

the conversation project



Planning for National Healthcare Decisions Day April 16th 2025

Patty Webster
Shubhi Tandon
February 26, 2025

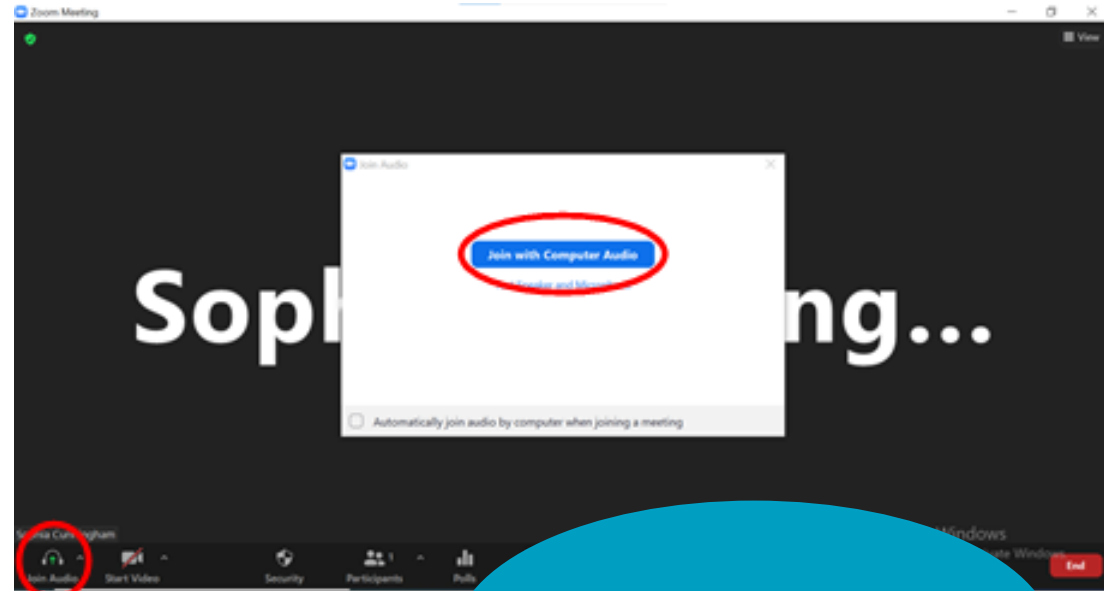
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Connecting your Audio

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



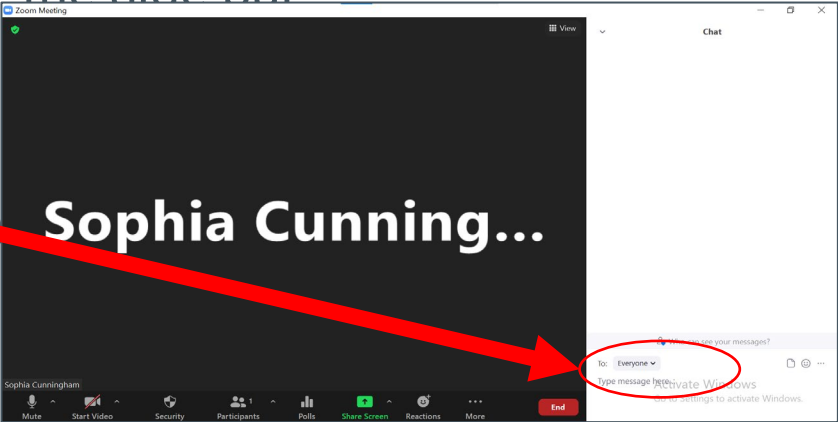
Chat Panel

Click the Chat button at the bottom of the screen to



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

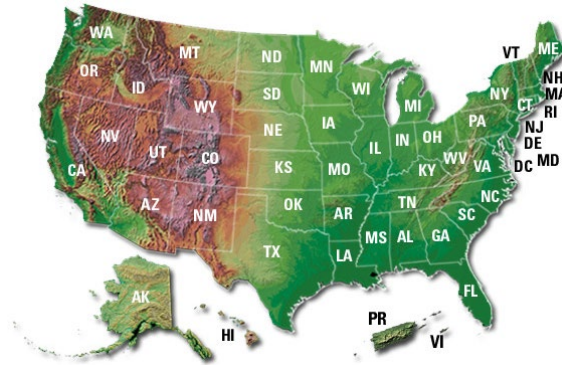
Make sure you're sending to "Everyone" or to the



