



Institute *for*
Healthcare
Improvement

The Conversation Project

How to improve your reach and change public perceptions
of advance care planning

Sept 25, 2024

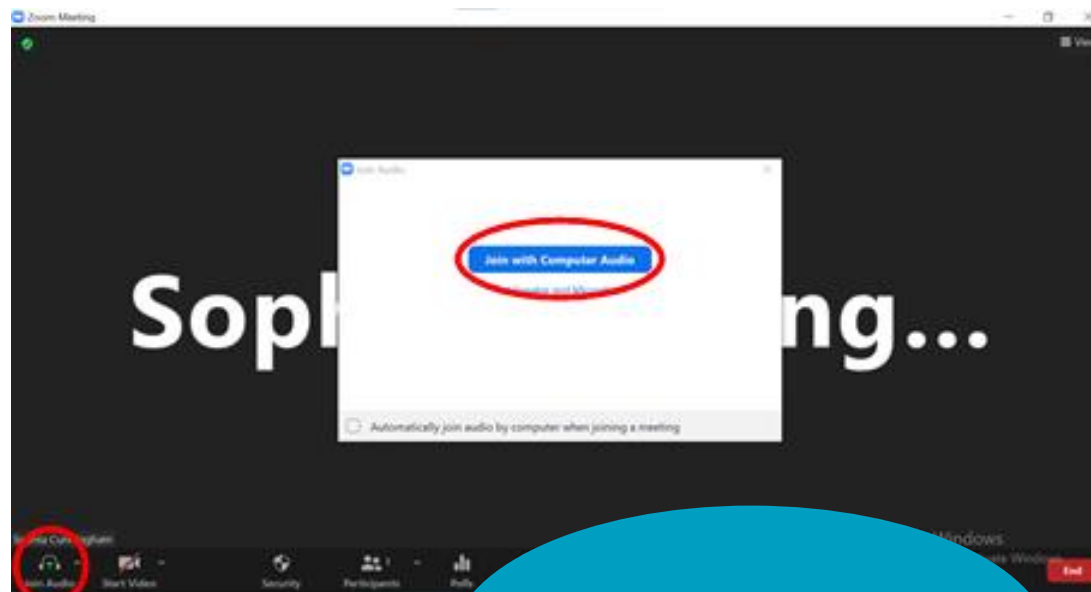
Patty Webster
Shubhi Tandon

the **conversation** project

Connecting your Audio

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

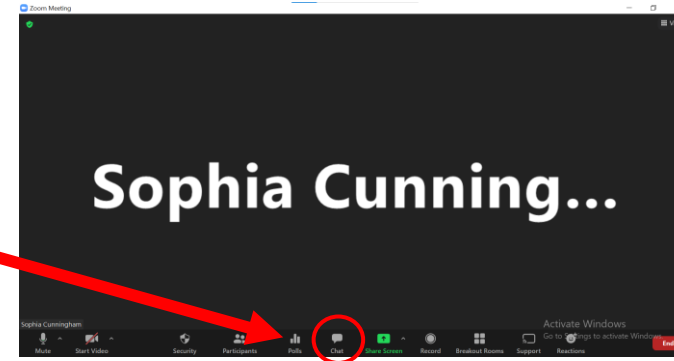
We recommend you join using computer audio.



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.

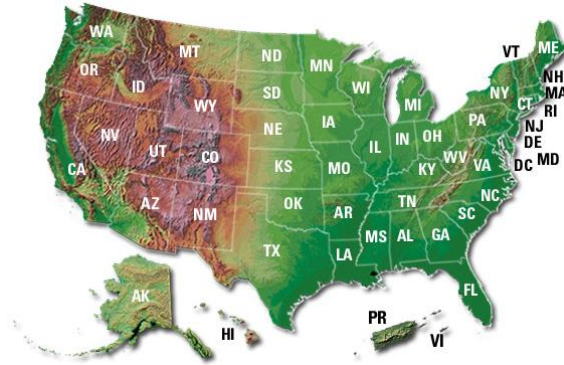


Make sure you're sending to "Everyone" or to the host. Press enter to send.

Intros/chat

Type into the chat box:

Your **name, location, organization**
and if you are **new** to The Conversation Project?



Make sure you send your message to

“Everyone.”



