

# National Healthcare Decisions Day Communications Toolkit

## Theme: Talk about it

There is no “one size fits all” when it comes to planning for and participating in National Healthcare Decisions Day (NHDD). While the day itself falls on April 16<sup>th</sup>, many groups chose to start promoting NHDD earlier to whet the appetite and/or continue celebrating past April 16<sup>th</sup> to promote ongoing conversations about what matters most when it comes to our care wishes. No matter what you do or when you start, the common theme we suggest is simply to “talk about it.”

And what better way to start, by starting with self to better be able to support others. Thinking about what is important to you and then talking about it with those important to you, those who may need to speak up for you if you are unable at any point. And then use your story of how it went for you when you help others to talk about what’s important to them.

Whatever you decide to do in honor of NHDD is MUCH appreciated. And don’t forget, if you host an event and you use social media, share it on your platforms and tag us so we can help spread the word.

### **Standard newsletter, email, flyer, or other mass send out language about NHDD**

National Healthcare Decisions Day (NHDD) is an initiative to encourage people to talk...to express their wishes regarding healthcare and for providers and facilities to respect those wishes, whatever they may be. It’s important to understand that NHDD is not only about care through the end of life but is meant to reach a much broader spectrum so that every individual may have their healthcare wishes understood and met. [Click here](#) to learn more!

### **Be an influencer in your own communities!**

This year, we want to encourage you all to be *gen*-influencers in your own communities. Identify your platforms and audiences to reach and influence those in your own life to start conversations about the kind of care they want through the end of life, and the decisions they may want to make based on those wishes. We don’t have to wait until NHDD to start thinking or even talking about our wishes but remember that our capacity to influence starts with ourselves. Take some time if you haven’t already to start to think and talk about your wishes for care through the end of life.

Logo(s):



### Hashtags

#NationalHealthcareDecisionsDay  
#NationalHealthcareDecisionsDay2024  
#NHDD  
#NHDD2024

Sample text/images: for Social Media Posts or For Use in Newsletters, Flyers, Emails, etc.

The following examples are tailored to three social media platforms (Instagram, Facebook, Twitter) but can be used/adapted more broadly in other social media platforms and/or other communications methods you use. We'll have daily themes the week leading up to April 16th and will be posting about each one every day, so keep an eye out for these posts and be sure to retweet/repost/share our content!

Instructions on how to use these sample posts:

1. In the Instagram section, you will see the following copy highlighted: “🔗 Go visit the link in our bio/visit the linktree in our bio...” Use this if you actively link to a [linktree account](#) in your Instagram account bio. If not, you can delete the linktree-specific text.
2. In the **Instagram section**, 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.
  - a. 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 app such as [sproutsocial](#) – once you've tweeted, you can include more hashtags in a comment on the image itself (this would start a thread under the image with the hashtags or accounts you wish to tag)
3. To download the images found in the toolkit, right click on the image and hit “save as” to save it as a JPEG or PNG file on your computer. Note each image was designed for the specifications of

the noted platform – ensure you use the correct one. And, feel free to use these in other communications or platforms you use.

## TWITTER

### Option 1

This [#NHDDWeek](#) starts with YOU! Dedicate time to reflect and talk about what matters most to you. Here are 5 tips to help you turn this theme into action! Check out [@convoproject](#) free Conversation Starter Guide or What Matters to Me Workbook. <https://bit.ly/3rEvFI1>

### Option 2

Who is your person for #NHDD? Choosing a health care proxy who not only knows your wishes but will also ensure that they're honored is so important! Who in your life do you trust to speak for you? Check out [@convoproject](#) free tool <https://bit.ly/39xSmYM> @NHDD

### Option 3

If you have 10 minutes (or less) today, you could do one of these 10 actions to plan for your health care as part of [#NationalHealthcareDecisionsDay](#) [#NHDD](#) on April 16th! Read more in [@convoproject](#)'s blog here: <https://bit.ly/3OedZjc>

**ACCOUNTS TO TAG IN POST:** [@5WishesOrg](#)  
[@prepareforcare](#) [@CoPractice](#) [@CACforCC](#)  
[@thedeathdeck](#) [@theaftercommnty](#) [@CODAalliance](#)

### 5 Tips for Having a Conversation About Your Health Care Wishes



You don't have to talk about everything or talk to everyone in the first conversation. In fact, we suggest you **keep talking over time!**



**Be patient.** Some people are nervous or may need time to get ready to talk. Every time you start a conversation, it helps you come closer to making your wishes fully known. Keep trying.



You don't have to lead the whole conversation; it's important to also **listen to what the other person says** so you can build trust.