Intros/chat

Type into the chat box:

Your name, location, organization
and if you are **new** or **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



Agenda

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

All: share (emerging) plans for NHDD

Guests: Lin Sue Flood, Hospice of the Valley & Stefanie Elkins, Be Present Care/Death Over Drafts

Q&A and discussion

Wrap up and leaving in action

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

Our website



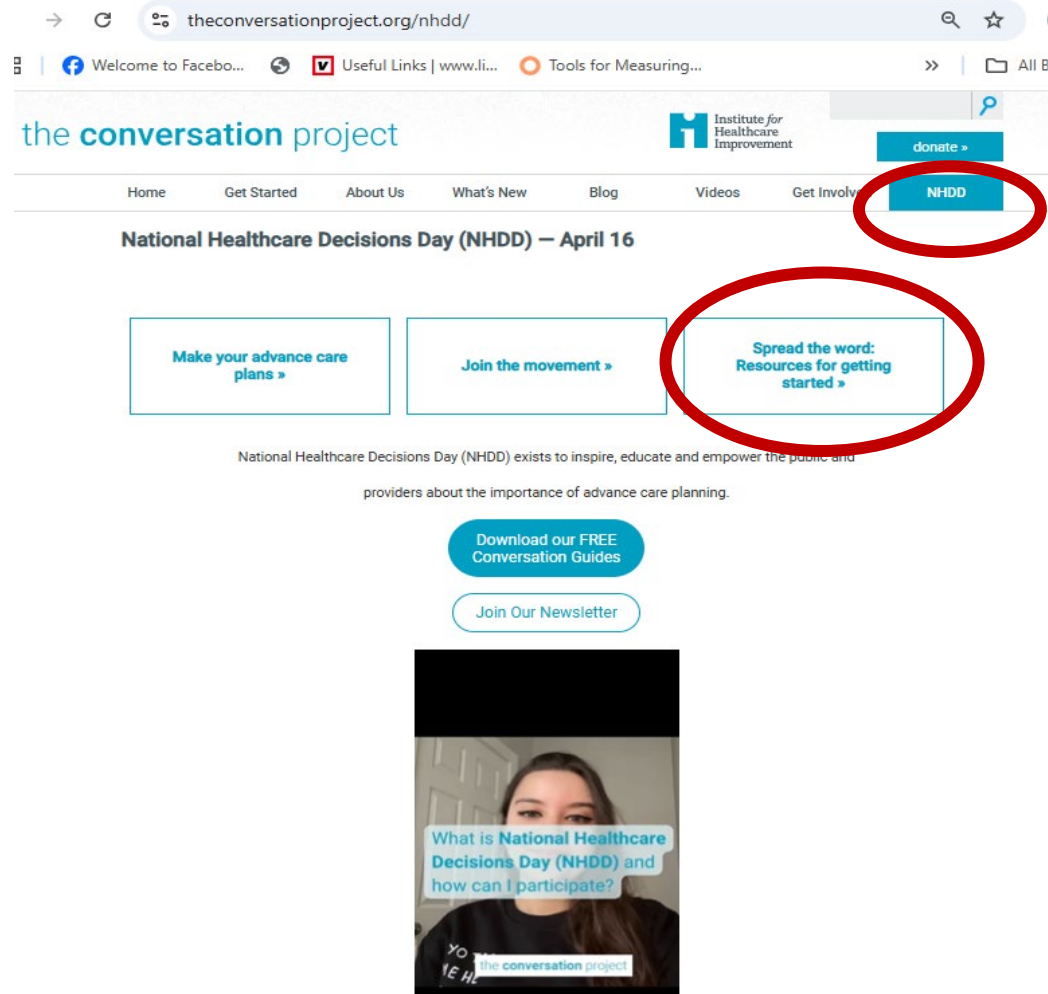
Helping people share their wishes for care through the end of life.

