

The Conversation Project

Planning for National Healthcare Decisions Day 2023

February 14, 2024

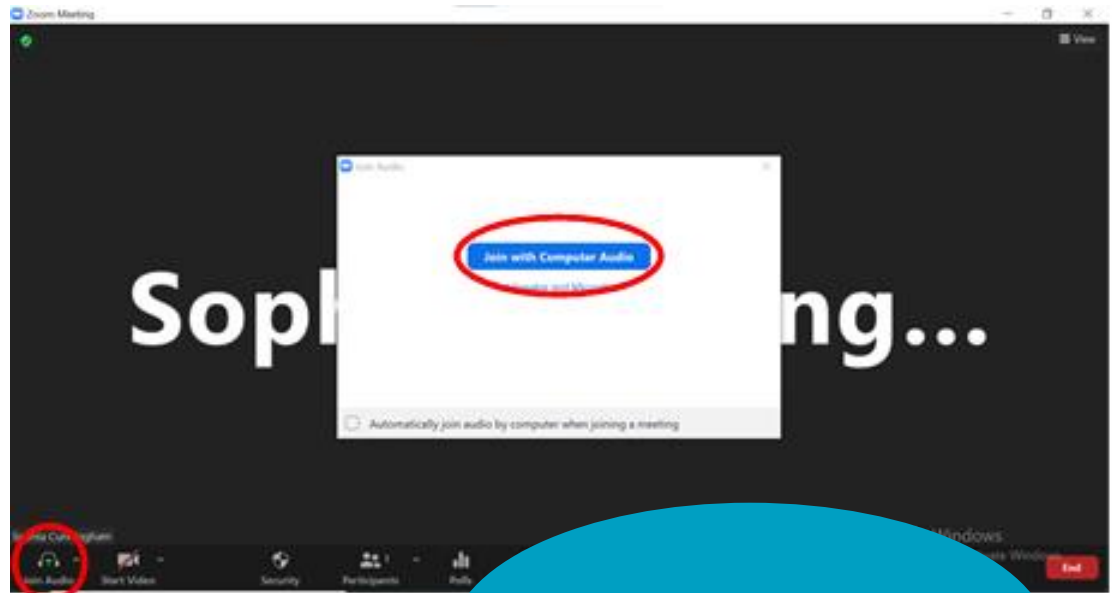
Patty Webster

Shubhi Tandon

Connecting your Audio

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

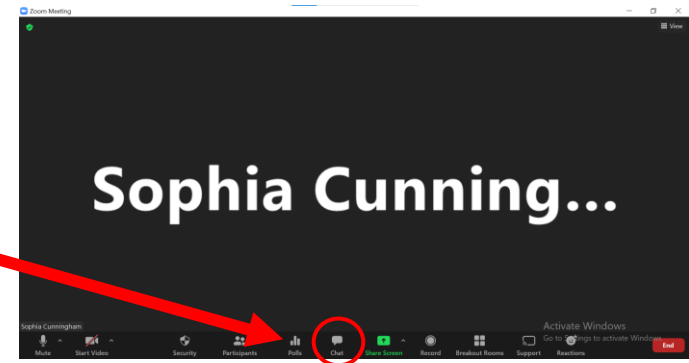
We recommend you join using computer audio.



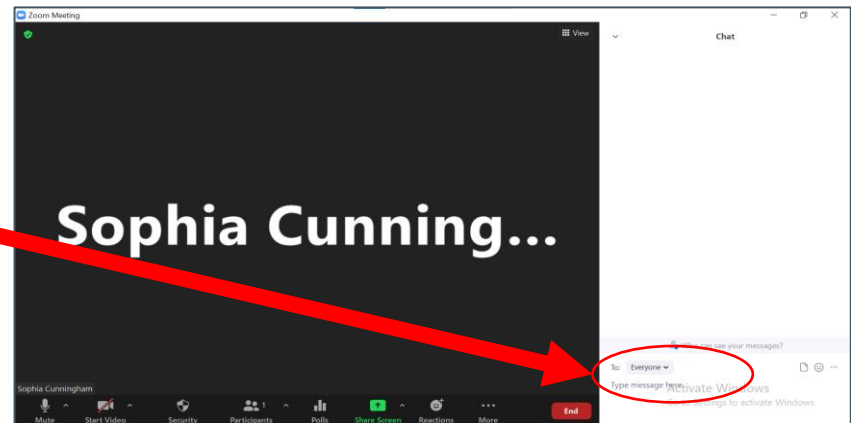
Tip: Use a headset to improve sound quality

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.



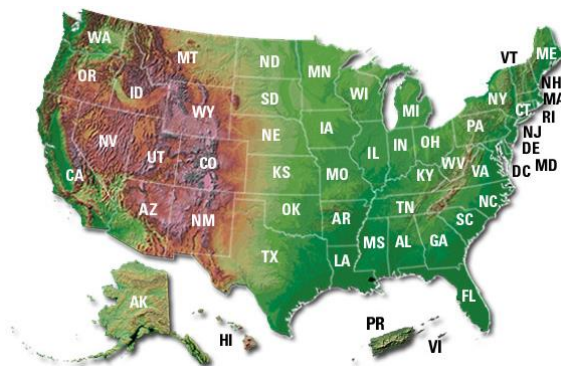
Make sure you're sending to "Everyone" or to the host.
Press enter to send.

Intros/chat

Type into the chat box:

Your **name, location, organization**

and if you are **new** or **regular/seasoned** NHDD participant?



Make sure you send your message to

“Everyone.”

On today's call



Patty Webster
Improvement Advisor,
Community Engagement



Shubhi Tandon
Project Manager

Chat



Share your favorite romantic gesture or your plans
for Valentine's Day!

Make sure you send your message to “Everyone.”

Agenda

Welcome, review and update: TCP and National Healthcare Decisions Day (NHDD)

All: share (emerging) plans for NHDD

Guest: Katie Bisaha, Conversations of Your Life

Q&A and discussion

2024 theme, ideas, and leaving in action

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

Our website

the **conversation** project

I Institute for
Healthcare
Improvement



donate »

Home

Get Started

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NHDD



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

TheConversationProject.org

the **conversation** project



the **conversation** project

**National Healthcare
Decisions Day**

Newly updated blog

On our “What’s new”,
NHDD resource and
blog pages

Planning for National Healthcare Decisions Day (NHDD): Top 5 FAQs

Posted on 01/18/2024

Looking for ideas for planning for and promoting National Healthcare Decisions Day (NHDD) in your community? We’ve pulled together some of our most frequently asked questions about planning for NHDD and created a roadmap with specific examples and resources to help provide answers.