On today's call



Patty Webster
Improvement Advisor,
Community Engagement



Shubhi Tandon
Project Manager



Kate DeBartolo
Senior Director



Chat

How are you feeling today?



Make sure you send your message to “Everyone.”

Agenda

Quick overview and updates

Special guests: evidence-based principles to improve how you talk about and promote ACP

Q&A and discussion

TCP case study: Applying strategies to your own materials

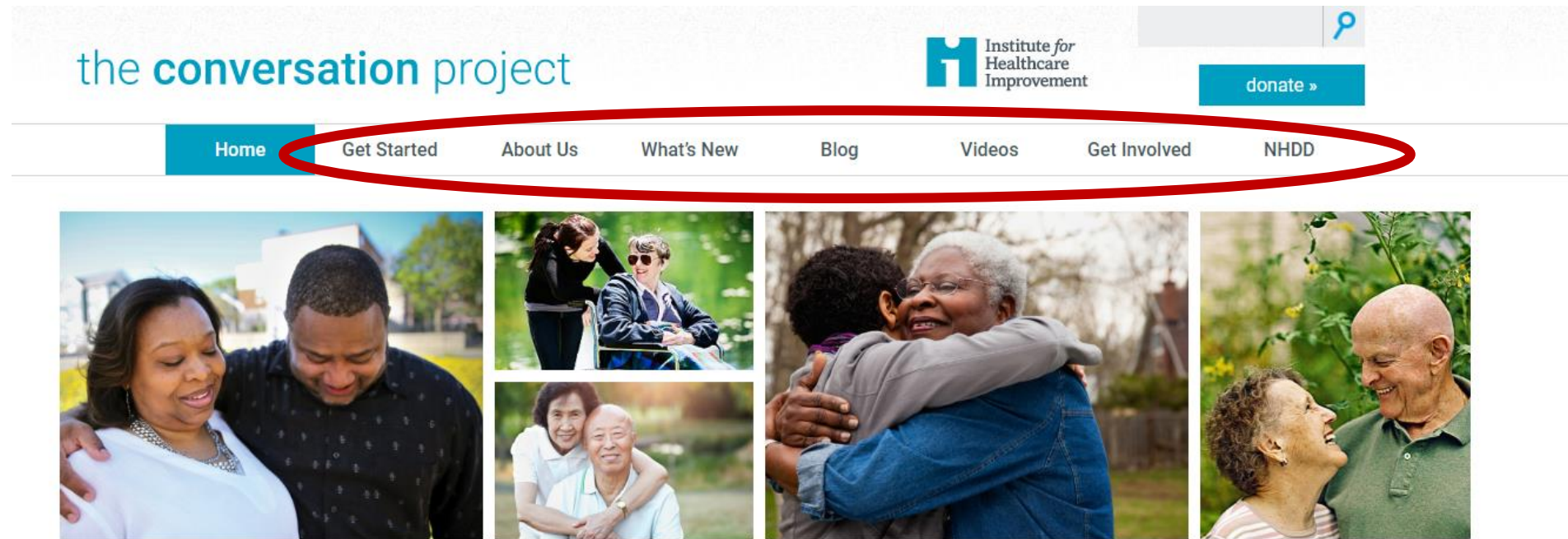
Wrap up



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.

TheConversationProject.org

Free tools (in multiple languages & audio)