<https://theconversationproject.org/>

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Source for more ideas



If you 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 blog: ideas from others

On our Blog tab,
“What’s new” tab,
NHDD resources page

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Blog

How to Get Involved in National Healthcare Decisions Day 2025: 15 Ideas to Inspire

Posted on 02/25/2025

[National Healthcare Decisions Day](#) (NHDD), celebrated every year on April 16th and across the month of April, encourages people to begin or continue conversations about their wishes for care through the end of life. This day serves as a reminder of the importance of advance care planning (ACP). Looking for ideas to plan or promote NHDD in your community? We've gathered some inspiring ideas from individuals and groups across the country to help you think about what you might do for those in your personal, social, or community circles.

Create and/or Share Existing Resources on Social Media

Develop or adapt existing resources such as [social media graphics and outreach materials](#) to support a month-long campaign. Highlight organizations with free resources like [CaringInfo](#) and [The Conversation Project](#), and engage your community by promoting ACP conversations throughout the month. Or, simply share a post, an email or one resource on one day leading up to NHDD to let others know this day exists.

Example: National Alliance for Care at Home, Washington, DC & VA

Highlight NHDD in Newsletters and Communications

Feature NHDD in newsletters and/or in other communications. Use creative approaches, like involving your organization's mascot or creating engaging content, to keep readers interested and informed. **Example: Bier Law, CA** (Bier Law's CEO -chief excitement officer – Teddy (a dog), writes his own blog and that keeps people tuned in!)

[Collaborate with Employee Assistance Programs or other Employee Groups](#)



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**National Healthcare
Decisions Day**



Nathan A. Kottkamp
Founder, NHDD

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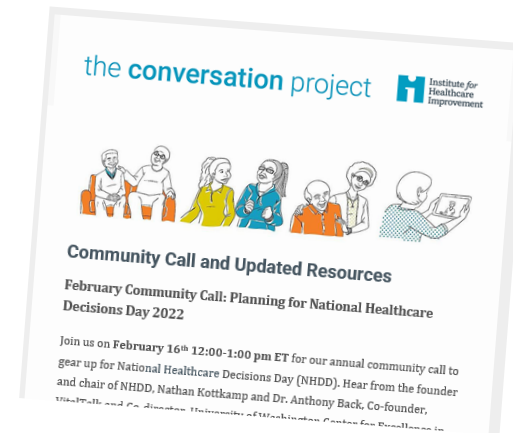
Chat

What are you thinking about / planning for NHDD?

Make sure you send your message to
“Everyone.”



TCP's NHDD 2025 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*



Promote our materials: share videos, content across Social Media

Videos: Intro to NHDD and daily NHDD actions



Updated NHDD themed toolkit – ready-made images and text you can use/adapt

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 a be. It's important to understand reach a much broader spectrum and met. [Click here](#) to learn more.

Be an influencer in your own
This year, we want to encourage platforms and audiences to see kind of care they want through

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:



Easy actions/links to share

If you want to post something on your website or share some links in an email, try these:

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!