Q: Where can I keep up to date on the latest resources that might help me for NHDD?

Our [NHDD tab](#) serves as a one-stop shop for all resources for NHDD.

And, keep your eye on the [What’s New tab](#) on The Conversation Project (TCP)’s main website as we post any new resources here to help you think about and prepare for NHDD. Typically, we start sharing any new materials at the start of each year through April 16th, including an annual blog on the most recent activities and ideas we’ve heard from others who are gearing up and already planning for NHDD.

Q: Where can I find ideas for activities to host for NHDD? What activities have others found most effective?

One size does not fit all when it comes to which activities work best to spread the word about National Healthcare Decisions Day and support conversations within your community. What we can say with 100% certainty...there is no shortage of ideas to test out and try. Below is a roadmap to help you find ideas.

Bookmark: our [Resources for Getting Started page](#) for suggested activities, case studies, and tools you can use and adapt. Jump in and start to review all we have for you!

Review: the following compilations for specific ideas, with names of groups or individuals all over the country who have participated in NHDD across the last several years. Take a look and see what you think might resonate with those you hope to reach in your personal, social, or community circles:



Coming soon

Updated NHDD themed toolkit

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 16th, many groups chose to start promoting NHDD earlier to whet the appetite and/or continue celebrating past April 16th 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

Logo(s):

National Healthcare
Decisions Day

NHDD

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:



Nathan A. Kottkamp

Founder

National Healthcare Decisions Day

<https://theconversationproject.org/nhdd>

Chat

What are you thinking about / planning for NHDD?

Or what do you want to explore today?

**Make sure you send your message to
“Everyone.”**



Katie Bisaha

Community Health and Policy Associate
New Jersey Health Care Quality Institute
kbisaha@njhcqi.org | www.njhcqi.org



NEW JERSEY
HEALTH CARE

**QUALITY
INSTITUTE**

Community Conversation: Planning for National Healthcare Decisions Day (NHDD) 2024

**The Conversation Project
Community Call**

Wednesday, February 14th

About the Quality Institute

- As a nonprofit organization, the Quality Institute is the *only* independent, multi-stakeholder advocate for health care quality in New Jersey.
- Both a grant funded and member organization, the Quality Institute convenes a unique and multi-faceted community.
- At the Quality Institute, we believe that collaboration is essential to improving our health care system.

A TRUSTED VOICE IN HEALTH CARE QUALITY

Our Work

**Community
Health**

Quality

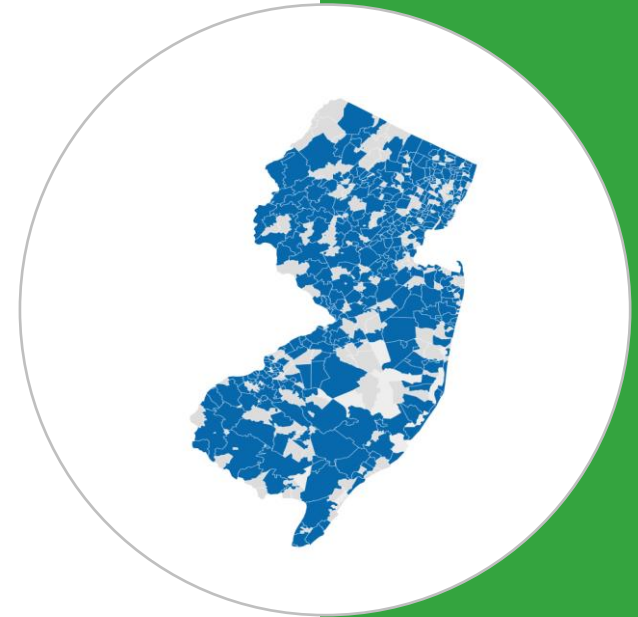
Policy



Our Work – Community Health

Mayors Wellness Campaign

- A statewide community health initiative that provides evidence-based tools and strategies to help residents achieve healthier lifestyles improve overall health and wellness in their communities.
- 400+ participating communities



Our Work – Community Health

Conversation of Your Life (COYL)

- Provides communities with resources on how advance care planning can help residents age in place.



How we Reimagined COYL- Goals



Update our Toolkit



Overhauling COYL Workshops and Initiatives



Update our COYL Partner Network

What we learned from Stakeholders, Research and Partners



From the Massachusetts Serious Illness Coalition...

33% of individuals have documented their health care proxy

30% of individuals have documented their wishes for care if seriously ill

54% had a serious conversation with someone about who will make decisions about medical care

55% had a serious conversation with someone about their wishes for medical care if you become seriously ill



From the Serious Illness Messaging Toolkit...

Talk up the benefits

Use positive stories

Invite dialogue



From our community leaders and mayors:

Many are unsure what advanced care planning is

Many are hesitant to have conversations

Many find this to be an important topic of discussion



What I learned as a new staff person at the Quality Institute during Covid 19

We could create additional tools and resources to streamline COYL programming and initiatives

Many of our volunteers underwent turnover, departed from their organization, or did not have capacity to participate.

However, many were still passionate in providing this education and information.

Meeting our Goals--Toolkit

CONVERSATION OF YOUR LIFE

Task Force Toolkit



- Provide foundational education
- Showcase practical strategies
- Empower with resources



2023 COYL Takeaways

1

Adapting
resources

2

Updating our
tools

3

Partnership is
Key!

4

Making it easy
for our COYL
Partners

Adapting Resources: Not Reinventing the Wheel

COMMUNITY MESSAGING TOOLKIT

MAYORS WELLNESS CAMPAIGN

We've created a Community Messaging toolkit with Communications Toolkits for you to utilize in your messaging about advance care planning.

- Themed messaging and images that you can use
- Newsletter blurbs,
- Instructions on adding resource to your website



How to use this Toolkit

You are free to use and adapt the content of this toolkit. If you don't use social media, you can use the toolkit in a variety of ways. Simply ask you to think about what's best for your community.

A few ideas for when someone is having a hard time talking about their wishes for health care:



Help the person feel comfortable, both physically and emotionally.

Focus on what is most important (in life) right now, not future medical scenarios.