Starting a Conversation

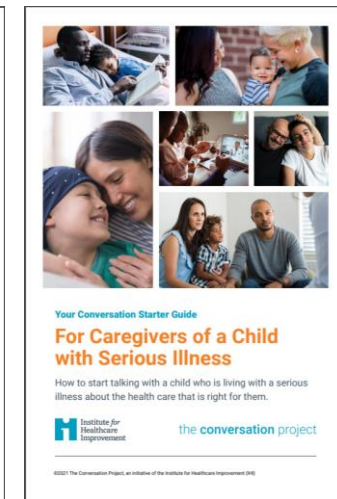
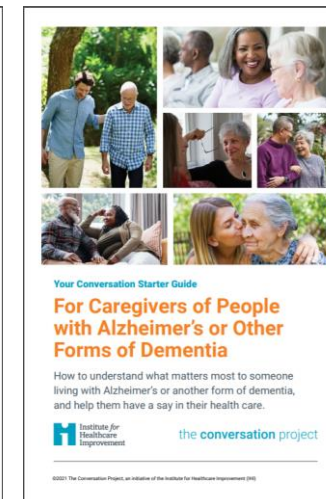
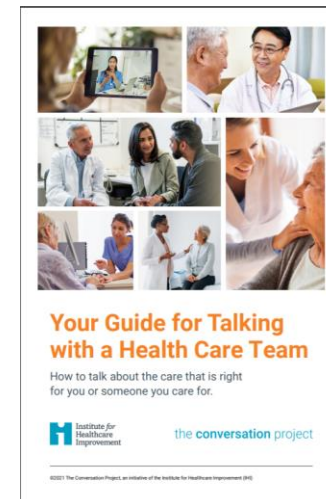
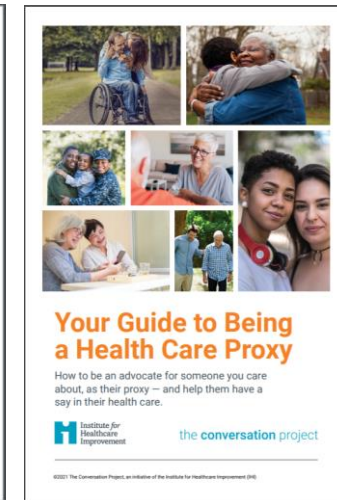
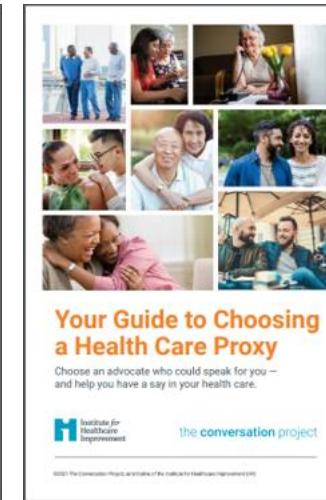
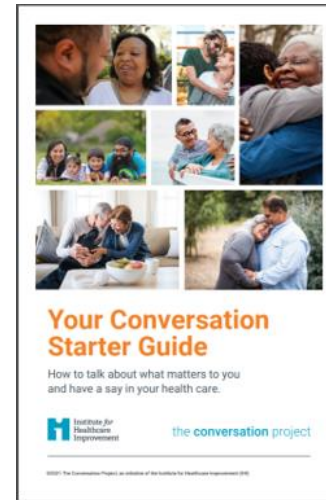
Choosing a Health Care Proxy

Being a Health Care Proxy

Talking with a Health Care Team

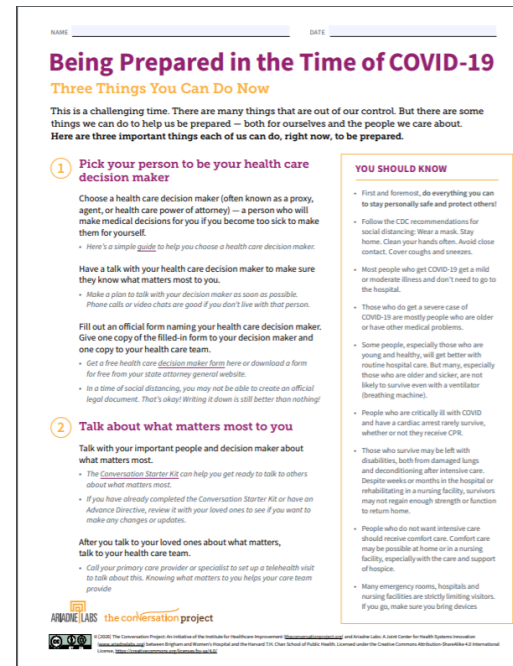
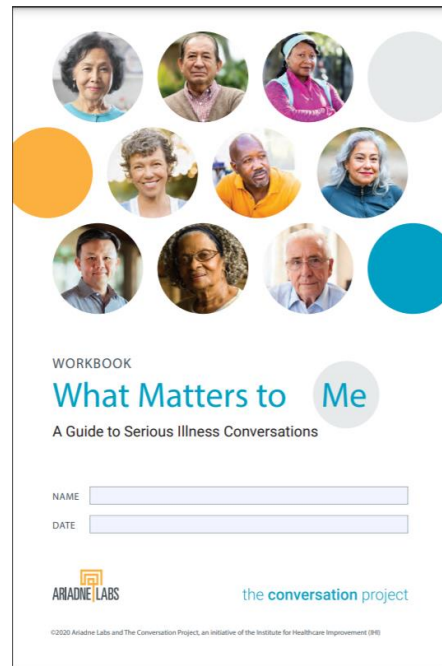
Caregivers of People with
Alzheimer's or Other Forms of
Dementia