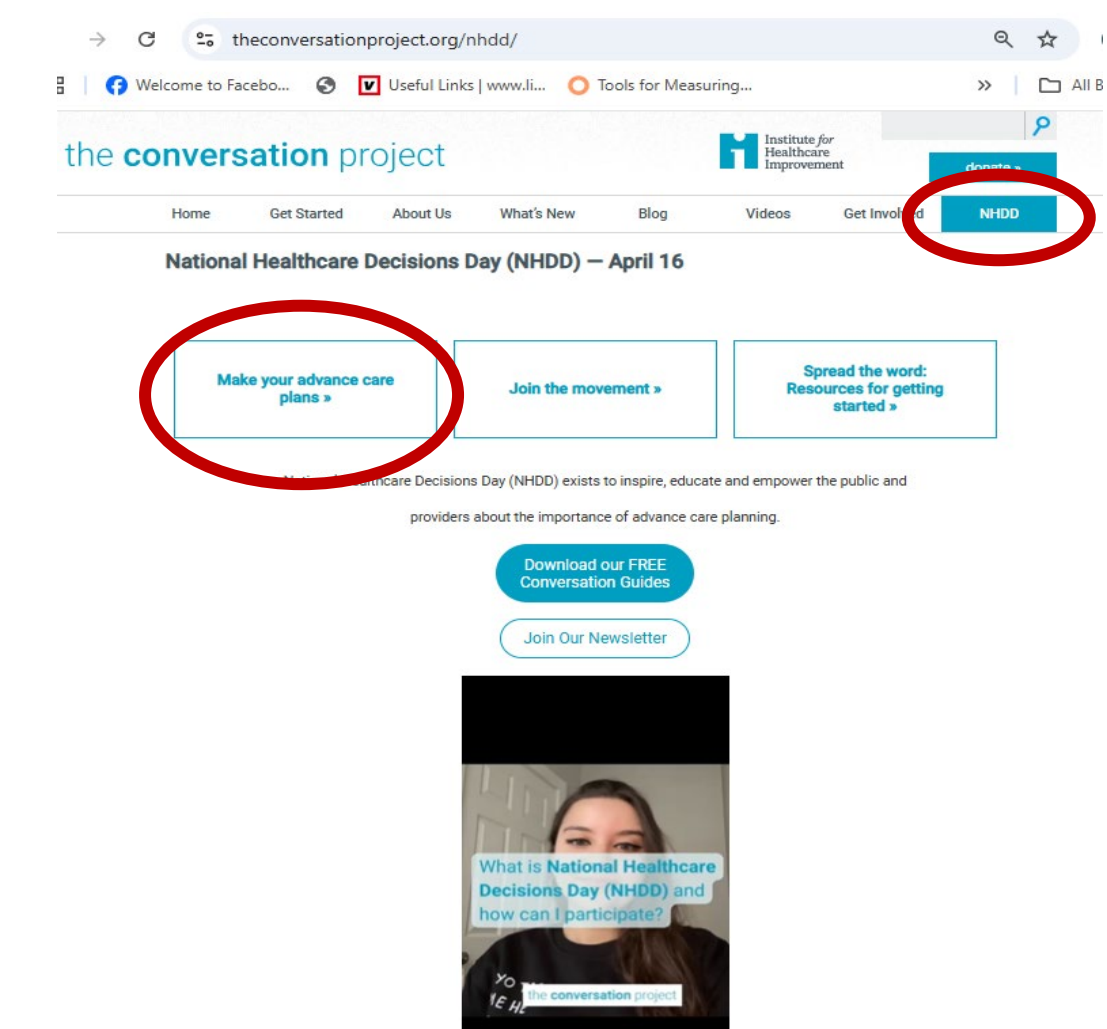
10 Blogs:

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](#)
- [How not to be a swooper: Lessons from a seagull about caregiving](#)
- [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 care?](#)
- [How to tell someone your wishes when they don't want to listen](#)



Share a link to NHDD page(s)



Links to a variety of resources to help make, discuss, and document future healthcare wishes and decisions.

TCP and Other groups

<https://theconversationproject.org/nhdd/advance-care-planning/>





Lin Sue Flood, Director of Community Engagement,
Hospice of the Valley, AZ



Stefanie Elkins, MA, MM
Family Caregiver Consultant, Aging Life
Care Manager & End-of-Life Doula
Founder, Be Present Care and Death
over Drafts



Welcome!



