The Conversation Project

Planning for National Healthcare Decisions Day 2023

February 15, 2023

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, location, organization

Make sure you send your message to

“Everyone.”
On today’s call

Patty Webster
Improvement Advisor,
Community Engagement

Krissy Cronin
Project Manager

the conversation project
Agenda

• TCP quick update
• National Healthcare Decisions Day (NHDD)
• Sharing plans for NHDD
• Honoring Choices
• Patient Priorities Care
• Q&A, Discussion
• Resources and leaving in action
Helping people share their wishes for care through the end of life.
Our website

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

Resources for individuals

- Conversation Starter Guides, Workbook for people with serious illness
  - Multiple languages & audio versions
- Guest blogs & stories
- Articles, videos

Guides and resources for engaging with your community

- Recorded trainings and orientation
- Resource compilations
- Ready-made event materials

the conversation project
NEW...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).

Themes/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 others/talking – 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:
- Care messaging on that theme (for use in social media, newsletters, emails, flyers)
- A few sample posts categorized across balance to three platforms – Instagram, Facebook, Twitter, which can be used more broadly
- Images designed for each platform’s specs, which can be used more broadly
- Handles/owners 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 have 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 tailor copy and assets that suit you 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 toolkit:
1. In the Instagram section, you will see the following copy highlighted: "click the link in our bio." Use this if you actively link to a bio/external account in your Instagram account bio. If not, you can delete the link-free specific text.
2. In the Instagram and Facebook sections, the reusable hashtags are meant to be for your use ever post, following the theme of this toolkit. Please feel free to reuse or use alternative hashtags as you see fit. For the Twitter section, we have included additional hashtags and 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. This can be done on Twitter if you are scheduling the tweet ahead of time with a third-party tool.

Sample text/images: for Social Media Posts, Flyers, Emails, etc.

The following examples are tailored to three social media platforms and can be used/adapted more broadly in other social media formats you use.

https://theconversationproject.org/resources/community#Promote-Your-Message
Coming soon

Updated NHDD themed toolkit

Updated Dementia Guide
One request...if doing activities for NHDD

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

Our continued funding for FREE resources depends on it!
National Healthcare Decisions Day
Nathan A. Kottkamp
Founder
National Healthcare Decisions Day
https://theconversationproject.org/nhdd
The Origins and Future of National Healthcare Decisions Day

Nathan A. Kottkamp, JD, MA (Bioethics)

National Healthcare Decisions Day, Founder & Chair
Williams Mullen, Partner
April 16
Founded by Nathan Kottkamp out of years of experience on ethics committees dealing with situations when failed to make their healthcare wishes known.
All across the country, health care facilities, health care professionals, chaplains, the legal community and others will be participating in a collective effort to highlight the importance of making advance health care decisions and to provide tools for making these decisions.

www.nhdd.org
NHDD Results from First 10 Years

- Participation by at least 110 national organizations
- Participation by at least 1,600 state/local organizations
- Participation at US military at bases throughout the world
- Over 4.7 million facility/organization staff members received NHDD/advance directive information or training
- At least 3.9 million members of the general public participated in NHDD events and/or were known to have received advance directive information
- Over 15 million people were exposed to NHDD via various social media outlets: Facebook, Twitter, and LinkedIn, and #NHDD “trended” on Twitter (2015)
- Over 37,000 advance directives were completed on the ten NHDDs alone
Solutions

National Healthcare Decisions Day

- Lead by example – Do your own
  - For the benefit of your loved ones
  - To understand what patients go through when completing their advance directives
- Talk with others
- Volunteer to speak
- Collaborate in the community
- Share the resources
Spread the Word

National Healthcare Decisions Day

- NHDD is about you professionally
- NHDD is about you personally
- April 16 or anytime
- Free resources year round at: www.nhdd.org
Questions?

Nathan A. Kottkamp
804.420.6028
nkottkamp@williamsmullen.com
www.nhdd.org
Chat waterfall!

What are you thinking about / planning for NHDD?