Caregivers of a Child with Serious
Illness



Free tools (in multiple languages)

In partnership with Ariadne Labs:
People with a Serious Illness
Being Prepared in the Time of COVID-19



Newest resource: My Health Checklist



My Health Checklist

A guide to help you prepare for your medical appointment

Name

Date

Age-Friendly Health Systems
An initiative of The John A. Hartford Foundation and The Institute for Healthcare Improvement (IHI) in partnership with the American Hospital Association (AHA) and the Catholic Health Association of the United States (CHAU).

This work was made possible by The John A. Hartford Foundation.
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This guide is designed to help you get ready for your medical appointment.

It's meant especially for older adults.

First, it will help you think about different aspects of your health and living well. Then it will help you identify the most important questions or concerns you want to talk about with your provider. A provider is a doctor, nurse practitioner, primary care practitioner (PCP), etc.

Being prepared for your appointment can help you get the care that's right for you. You are part of the team. You can have a say in your care.

This guide focuses on four areas that can help you think about your health.



What Matters to you in your life

Medication you may take

Your **Mind** and sense of well-being

Your **Mobility**

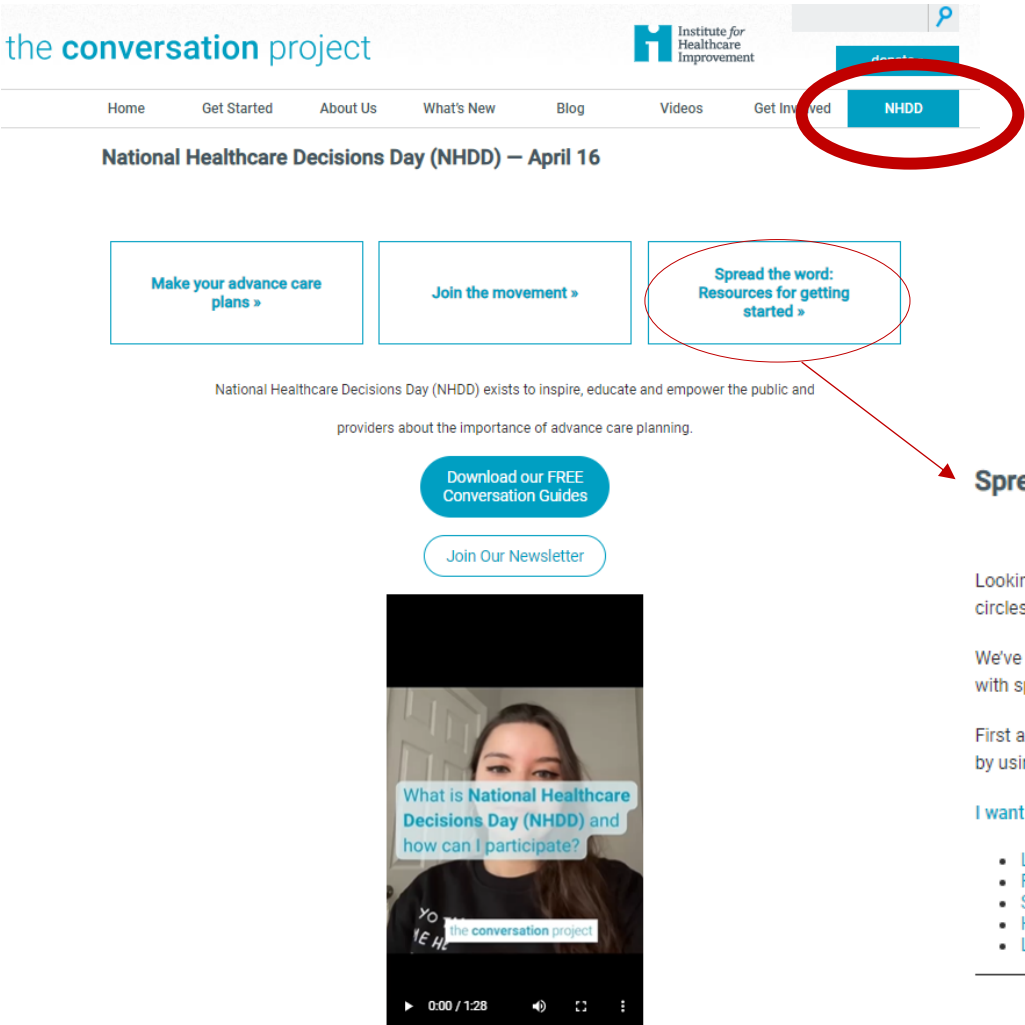
The 4Ms

For each of the 4Ms, we'll ask you about your situation now, what's going well, and what could be better. Then you can write down any questions you have or things you want to share with your provider.

2 Age-Friendly Health Systems



Updated NHDD landing and resource pages



Spread the Word: Resources for Getting Started

Looking for ideas for planning for and promoting National Healthcare Decisions Day (NHDD) in your personal, social, or community circles? Anyone can do this, whether you want to reach 1, 10 or 10,000, we have the resources to help you.

We've pulled together this blog with some of our most frequently asked questions about planning for NHDD and created a roadmap with specific examples and resources to help provide answers.

First and foremost, lead by example...be sure you have thoughtfully considered and made your own healthcare decisions known. Start by using [The Conversation Starter Guide](#) and jump in!

I want to...

- Learn and share how NHDD got started with others
- Promote NHDD using social or traditional media, other publicity, or via a governor's proclamation
- Set up a community outreach initiative
- Host an event
- Learn and get ideas from others: see how other individuals and groups have participated in past years



New guest blog (s)

Blog