A legacy of caring since 1977

Hospice of the Valley & Healthcare Decisions



Healthcare Decisions Planning



- Booklet requests – hundreds annually
- Dozens of Speaker's Bureau community talks
- Social workers assist with completion of forms



Choose Your Person Campaign

- Collaboration: Mercy Care, HOV & Contexture Healthcare Exchange for AZ
- August 2023 – August 2024
- Extended to Dec 2024
- Now integrated with Hospice of the Valley's Healthcare Decisions Program



Our Advance Directives Videos

- English: Choose Your Person

English: <https://hov.wistia.com/medias/aoo6ysqtpc>

- Spanish: Who Will You Choose?

Spanish: <https://hov.wistia.com/medias/uqkujphkqf>

- Shared on hov.org, Youtube, social media:

English: <https://youtu.be/CaGGDGAuALM>

Spanish:

<https://youtu.be/2o2XFc1p2Cc?si=kHvOUcohvAazRp>
[mx](https://youtu.be/2o2XFc1p2Cc?si=kHvOUcohvAazRp)



Other Community Outreach

- 2 movie theaters 30-second running spot through July
- Locations with under-served and diverse populations

Link: <https://hov.wistia.com/medias/rb42fivl8f>



National Healthcare Decisions Day



HOSPICE *of the* VALLEY

A legacy of caring since 1977

hov.org



HOSPICE
of the VALLEY

HOME

WHY HOSPICE OF THE VALLEY

OUR CARE

DEMENTIA

VOLUNTEER

CAREERS

FOR HEALTHCARE PROVIDERS

COMMUNITY EDUCATION

EVENTS

DONATE

Search this site

(602) 530-6900 anytime

LEGACY OF *Caring*

HOSPICE CARE

"It's so comforting to know there's always someone to turn to for support."

[Our Services →](#)



HOSPICE *of the* VALLEY

A legacy of caring since 1977



We're available 24/7
(602) 530-6900 *hov.org*

Thank you.



A legacy of caring since 1977

Death over Drafts

A Perfect Pairing with Advance Care Planning



Community Events to Spark Curiosity & Connection Around End of Life

Collective Cheers!!!



Brewing Vision

A global network of Death over Drafts Crafters (aka Hosts) who facilitate gatherings that encourage end-of-life discussions and meaningful connection for a richer lived experience.

35 CRAFTERS, 17 STATES, PLUS WASHINGTON DC, & CANADA, OVER 60 EVENTS

Arizona, California, Colorado, Connecticut, Georgia, Illinois, Indiana, Maine, Massachusetts, New Mexico, Oregon, Pennsylvania, Tennessee, Texas, Vermont, Virginia, Washington, Washington DC, & British Columbia, Ottawa, Canada



Would there be differences in how your family would treat your medical condition if you couldn't speak for yourself?

- A No. I've been very clear with instructions
- B They would argue but ultimately agree
- C Yes. They struggle with choosing a restaurant

For Purchases Utilize
Death over Drafts-The Death Deck link

https://thedeathdeck.com/?ref=_8tTue2FOmql1

Death over Drafts pairs with NHDD/April

- Welcome
- Themed ACP Conversations
 - Utilize Death Death Cards
 - Mythbusters
 - Directives
- Share ACP Resources
- Group Picture
- Personal ACP Call to Action
- Ritual Close



Upcoming Death over Drafts

A community event to spark curiosity & connection around death & dying

Co-Crafters aka Hosts
 Lisa Pahl, LCSW
 The Death Deck Co-Creator



Stefanie Elkins, Founder
 Be Present Care, & Death over Drafts



in conversation with
Ian McCartor
 Ash Portrait Artist &
 Grief Counsellor



Zoom
 Thursday, March 20

4:30-5:45 pm PST
 6:30-7:45 pm CST
 7:30-8:45 pm EST



Other ACP Collaborations & Events

Original materials developed by Respecting Choices®, Copyright 2023, CLMF, Inc. All rights reserved. Additional materials provided by What Matters, Shomer Collective.