Instructions:

• 30 seconds – type into chat (DON’T HIT SEND)
• On my cue – hit send
Honoring Choices

Corey L. Kennard, MACM, CPXP
Consultclk@gmail.com
CoreyLKennard.com

Elizabeth Coplan
Grief Dialogues
ecoplan@coplan.com
griefdialogues.com
https://griefdialogues.com/honoring-choices-the-film/

the conversation project
Patient Priorities

Jessica Esterson, MPH
Project Director, Patient Priorities Care
Yale School of Medicine
(section of geriatrics)
Patient Priorities Care

Aligning healthcare with patients’ priorities

Jessica Esterson, MPH
Yale School of Medicine
Support for Patient Priorities Care

• The John A. Hartford Foundation
• Donaghue Foundation
• Department of Veterans Affairs
Complexity Typically Increases with Aging
Decision Making Starts Before End of Life

As people acquire more conditions and clinicians, healthcare for older persons:

• Brings up more questions than answers: Is this treatment or task really helping me meet my health goals?
• Can be difficult or burdensome
• May not focus on what matters most to the person

So, what’s the answer?
Answer:

Know what health goals you want most given what you are willing and able to do.
Patient Priorities Care

moves decision-making and conversation...

From:

“You need (fill in treatment) for your (fill in disease).”

To:

“Knowing your health conditions, your overall health, and what matters most to you, I suggest we try (fill in care option).”
IDENTIFY HEALTH PRIORITIES

+ Values (What Matters most to you)
+ Actionable, specific, realistic health outcome goals
+ Health care preferences (which care you find helpful and doable, and which burdensome) and any tradeoffs
+ The ‘One Thing’ you most want to address to help achieve your health outcome goals

= Patient’s health priorities

ALIGN CARE WITH HEALTH PRIORITIES

You, your caregivers, and your health care team work together to make care decisions consistent with your Health Priorities (the health and life goals and activities you want your health care to help you with given what you are willing and able to do).

↔ review and update priorities as needed ↔

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Patient Priorities Care helps healthcare teams and patients

Become partners in the care they receive

• Align care with what matters most
• Discuss what may be getting in the way of meeting health goals
• Brainstorm alternatives
Houses tools and resources for:

- Patients/care partners
- Healthcare professionals

PatientPrioritiesCare.org

"Patient Priorities Care decreases the care burden on the individual and the entire medical system."

Patient Priorities Care aligns care among all clinicians with what matters most to their patients. It recognizes that patients are the experts in what they want to achieve from their healthcare, while clinicians are the experts in how to get them there.
For Patients and Caregivers

The My Health Priorities guide is available for those who prefer a PDF or paper version of the self-directed priorities elicitation.

<table>
<thead>
<tr>
<th>My Health Priorities Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Step 1: What Matters Most</strong> (see page 6)</td>
</tr>
<tr>
<td>1.</td>
</tr>
<tr>
<td>2.</td>
</tr>
<tr>
<td><strong>Step 2: Health Goal</strong> — The specific activity you most want to do that is realistic and doable with your health care (see page 12)</td>
</tr>
<tr>
<td>I want to <em>(insert specific activity)</em></td>
</tr>
<tr>
<td>for/in/over <em>(include time frame)</em></td>
</tr>
<tr>
<td>If needed, revise health goal:</td>
</tr>
<tr>
<td><strong>Step 3: Most Bothersome Symptoms or Health Problems</strong> (see page 16)</td>
</tr>
<tr>
<td>1.</td>
</tr>
<tr>
<td>2.</td>
</tr>
<tr>
<td><strong>Step 4: Current Health Care Tasks and Medications</strong> (see page 19)</td>
</tr>
<tr>
<td><strong>Helpful</strong></td>
</tr>
<tr>
<td>Tasks: 1.</td>
</tr>
<tr>
<td>2.</td>
</tr>
<tr>
<td>Medications: 1.</td>
</tr>
<tr>
<td>2.</td>
</tr>
<tr>
<td><strong>Burdensome</strong></td>
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<tr>
<td>Tasks: Why burdensome?</td>
</tr>
<tr>
<td>1.</td>
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<tr>
<td>Medications: Why burdensome?</td>
</tr>
<tr>
<td>1.</td>
</tr>
<tr>
<td>2.</td>
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</tbody>
</table>

**Step 5: The One Thing to Focus On** (see page 24)

The one symptom, health problem, health task, or medication I most want to focus on is *(insert health goal)* *so that I can (insert health goal) more often or more easily.*
MyHealthPriorities.org

Welcome to My Health Priorities!

Welcome to My Health Priorities!

Through this process we will help you identify what matters most to you—your Health Priorities.

Why are Your Health Priorities Important?
What matters most in life and health is different for everyone. Managing your health may be particularly difficult if you have multiple chronic conditions.

The more you and your health care team know about what matters most to you, the better you can work together to line up your health care decisions with your Health Priorities.

Note: use the “next” and “go back” buttons to move to the next page or previous page.

