget to listen...

It is often through the quality of our listening and not the wisdom of our words that we are able to effect the most profound changes in the people around us. When we listen, we offer with our attention an opportunity for wholeness.

- Rachel Naomi Remen MD
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?
- Any initial thoughts on our communications plan/toolkits that could help us improve?
- Any other comments on today's session?
Thanks and appreciation

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

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