Welcome to Talking Matters, a blog featuring updates, stories, and interviews from The Conversation Project. Check back each week for a new post!



Laughing in the Face of Death: Joy as Coping Mechanism

By Becky Robison, 09/24/2024

I'm not much of a crier. I can count on one hand the number of times I've cried in the past five years — through a global pandemic, two harrowing presidential election cycles, and the...

[more »](#)



Breaking the Silence: Conversations on How to Navigate Care Through the End of Life with Latine Families

By Dr. Lisette Sanchez, 08/26/2024

I did not understand the importance of having conversations about care through the end of life until I experienced my first loss, the passing of my maternal abuelita in 2016. There is much I don't...

[more »](#)



Dr. Anthony Back

Prof of Medicine, Division of Medical Oncology,
University of Washington
Co-Founder, VitalTalk



Marian Grant, DNP, ACNP-BC, ACHPN, FPCN, FAAN, RN

Clinical Advisor, National Partnership for
Healthcare and Hospice Innovations
Policy Consultant, C-TAC, Center to Advance
Palliative Care, and National Patient Advocacy
Foundation
Marketing Consultant, MessageLab, VitalTalk



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

Free Guides

What's New

Get Involved

Get Started

Our free Conversation Guides can help you have conversations with the important people in your life about your – or their – wishes for care through the end of life. Get started!

All the Guides are available to download and print at home for free. Click on the title or image of the Guide to download.

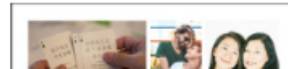
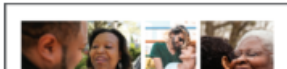
I want to...

- [Start a Conversation](#)
- [Choose a Health Care Proxy](#)
- [Be a Health Care Proxy](#)
- [Talk to my Health Care Team about my End of Life Care](#)
- [Talk about the Care I want for my Serious Illness](#)
- [Help the person I Care for with Alzheimer's or Dementia](#)
- [Talk with my Child Living with Serious Illness](#)
- [Get the Most out of my Next Medical Appointment \(for older adults and caregivers\)](#)
- [Be Prepared in the Time of COVID-19](#)

Frequently Asked Questions

Note: Before filling in a Conversation Guide, save it to your desktop. Otherwise, anything you type will not be saved.

Your Conversation Starter Guide





Your Conversation Starter Kit

When it comes to end-of-life care, talking matters.



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Your Conversation Starter Guide

How to talk about what matters to you and have a say in your health care.



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Why talking matters

Sharing your wishes for end-of-life care can bring you closer to the people you love. It's critically important. And you can do it. **Consider the facts:**

92% of people say that talking with their loved ones about end-of-life care is important.