Use current events or one of our media lists to jumpstart a conversation.

Pick one question from the Convo Project's guides.



COYL BOOK OF THE MONTH



NEW JERSEY HEALTH CARE QUALITY INSTITUTE

RESOU
COYL



RESOURCES FOR HOSTING COYL EVENTS ON COLLEGE CAMPUSES



CHECK OUT OUR COYL TOOLKIT TO SUPPORT HOSTING A COYL EVENT ON YOUR CAMPUS



HOST A BOOK CLUB, FILM SCREENING AND DISCUSSION, GAME NIGHT, OR DISPLAYS

TODAY IS NATIONAL HEALTH CARE DECISION DAY

TAKE A FEW MINUTES TO:



VISIT BIT.LY/QICOYL FOR MORE INFORMATION

COYL

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

COYL



qi.info/COYLbook

Emphasize the benefits of conversation provide. Don't focus on negative or scary what could happen.

Be sure you understand what your person is okay with you sharing (or not) with others about their health and what's important to them.

Find a good support for yourself.



the conversation project

COYL



NEW JERSEY HEALTH CARE QUALITY INSTITUTE

COYL Tool Makeover



Book of the Month Club

Your Caregiver Relationship Contract
caregiving, burnout, self-care

Still Alice
Alzheimer, family, male caregiver perspective

Die Laughing
Jewish-American, growing older, humor

Crying in H-Mart
Korean, caregiving, cultural identity and rituals, mother-daughter

The Conversation: A Revolutionary Plan for End-Of-Life Care
relatable stories, advance care planning

From Scratch: A Memoir of Love, Sicily, and Finding Love
African American, grief, cancer



Media List

"I'm Young and Healthy: Why do I Need an Advance Health Care Directive?"
young adult, medical complexity

"Seeing Death Clearly" Podcast
death, dying, grief, living, death doula

"My dad died five years ago. I've learned it's better to talk about death imperfectly than not at all"
grief, male perspective, loss, mourning

"Death" Normalize This Podcast
normalizing death, conversation

"A Conversation with Tembi Locke: Love, Loss and Fava Beans"
African-American, grief, love, healing through food

Matt's Story
palliative care, persons with disabilities, support



"Focusing on what matters most to LGBTQ+ individuals"
LGBTQ+, suggestions, strategies

Grief & Aspects of the African American Experience
grief, African-American, social inequities

Three Stories about Advance Care Planning - A Piece of My Mind
chronic illness, personal stories, value confliction

Advance Care Planning: A Community Conversation
Jewish, advance care planning, community

Table Talk: LGBTQ+ Values, Wishes & Plans at End of Life
LGBTQ+, honoring wishes, resources

Table Talk: South Asian Perspectives on Palliative Care
South Asian, palliative care, doula, art



The Nurse with the Purple Hair
patient advocacy, emotional and spiritual support, collaborative decision making

This is Us: This is Care A Conversation
family communication, aging and health issues, caregiving and support, autonomy

Being Mortal
patient-centered care, communication, shared decision making, palliative and hospice care

The Bucket List
older adult, end of life priorities, support systems, reflection

A Man Called Otto
male perspective, end of life considerations, mental health, social isolation, community

The Farewell (2019)
Chinese-American, cultural differences, family bonds, reflection

Discussion Starters

- What themes, feelings, or thoughts does this piece of media spur in you?
- What moments, characters, or ideas resonated with you?
- Would you have handled the events in this piece of media around advance care the same way? If not, how would you want it to be different?

@ Tag us on social - let us know your thoughts!



@NJHCQI | @QualityInstituteNJ
@New Jersey Health Care Quality Institute

Discussion Starters

- What themes, feelings, or thoughts does this piece of media spur in you?
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@New Jersey Health Care Quality Institute

Discussion Starters

- What themes, feelings, or thoughts does this video spur in you?
- What moments, characters, or ideas resonated with you while watching?
- Would you have handled the events in the video around advance care the same way? If not, how would you want it to be different?

@ Tag us on social - let us know your thoughts!



@QualityInstituteNJ
@New Jersey Health Care Quality Institute

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Partnership is Key!

Mayors Wellness Campaign Municipalities

Health Care Systems

“Community Living Rooms”

Healthy Aging Partners

Making it Easy for COYL Partners

COYL

Workshops

COYL

Workshop

COYL

Workshops



When planning events and programming with you these suggested workshops to introduce the subject in your communities.

Panel Discussion

Learn from the experts

Host a panel in your community with subject matter experts to raise awareness about the importance of having end-of-life conversations. These panels help promote a sense of empowerment and control over end-of-life care decisions. Speakers can include:

- Hospice and palliative professionals
- End-Of-Life Doulas
- Faith leaders
- Eldercare attorneys
- Medical Aid in Dying Experts
- End-of-life advocates and more!

Residents will have the opportunity to ask questions and access to resources shared by panelists.

Palliative Care for Living Well with Serious Illness

Enhancing Quality of Life through Palliative Care

Host a workshop where an expert shares with residents how palliative care can provide an extra layer of support to help them or a someone they care for live well with a serious illness.

Making Your Voice Heard: Choosing a Healthcare Proxy

Who will speak for you?

Host a workshop for residents covering the importance of having a healthcare proxy, how to learn what matters most to a designee, what to consider when choosing one, and how to communicate your wishes to them to have a say in their care.



Film Screening & Discussion

Movies to break the ice

Host a film screening for residents to introduce them to advance care planning. Following the screening, a COYL partner will lead a discussion and provide insight on the topics covered in the film and answering questions. Options for movies can be found [here](#).

Community Book Read

Hear from authors

Host a community book read where a COYL partner leads a discussion centered on a book or article to spark a conversation around our wishes. A list of suggested books can be found [here](#).

Game Night

Gamify your wishes

Host a fun-filled game night where a facilitator will guide residents through the conversation and learn more about advance care planning while having fun, and navigate what matters most to us. Go Wish is a great game to play and can be found [here](#).

Visual Displays of the Conversation

Art that sparks the conversation

Host an interactive and thought-provoking event where we explore end-of-life wishes and goals by creating an art installation in their community. Learn more [here](#).



Quality Institute staff can connect you with local COYL partners to lead and assist with programs listed above. Additionally, Five Wishes documents, COYL brochures and more can be provided for your events. All events are free of charge!

Looking for additional options? Want to request a program about a topic not listed above? Contact us for more information.