Online, self-directed (or with care partner) health priorities identification
Both Result in PPC Health Priorities Summary

- Matters Most (Values)
- Specific, actionable value-based outcome goals
- Healthcare preferences: Helpful or burdensome care defined by participant
- Most bothersome problem interfering with goals
- The One Thing participant wants to focus on
All members of healthcare team use participants’ health priorities in decision making

- People feel listened to and motivated
- Gives healthcare team and patients assurance and an anchor in the face of uncertainty, tradeoffs, lack of one best answer
- Treatment effectiveness measured by whether goals are attained
- Gets everyone on same page including clinicians and families
- Prepares patients and families for future end of life decisions based on what matters most to them
For Healthcare Professionals

- Online training modules
- Implementation toolkit
- Decisional guidance
Learn More and Share

MyHealthPriorities.org
- Self, care partner or healthcare team member guided

PatientPrioritiesCare.org
- Point of care resources
- Toolkit: patientprioritiescare.org/implementation-toolkit/

Follow Patient Priorities Care
- @PtPriorities
- Patient Priorities Care

Questions: Jessica.Esterson@yale.edu
TCP’s NHDD 2023 Theme:

Talk about it
April 10th: Start with YOU (self)...review the Conversation Starter Guide or “What Matters to Me Workbook and think about your current wishes (revised, the same, or new)

April 11th: Promote NHDD on your social media platforms...use our ready made toolkit for samples

April 12th: Engage and talk with family, friends, those important to you...share proxy guides, blog stories letters

April 13th: Support for caregivers... share dementia, pediatrics, and health care team guides

April 14th: Bring NHDD to where you live, work, pray, and learn...health care professionals, clergy, professional services orgs/individuals (estate attorneys, elder care lawyers, financial planners, etc.), colleges/universities, high schools

Apr 15th: Ready yourself and others for conversations...set up a call/in-person visit, draft an email, review our list of jump starters to start the conversation and pick one that works for your person(s)

Apr 16th: Today’s the day! Make your wishes known!... Talk about it and share 5 Wishes®, PREPARE™ for Your Care, letters, any other resources to help
NHDD month: ride the wave before, after

Consider:

- Who do you want to support (e.g. personal, community, work spheres?)
- How much time, energy do you/they have
- What methods would resonate and support them positively
- Piggy back to existing activity/theme in community (e.g. grand rounds, key faith dates)

Methods: light touch to larger campaigns
Sources for more ideas

- Suggested activities, specific examples/case studies
- Communications materials, media outreach, etc.
- NHDD Toolkit
So... many other fab resources

State Specific Resources

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columbia
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota

Other Resources

**AARP**

AARP features an End-of-Life Planning resource center with perspectives on starting advance care planning discussions, facilitating discussions with adult children about end of life planning, frequently asked questions and considerations for siblings planning care for parents.

**AidVault/MyDirectives.com & MyDirectives MOBILE**

MyDirectives.com, a service of AIDVault, Inc., is a free online platform that allows consumers to digitize your voices and treatment priorities in a comprehensive legal advance care plan that is secure in the cloud and available 24/7 anywhere in the world to you, your loved ones and your medical providers.

**everplans**

Everplans provides guides, resources and a platform to help you create a plan that contains everything your loved ones will need if something happens to you. Their site includes Checklists & Free State-Specific Advance Directives.

**Go Wish Cards**

Coda Alliance has a "Go Wish Game," a card game that is a simple way to think and talk about what's important to individuals and their family members if someone becomes seriously ill.

**The Hello Game**
Looking for new ideas

What would be helpful to you that we can create this year? e.g. List of top 10 resources (videos, blogs, articles, etc) you can use in your send outs?
Leave in action: Use/repurpose our content

• Use our content:
  • Conversation starter guides
  • Videos
  • Blogs
  • NHDD communications toolkit

• Sign up for our newsletter

• Follow us, reshare, tag us on social media
  ❑ Twitter: @convoproject
  ❑ Facebook: The Conversation Project
  ❑ Instagram: convoproject

• https://theconversationproject.org/nhdd/resources/
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
Opportunity: Age-Friendly Health Systems Action Community

Facilitated by: The Institute for Healthcare Improvement

Who: Health systems

What: A network of teams across different healthcare organizations that come together to accelerate their adoption of the 4Ms (what matters, medication, mentation and mobility)

When: March 2023

INFO CALL: MARCH 1st, 11-12:00 ET

https://www.ihi.org/Engage/Initiatives/Age-Friendly-Health-Systems/Pages/default.aspx
Thanks and appreciation
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 curated content would be useful to you?
  – Any other comments on today's session?
Warm-up chat

Do you have a health care proxy? And have you talked to them about what matters to you in your care?

Make sure you send your message to “Everyone.”