32% have actually done so.

Source: *The Conversation Project National Survey (2018)*

21% of people say they haven't had the conversation because they don't want to upset their loved ones.

53% say they'd be relieved if a loved one started the conversation.

95% say they are willing or want to talk about their end-of-life wishes.

Source: *The Conversation Project National Survey (2018)*

80% of people say that if seriously ill, they would want to talk to their doctor about wishes for medical treatment toward the end of their life.

18% report having had this conversation with their doctor.

Source: *Survey of Californians by the California HealthCare Foundation (2012) and Kaiser Family Foundation Serious Illness in Late Life Survey (2017)*

97% of people say it's important to put their wishes in writing.

37% have actually done it.

Source: *Kaiser Family Foundation Serious Illness in Late Life Survey (2017)*

A conversation can make all the difference.



STEP 1

Think About What Matters to You



To get ready to talk about what matters to you and your wishes for care through the end of life, it's helpful to gather your thoughts as a first step. You don't need to have the conversation just yet. Here are some helpful ways to think about what matters to you and prepare for your conversation.

1 What does a good day look like for you?

SOME IDEAS Is it time with family or friends? Enjoying favorite everyday activities? What do you need to enjoy a good life — through the end of life?

2 What or who supports you during difficult times?

SOME IDEAS Your faith, culture, family, friends, pets

3 Try finishing this sentence:

What matters to me through the end of my life is...

SOME IDEAS Being able to recognize my children; being independent; being able to spend time with the ones I love

That's your "what matters to me" statement.

Sharing it with people you trust could be a big help if they need to communicate with your health care team one day. They may need to share what's important to you and what you need to be able to have a good day. They also may need to decide what type of treatment you'd want to receive. Completing this guide will help you refine what you want them to know about what matters to you.



Inclusive language and imagery – 6th messaging principle

Using messaging principles while highlighting others

Invoking a new team – everyone's an influencer

Your Medication List
ASK your doctor about these medications

Tips on planning for future care on all discharge instructions can go a long way. Thank you for setting a great example, @capecodhealthcare!

Your Conversation Starter Guide
How to talk about what matters to you and have a say in your health care.

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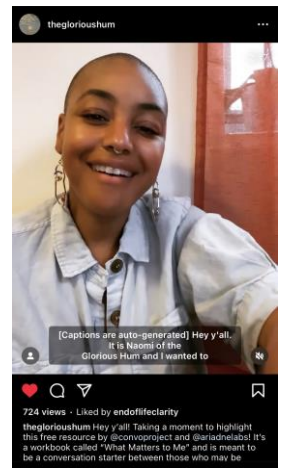
Information on Advanced Care Planning
Please consider following the links below to help you and your family complete the important task of Advance Care Planning:

<https://www.honoringchoicesmass.com/> This link is to Honoring Choices, an organization dedicated to helping every adult to think through issues around their values and choices so that the healthcare that they receive is consistent with those values and choices. It contains a variety of resources a toolkit to help someone identify a healthcare agent to speak on their behalf if they are unable, and the Healthcare Proxy form needed to identify that agent.

<https://theconversationproject.org/> This link is to The Conversation Project. An important aspect of being sure that your care is consistent with your wishes if you are unable to speak for yourself is being sure that your family and loved ones understand those wishes. Many people find it a challenge to begin and follow through on these discussions. The Conversation Project has developed a library of guides and videos to help people begin and navigate through these discussions.



the conversation project



STEP 3

Start Talking



How much do the people who matter to you know about what matters most to you? There may be some things they already know, and other things that you need to tell them. Sometimes we might think others know how we feel, but they don't. Conversations help make what we think and how we feel as clear as possible.