Want to schedule a COYL program in your Community?

Contact Katie Bisaha at Kbisaha@njhcqi.org

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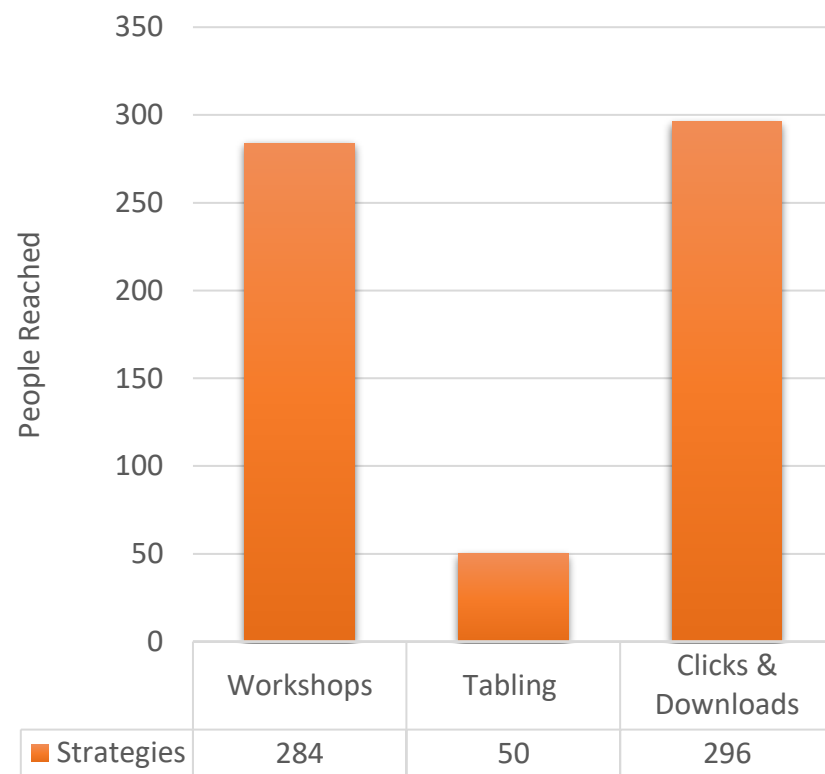
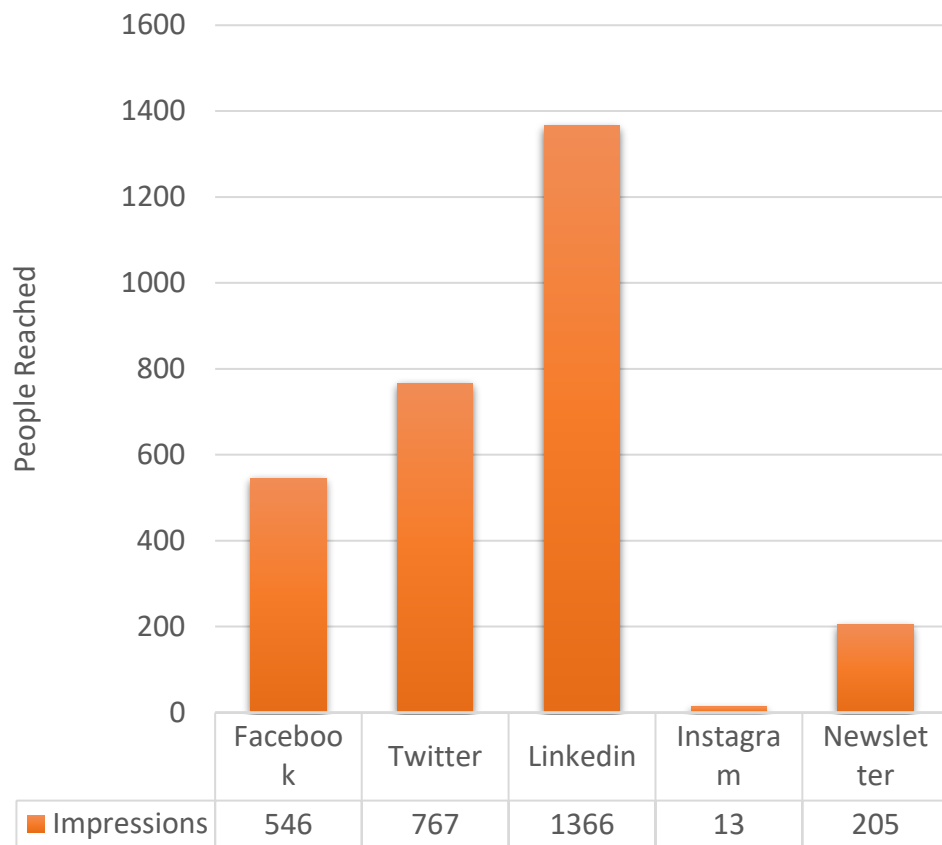
Want to schedule a COYL program in your Community?

Contact Katie Bisaha at Kbisaha@njhcqi.org



What did 2023 look like for us?

We reached over **3,500** people with these difference awareness and education methods.



That was the data, but what did it ACTUALLY look like?

PLEASE JOIN US FOR A

SOMA
Two Towns For All Ages

FREE MOVIE NIGHT
MAY 15, 2023
6:30 PM TO 9 PM
AT
THE WOODLAND
60 WOODLAND ROAD
MAPLEWOOD, NJ

Featuring
MARC FORSTER
TOM HANKS IS
A MAN CALLED OTTO

Movie will be followed by a Q&A with **COYL**
CONVERSATION OF YOUR LIFE

Door Prizes

Popcorn & Water Provided

EMAIL ASTUART@MAPLEWOODNJ.GOV
OR CALL (909) 656-0878 WITH QUESTIONS AND TO RSVP

Conversation of Your Life is a program that provides education and resources on how to share your wishes for care so you and your families can be prepared.

2023

Adult Wellness Fair
Saturday, May 13
10 AM to 1 PM
MAPLEWOOD SENIOR CENTER
DEHART COMMUNITY CENTER
106 & 120 BURNETT AVENUE
MAPLEWOOD, NJ

- Giveaways
- Music
- Free Food
- Free Health Screenings
- Prescription Drug Drop-off
- Memory Screenings*

* Pre-registration required for Memory Screenings. To sign up for a time slot call (973) 762-8120, x2006 or email HealthDepartment@maplewoodnj.gov

COYL
SYNERGY HomeCare
ACT NOW FOUNDATION
myCBD Organics
HLAA

COMMUNICATING YOUR HEALTH PRIORITIES WITH FIVE WISHES

We don't usually like to think about the tough things in life, but advanced planning can make things easier for yourself and loved ones when difficult health situations arise.