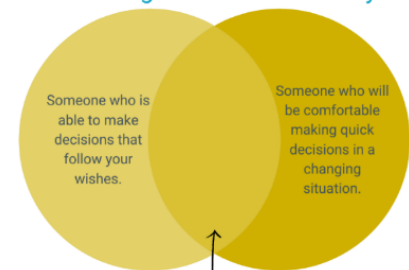
**Nothing you say is permanent.** You can always change your mind as things change in the future.



You may find out during these conversations that you and your trusted people disagree. That's OK (no judgment!). **The important thing is that you're talking now and to keep talking** – so you're prepared in case your health changes.

the conversation project

### Choosing a Health Care Proxy



the conversation project

### If you have 10 minutes (or less) today, you could do one of these 10 actions to plan for your health care as part of National Healthcare Decisions Day on April 16:



- 1 Look at our Guide to Choosing a Health Care Proxy.
- 2 Watch a short Practice Makes Perfect video for tips on how to start a conversation.
- 3 Send our Guide to Being a Health Care Proxy to your chosen proxy.
- 4 Browse the Conversation Starter Guide to help think about what matters to you.
- 5 Reach out to people who you might want to know about who you've chosen as your health care proxy.
- 6 Walk through PREPARE for your Care for guided steps or 5 Wishes®.
- 7 Ask three people you know if they've had the conversation.
- 8 Read a story from our blog.
- 9 Connect with a leader or organization where you live, work, pray, or learn about holding an event on this topic.
- 10 Follow us on Facebook, Twitter, or Instagram to learn more

the conversation project



## FACEBOOK

### Option 1

This [#NHDDWeek](#) starts with YOU! Dedicate time to reflect and talk about what matters most to you. Below are 5 tips [@TheConversationProject](#) compiled to help you turn this theme into action! For more guidance, visit [@TheConversationProject](#) website to access their free Conversation Starter Guide or What Matters to Me Workbook to help you think through your values and who you would want to share your healthcare wishes with. [@NHDD](#)  
<https://bit.ly/3rEvFI1> [#NHDD](#)

### Option 2

Who is your person for [#NHDD](#)? Choosing a health care proxy who not only knows your wishes but will also ensure that they're honored is so important! Who in your life do you trust to speak for you? Check out [@TheConversationProject](#) free tool <https://bit.ly/39xSmYM> [@NHDD](#)

### Option 3

If you have 10 minutes (or less) today, you could do one of these 10 actions to plan for your health care as part of National Healthcare Decisions Day ([@NHDD](#)) on April 16:

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2. Watch a short Practice Makes Perfect video for tips on how to start a conversation: [https://youtu.be/d\\_vbGD0UBzs](https://youtu.be/d_vbGD0UBzs)
3. Send the Guide to Being a Health Care Proxy to your chosen proxy.
4. Browse the Conversation Starter Guide to help think about what matters to you.
5. Reach out to people who you might want to know about who you've chosen as your health care proxy.
6. Walk through PREPARE for your Care for guided steps or 5 Wishes®.











### 5 Tips for Having a Conversation About Your Health Care Wishes


-  You don't have to talk about everything or talk to everyone in the first conversation. In fact, we suggest you **keep talking over time!**
-  **Be patient.** Some people are nervous or may need time to get ready to talk. Every time you start a conversation, it helps you come closer to making your wishes fully known. Keep trying.
-  You don't have to lead the whole conversation; it's important to also **listen to what the other person says** so you can build trust.
-  **Nothing you say is permanent.** You can always change your mind as things change in the future.
-  You may find out during these conversations that you and your trusted people disagree. That's OK (no judgment!). **The important thing is that you're talking now and to keep talking** — so you're prepared in case your health changes.

the conversation project



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6.  Walk through PREPARE for your Care for guided steps or 5 Wishes®.
7.  Ask three people you know if they've had the conversation.
8.  Read a story from our blog.
9.  Connect with a leader or organization where you live, work, pray, or learn about holding an event on this topic.
10.  Follow us on Facebook, Twitter, or Instagram to learn more.

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7. Ask three people you know if they've had the conversation.
8. Read a story from @TheConversationProject's blog.
9. Connect with a leader or organization where you live, work, pray, or learn about holding an event on this topic.
10. Follow @TheConversationProject on Facebook, Twitter, or Instagram to learn more.

Read more in @TheConversationProject's blog: <https://bit.ly/3OedZic>

## INSTAGRAM

### Option 1

This NHDD week starts with YOU! Dedicate time to reflect and talk about what matters most to you. Below are 5 tips @convoproject compiled to help you turn this theme into action!