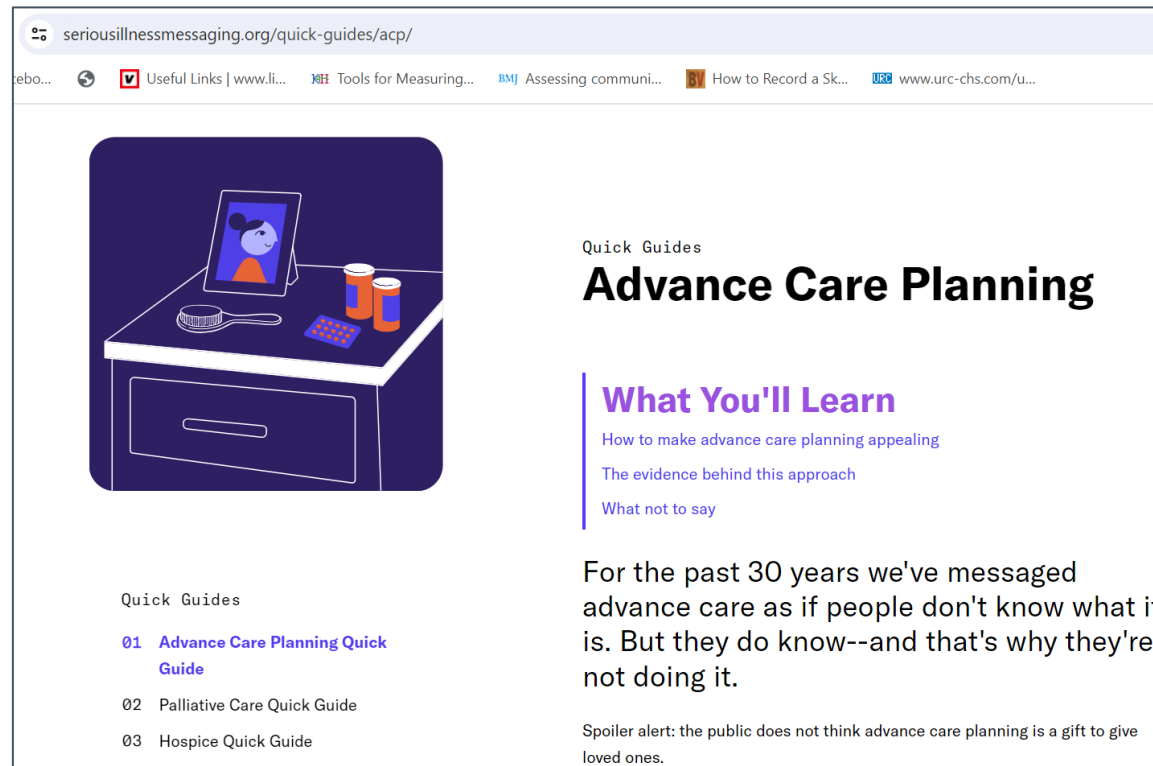
Who needs to know what matters to you in your health care?

Check all that apply:

- Parent(s)
- Spouse/partner(s)
- Chosen family member(s)
- Adult child/children
- Faith leader (minister, priest, rabbi, imam, etc.)
- Trusted friend(s)
- Doctor(s)
- Nurse practitioner/nurse(s)
- Social worker
- Other: _____

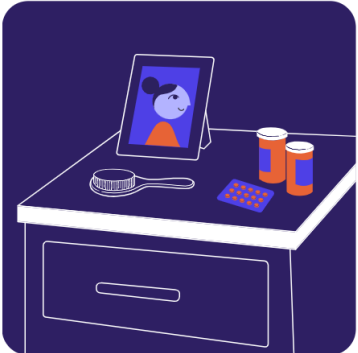
Free resource

...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... 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/>



Use/repurpose our content

Use our content:

- Conversation starter guides
- Videos
- Blogs
- Communications toolkits

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

X (Twitter): @convoproject

Facebook: The Conversation Project

Instagram: convoproject



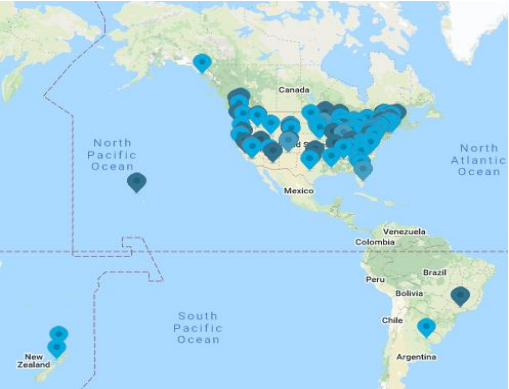
Share and connect with each other

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

We want your feedback!

After this call you will be redirected to a Survey Monkey form

Please take a few moments to answer just 3 questions!



Thanks and appreciation

McELHATTAN FOUNDATION



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

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



the **conversation** project