This interactive workshop for seniors, caregivers, and loved ones will explore the Five Wishes planning document. This document helps seniors express their wishes and have a say in their care. Workshop attendees will have the opportunity to begin their planning document and take home a Five Wishes template for completion.

JOIN US FOR "COMMUNICATING YOUR HEALTH PRIORITIES WITH FIVE WISHES"
FRIDAY, DECEMBER 1, 2023
TIME: 11:00AM-12:00PM
Register for the Event using this link:
<https://njhcqi.info/COYLDec1>

Cranbury Public Library
30 Park Pl W
Cranbury NJ

This workshop will be presented by The New Jersey Health Care Quality Institute in partnership with Advocate for Mom and Dad, LLC.

The Conversation of Your Life (COYL) program provides free education and resources to help you and those who matter most to you make decisions about the type of care you would want in a medical emergency or serious illness.



ESTATE AND HEALTHCARE PLANNING

DEC 6 • 6PM

The greatest gift you can give yourself and loved ones, regardless of age, is to be prepared. Join us to learn what legal documents you should have in place and what mistakes to avoid in your estate and healthcare planning.

<p>WEDNESDAY, DEC 6 • 6PM</p> <p>Presented by Shana Siegel, Esq. Chair, Elder Law Group Norris McLaughlin Attorneys at Law</p>	<p>Shana Siegel concentrates her practice on representing seniors, individuals with special needs, and their families in connection with life care planning, public benefits, trust and estate planning, resident rights, health care decision making and long-term care advocacy.</p>
<p>RSVP: https://us02web.zoom.us/join/register/17UJot-ggqjwrtHNgpWShB5QtoMIATZ9Smkx</p>	

for questions: Email: soma2townsemail.com or phone: 908-656-0878



That was
the data,
but what
did it
ACTUALLY
look like?

Small impacts make Large Ripples—Actions to Make a Difference during NHDD

Utilize social media both personally and professionally to share about NHDD

Start Small

- Repost COYL and Convo Project social media

Build Momentum

- Adapt these social media kits to reflect the needs and diversity of your community.

Go Big

- Create your own content and get creative. Create TikToks, social media posts, videos and more.

Small impacts make Large Ripples—Actions to Make a Difference during NHDD

Find a community building awareness and education on NHDD

Start Small

- Identify and reach out to local organizations and groups with shared interests. Utilize the ConvoProject's Champion Map to get started.

Build Momentum

- Contact local officials and encourage them to prioritize NHDD through a proclamation. Use our NHDD sample proclamation

Go Big

- Create community: organize a small group of people with a passion for NHDD and create an event.

Small impacts make Large Ripples—Actions to Make a Difference during NHDD

Bring the Conversation to your Community; big or small

Start Small

- Share your experience with ACP and utilize Conversation Project starter guides when engaging with those who matter most

Build Momentum

- Gather those who matter most for death over dinner, a game of Go Wish, a movie night featuring ACP themes. Use our Media Clubs for inspiration!

Go Big

- Contact a local community living room to lead or organize a presentation. Resources available to lead a conversation like this include:
 - Our COYL Partner Materials
 - ConvoProject's Community Resources
 - Go Wish Card game
 - Death Over Dinner

COYL 2024

NHDD

Workshops

- Grandpals Coco Movie Screening
- Kinship Navigator Program
- Medical Aid in Dying

Planning

COYL Partner Meeting

Newsletter

Encouraging
Mayors to sign
NHDD
Proclamations

Social Media

NHDD posts
throughout
April

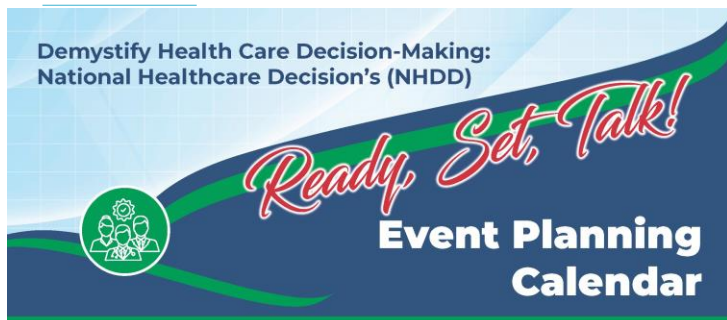
Outreach

Offices on
Aging

Questions? Comments?
Ideas?



Ideas for NHDD: Start planning now

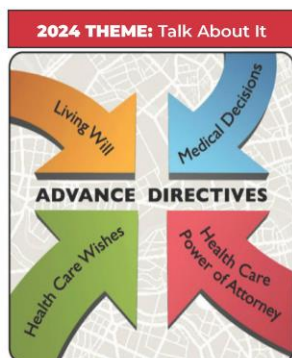


National Healthcare Decisions Day (NHDD) is a series of events to encourage adults to have conversations about their healthcare decisions and identify a healthcare proxy before any healthcare crisis. These events are conducted annually across the country on April 16.

Lead a regional approach by bringing together various players in the larger healthcare, legal and religious community to work collaboratively to benefit patients, families, and providers.

Use this calendar as a planning guide for your community NHDD events!