🔗 Go visit the link in our bio/visit the linktree in our bio to read through @convoproject's free Conversation Starter Guide or What Matters to Me Workbook.

**Additional hashtags to copy and paste into your first Instagram comment:**

#NHDD #NHDDWeek #NationalHealthcareDecisionsDay  
 #advancecareplanning #advancedirective #planningahead #havetheconversation #conversationproject  
 #theconversationproject #convoproject #palliative #palliativecare #hospice #hospicecare #clinicians  
 #estateplanning #livingwill #powerofattorney #eol #endoflife #eolplanning #endoflifeplanning #eolcare  
 #endoflifecareplanning #communityinfluencer #carewishes

### Option 2

Who is your person for #NHDD? Choosing a health care proxy who not only knows your wishes but will also ensure that they're honored is so important! Who in your life do you trust to speak for you?

🔗 Go visit the link in our bio/visit the linktree in our bio to read through @convoproject's free resource: Your Guide to Choosing a Health Care Proxy.

**Additional hashtags to copy and paste into your first Instagram comment:**

#proxy #healthcareproxy #agent #healthcareagent #doctor #primarydoctor  
 #physicianassistant #nurse #specialist #therapist #socialworker  
 #psychologist #casemanager #admittingteam #palliative #palliativecare

**5 Tips for Having a Conversation About Your Health Care Wishes**

- You don't have to talk about everything or talk to everyone in the first conversation. In fact, we suggest you **keep talking over time!**
- Be patient.** Some people are nervous or may need time to get ready to talk. Every time you start a conversation, it helps you come closer to making your wishes fully known. Keep trying.
- You don't have to lead the whole conversation; it's important to also **listen to what the other person says** so you can build trust.
- Nothing you say is permanent.** You can always change your mind as things change in the future.
- You may find out during these conversations that you and your trusted people disagree. That's OK (no judgment!). **The important thing is that you're talking now and to keep talking** – so you're prepared in case your health changes.


the conversation project



#palliativecarespecialist #palliativecareteam #conversationproject #convoproject  
#theconversationproject

Option 3

If you have 10 minutes (or less) today, you could do one of these 10 actions to plan for your health care as part of [#NationalHealthcareDecisionsDay](#) [#NHDD](#) on April 16th!

 Go visit the link in our bio/visit the linktree in our bio to read @convoproject's 10 Ideas of Things to Do for National Healthcare Decisions Day (in 10 Minutes or Less)

**Additional hashtags to copy and paste into your first Instagram comment:**

#NHDD #NHDD2024 #nationalhealthcaredecisionsday  
#nationalhealthcaredecisionsday2024 #theconversationproject #tcp  
#healthcareproxy #conversationstarters #conversationstartersforfamilies #whatmatterstoyou

**If you have 10 minutes (or less) today, you could do one of these 10 actions to plan for your health care as part of National Healthcare Decisions Day on April 16:**

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Other messages/images to use across social media from the Serious Illness Messaging Toolkit\*:

**You can have a say in your care**

Treatments only work if they work for you.



**Talk to the people who matter most about the care you want.**

The more you speak up, the better your health care can be.



**Tell your doctors what matters most to you.**

You can get the care that's right for you.



**We'll figure this out together.**

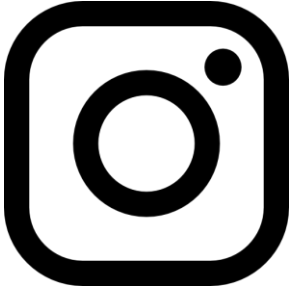


Let's make a plan for your care.



*\*A toolkit created in partnership during a three-year grant generously funded by The John A. Hartford Foundation and Cambia Health Foundation. For more free messages, images and text, [click this link and download the toolkit.](#)*

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Be sure to tag, follow, and reshare content from National Healthcare Decisions Day and The Conversation Project's **Instagram, Facebook, and X/Twitter** accounts if you are looking for more content outside of this toolkit to support NHDD. We'll be posting this and more, all of which you are welcome to adapt to your own usage.

		
<a href="#">@convoproject</a>	<a href="#">@TheConversationProject</a> <a href="#">@ NationalHealthcareDecisionsDay</a>	<a href="#">@convoproject</a> <a href="#">@NHDD</a>

For additional messaging and images, see [our previous toolkits following other themes here.](#)

For a list of and links to 25 potential resources to share for NHDD, [see this blog.](#)

**What do you think of this Toolkit?** Please help us and take 2 minutes to answer 3 questions in our [brief survey here.](#)