What Matters
 CARING CONVERSATIONS
 ABOUT END OF LIFE

About Shomer Collective

Shomer Collective seeks to accompany individuals and families as they confront and plan for end-of-life by curating partners and resources that lift up Jewish wisdom, values, and practices.

What is a SHOMER?

The word Shomer means guardian. A Shomer guards over the body of the deceased from the time of death until the time of burial, accompanying the soul on the beginning of its journey.



Wine + Complain A Paperwork Party



Free + all welcome!
 Saturday, April 20th
 7 :00 to 9:00 pm
 Studio Death Doula LA
 944 Chung King Rd
 Los Angeles, CA 90012

Learn more & register at bit.ly/4a5NHtU
 case sensitive

Notary, snacks, wine, and end-of-life documents provided

In collaboration with

The Death Deck, Be Present Care, Death Project Manager, Heavenly Mist Death Doula, attorney Will Ha, licensed funeral director Amber Carvaly, and Postal Service for the Dead

Stefanie Elkins, Founder
Be Present Care & Death over
Drafts

cheers@deathoverdrafts.com

www.deathoverdrafts.com

[818-823-6522](tel:818-823-6522)

For upcoming events & next
Death over Drafts Crafter
Info. Session

March 17, 4:30-5:45 pm PST!

Let's Get Brewing!



Join us!

Become a
**Death over Drafts
Crafter aka Host!**

Are You a Passionate
Connector Who Welcomes
Opportunities to Facilitate
End-of-Life Conversations
and Likes to Have Fun?



Messaging to remember

Talk up the benefits These services and care improve peoples' lives. Don't lead with dying

Present choices for every step At every stage of an illness, we have choices

Use stories Use positive and aspirational stories and don't bombard with statistics

Invite dialogue—and not just once The call to action is to talk with someone

Invoke a new team Patients, people who matter to them, health care providers, & community all have a role

Imagery matters Use positive and aspirational images without looking too “cheesy”

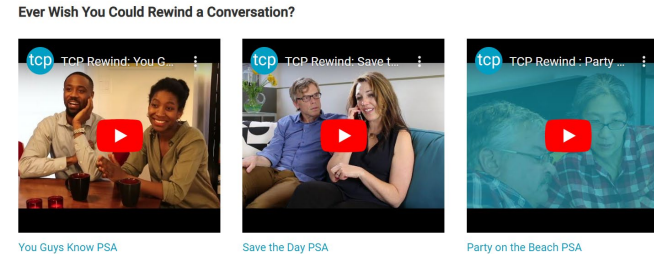
“We'll figure this out together”



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 – USE #NHDD

X (Twitter): @convoproject

Facebook: The Conversation Project

Instagram: convoproject



Community groups/partners to engage, tag, reshare

Endwell (videos)

The Death Deck (games)

The Heart of Hospice, Dr G at the Heart of Healthcare, Happy Healthy Caregiver, Caregiving Club on Air (podcasts)

Reimagine (multiple events, multiple groups/individual hosts)

How to Train Your Doctor

SOOOO many more....(including our GUESTS today!).....look at who TCP follows!

Who else?



TCP QR Code

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



TCP Convo Guides



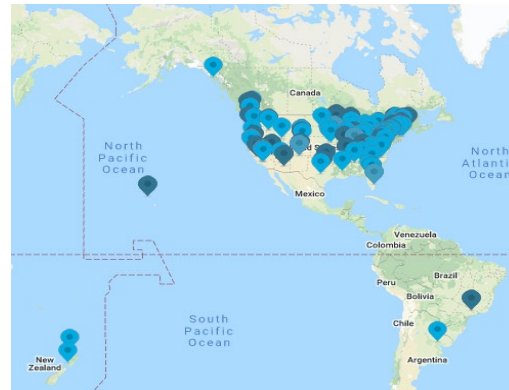
Share and connect with each other

Via TCP's network:

Community Champions Facebook discussion group



Champions Map



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



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 2025

<http://forms.ihl.org/the-conversation-project-email-sign-up>



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