CALENDAR AT A GLANCE		
✓	January	Get Started: Identify and recruit key stakeholders
✓	February	Plan your community strategy
✓	March	Finalize and Promote your event(s)
✓	April	Hold event(s)
✓	May	Debrief and lay the foundation for next year



Month	Strategies for Success	Resources
January	Connection Before Content <ul style="list-style-type: none"> Identify and recruit key stakeholders Include multi-cultural leaders to co-design and co-host your community's events Connect with the national NHDD campaign <ul style="list-style-type: none"> Join the pledge to participate Receive NHDD newsletters Connect with other participants via the Conversation Champions Map Review the NHDD website for ideas and resources Participate in Alliant Health Solution's January 2024 Learning in Action Network (LAN) event to learn more about the campaign and connect with other providers 	Recruiting Community Stakeholders to Join Us In Action Join the NHDD Campaign The Conversation Project Starter Guide for Communities LAN registration Conversation Project NHDD Resources
February	Plan Your Strategy <ul style="list-style-type: none"> Convene your planning group Set goals and timelines for what you hope to accomplish Define your action steps to get to your goal Establish a process to monitor the progress 	NHDD Event Planning Checklist Alliant Health Solutions Be Conversation Ready Resource IHI Age Friendly What Matters to Older Adults Toolkit
March	Finalize Event Plans <ul style="list-style-type: none"> Coordinate volunteers Prepare event participants Promote Events <ul style="list-style-type: none"> Utilize multiple channels to promote your events: <ul style="list-style-type: none"> Social media Government proclamations PSAs Gather or create materials to distribute at the event. 	The Conversation Project Tips for Facilitating and Teaching Conversation Project Media Outreach Campaign Hashtags: #NationalHealthcareDecisionsDay, #NHDD, #NHDD2024, #NationalHealthcareDecisionsDay2024
April	Execute Your Plan (or Host Your Event(s)) <ul style="list-style-type: none"> Review your event planning checklist to confirm final details, print handouts and feedback forms and make signs to direct attendees to the event location On the day of the event, set up your venue, welcome attendees and run your program 	NHDD Event Planning Checklist NHDD Event Hosting: Participant Feedback Form
May	Conduct Reflection <ul style="list-style-type: none"> Evaluate and share results and learnings 	

IPRO and Alliant Health Solutions QIN-QIO: Carolyn Kazdan, Senior Director, Health Care Quality Improvement

the conversation project

<https://quality.allianthealth.org/>



Ideas for NHDD: Library Kit



 **SCHAUMBURG
TOWNSHIP DISTRICT
LIBRARY**
130 S. Roselle Road • Schaumburg, IL 60193

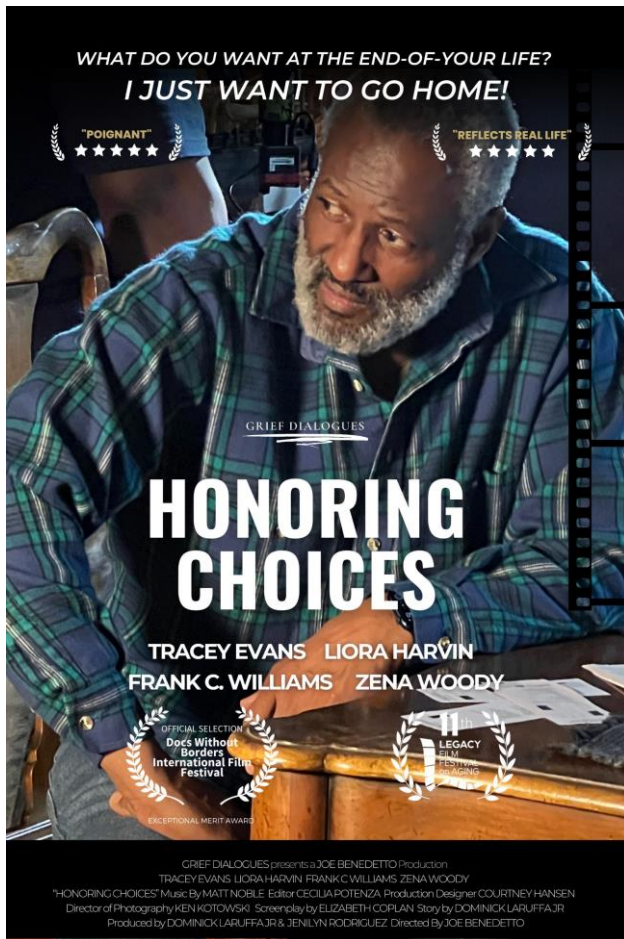
“Death and Dying”
senior activity kit

Shared by: Renee Anderson, Senior Services Coordinator, Programs and Outreach Department

the **conversation** project



Ideas for NHDD: Movie screening



Honoring Choices advocates for open communication and informed decision-making within families.

From February 15 to April 16, 2024, Grief Dialogues is waiving the usual \$500 licensing fee.

If you or your organization is interested in showing the film, contact elizabethcoplan@gmail.com directly.

<https://www.griefdialogues.com/honoring-choices-the-film/>

Ideas for NHDD: Launch a program!



Ideas for NHDD: Themes



HEALTHCARE DECISIONS DAY: FILLING IN THE BLANKS

Wednesday, April 19, 1:00–4:00 p.m.

(Hybrid - In-person at Nancy S. Klath Location and on Zoom)

Healthcare Decisions Day is a time to consider our healthcare wishes and how to discuss them with our loved ones and medical care teams. Join us for an overview of the documents, how to start the conversation, and hear from a physician on “what’s next” after you share documents with your care team.

1:00–3:00 p.m.

Discussion of the documents, tips for completing, and ways to share this information and create conversation with your loved ones. Presented by certified advance care planner, Billi Charron, MSW.

3:00–4:00 p.m.

What does your physician do with your Five Wishes or POLST? Find out from Dr. Vikranta Sharma of VNA Health Group



Registration required, no fee.



princetonsenior.org • 609.751.9699

Nancy S. Klath Center for Lifelong Learning
101 Poor Farm Road, Building B
Princeton • New Jersey • 08540



PSRC & COYL'S DAY OUT:

HEALTHCARE DECISIONS ARE MORE THAN JUST PAPERWORK

Thursday, April 27, 10:00 a.m.–3:00 p.m.

(Hybrid - In-person at Nancy S. Klath Location and on Zoom)

PSRC is partnering with Conversations of Your Life (COYL) to present a half-day seminar related to making healthcare decisions. Discussion leader, Adrian Allotey, is a non-medical, end-of-life doula and elder companion who specializes in physical, emotional and spiritual care.



The seminar will include:

- Screening of *A Man Called Otto*
 - Lunch provided by Princeton Care Center
 - Creating the Before I Leave Community Vision Board
- Fee: \$5, registration required.



princetonsenior.org • 609.751.9699

Nancy S. Klath Center for Lifelong Learning
101 Poor Farm Road, Building B
Princeton • New Jersey • 08540



National Healthcare Decision Day

Sponsored by
Spiritual Care Services
and the Ethics Committee

Thursday Apr. 13
Orchards Cafe
11am-1pm

We will have copies available,
or you can download your own
in English or Spanish.



Make Your Decisions



National
Healthcare
Decision
Day

el día Nacional
de las
Decisiones de
Atención
Médica

Free vase for all who
complete their
directives!



Florero gratis para
todos los que
completen sus
directivas!

Deja



Tus Decisiones

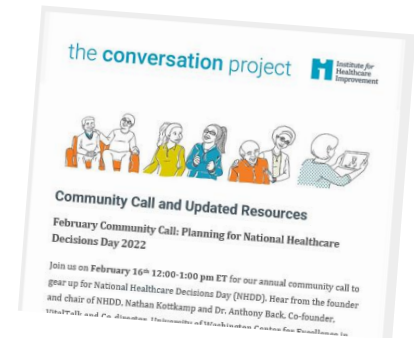
Princeton Senior Resource Center
Princeton, NJ

the **conversation** project

UNC Health Pardee
Hendersonville, NC

TCP's NHDD 2024 Theme:

Talk about it



NHDD week: daily theme/resources

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*

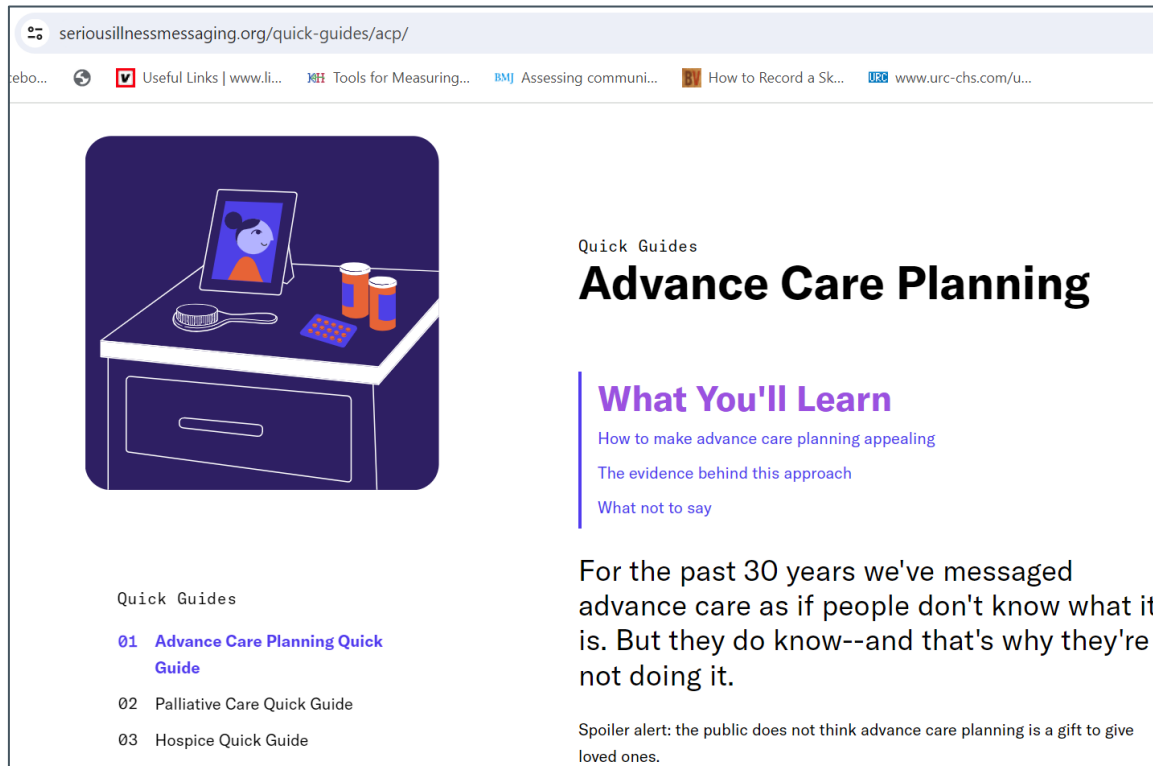
April 14th: Bring NHDD to where you live, work, pray, and learn...*health care professionals, clergy, professional services orgs/individuals (estate attorneys, elder care lawyers, financial planners, etc.), colleges/universities, high schools*

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*

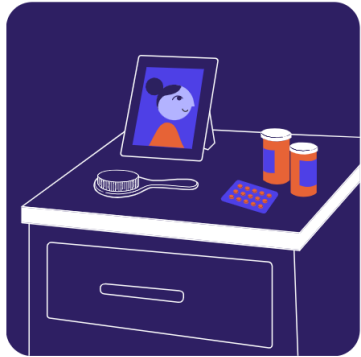
Think about your message

...to improve public perceptions of Advance Care Planning,
Palliative care and Hospice care.



seriousillnessmessaging.org/quick-guides/acp/

Useful Links | www.li... Tools for Measuring... BMJ Assessing communi... How to Record a Sk... www.urc-chs.com/u...



Quick Guides

Advance Care Planning

What You'll Learn

- How to make advance care planning appealing
- The evidence behind this approach
- What not to say

For the past 30 years we've messaged advance care as if people don't know what it is. But they do know--and that's why they're not doing it.

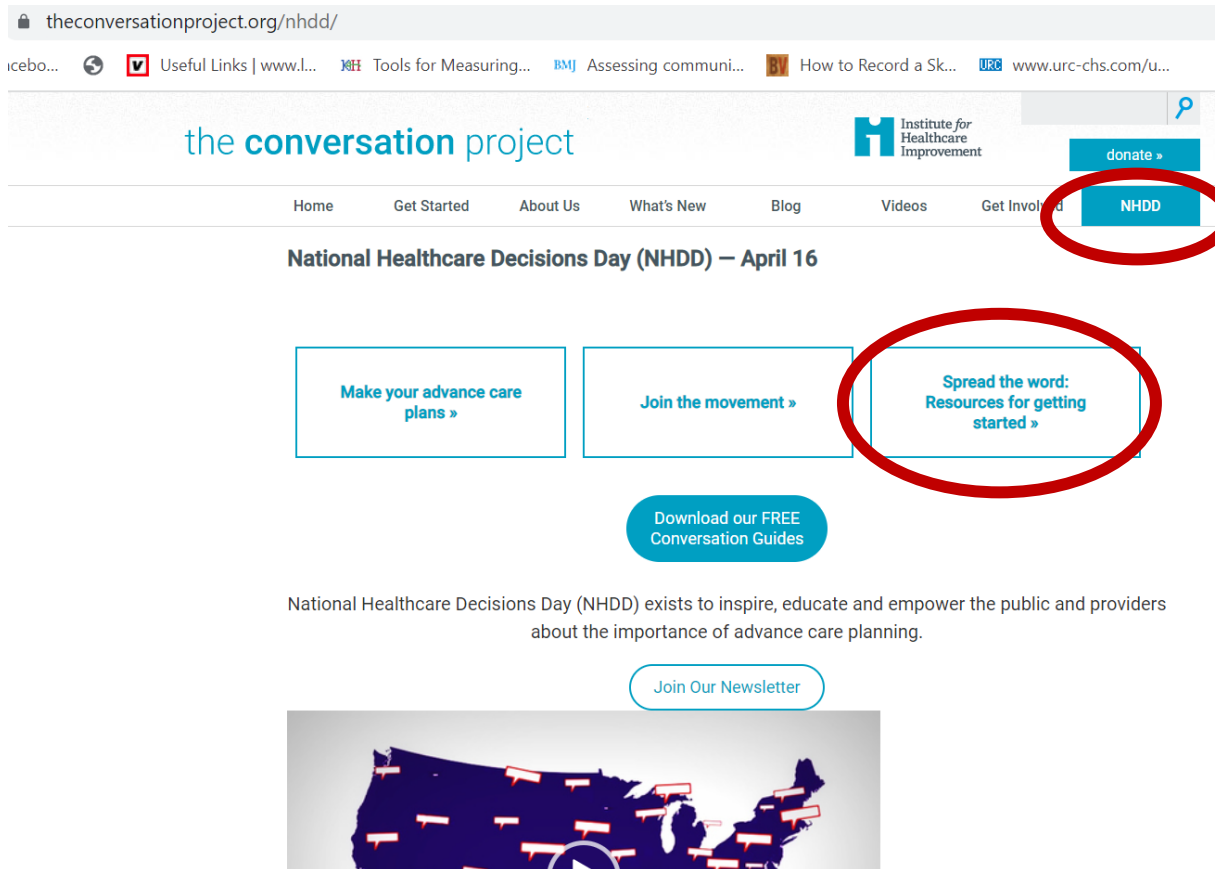
Spoiler alert: the public does not think advance care planning is a gift to give loved ones.

Quick Guides

- 01 Advance Care Planning Quick Guide
- 02 Palliative Care Quick Guide
- 03 Hospice Quick Guide

<https://seriousillnessmessaging.org/>

Sources for more ideas



Suggested activities,
specific examples/case
studies

Communications
materials, media
outreach, etc.

NHDD Toolkit

Use/repurpose our content

Use our content:

Conversation starter guides

Videos

Blogs

NHDD communications toolkit

Ever Wish You Could Rewind a Conversation?



You Guys Know PSA



Save the Day PSA



Party on the Beach PSA

Sign up for our newsletter

Follow us, reshare, tag us on social media – USE #NHDD

X (Twitter): @convoproject

Facebook: The Conversation Project

Instagram: convoproject



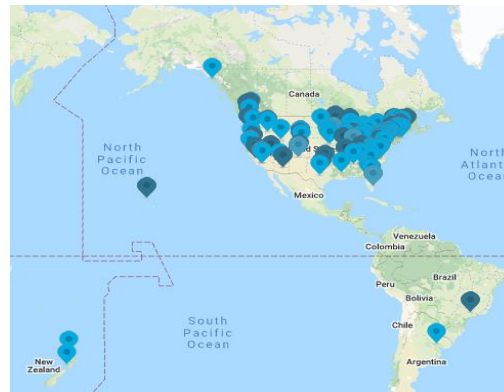
Share and connect with each other

Via TCP's network:

Community Champions Facebook discussion group



Champions Map



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

TCP QR Code

Feel free to use: presentations, events, handouts, newsletters, emails, etc.



TCP Convo Guides

One request...if doing NHDD activities



Please sign up for our newsletter and share how many you are reaching in our quarterly,

Community Activity Survey!

Our continued funding for FREE resources depends on it!

Next survey May 2024

Coming soon: Feb 16th video

10 Ideas of Things to Do for National Healthcare Decisions Day (in 10 Minutes or Less)

Posted on 04/07/2022

NHDD

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.

25 Potential Resources to Share for National Healthcare Decisions Day (NHDD)

Posted on 03/22/2023

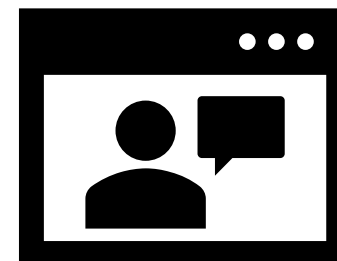
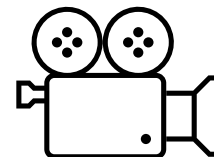
We've compiled a list of top, go-to resources we think may be most useful to catch the attention of those you want to reach during NHDD. Consider sharing one or more of these links leading up to/on NHDD and/or across the whole month of April. Share a link in email blasts, on social media, in a newsletter letting your audience know it's in honor of April 16th being National Healthcare Decisions Day (pair a resource with a link to the [NHDD website](#)).

There are *many* more fantastic resources out there, we hope this sampling based on feedback from what's resonating in our spheres of influence will help you take the guess work out of what you could share to jumpstart conversations. Add other resources in the comments below!

10 Blogs:

Each link below takes you to an intro page that offers sample text you can copy/paste into whatever communications method you are using as an introduction to entice people to click the link to read on.

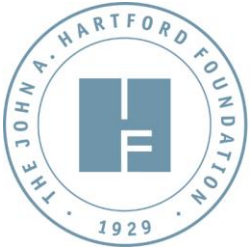
- [Three Ideas for solo agers to keep in mind](#)
- [Recognize caregivers as star players on the team](#)
- [With Dementia, More is Needed than a Boilerplate Advance Directive](#)
- [A guide to supporting others through a difficult diagnosis](#)
- [I received a tough diagnosis. How do I think and talk about what's important in my](#)



*What else would be helpful for building up interest in NHDD?
Any other kinds of assets helpful for March 16th?*

PLEASE SHARE ON OUR 2 MINUTE SURVEY

Thanks and appreciation



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

McELHATTAN FOUNDATION



To support The Conversation Project's
ongoing work, donate here:



the conversation project

