

the conversation project



A public engagement campaign dedicated to assure
that everyone's wishes for end-of-life care are
expressed and respected.

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Our Tools

- Conversation Starter Kit (translations + EMR summary)
- How to Talk to Your Doctor Starter Kit
- Starter Kit for Parents of Seriously Ill Children
- Starter Kit for Families and Loved Ones of People with Alzheimer's Disease or Other Forms of Dementia

Your Conversation Starter Kit
When it comes to end-of-life care, talking matters.

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Your Conversation Starter Kit
For Families and Loved Ones of People with Alzheimer's Disease or Other Forms of Dementia

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How To Talk To Your Doctor
(or any member of your health care team)

The Conversation Project is dedicated to helping people talk about their wishes for end-of-life care.

Talking with your loved ones openly and honestly, before a medical crisis happens, gives everyone a shared understanding about what matters most to you at the end of life. (See the Conversation Starter Kit for help taking that first step. It's available for free at theconversationproject.org.)

After you've had the conversation with your loved ones, the next step is talking to your doctor or nurse about your wishes. Again, don't wait for a medical crisis; talking with your doctor or nurse now makes it easier to make medical decisions when the time comes.

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Our Purpose
The Conversation Project is a national campaign dedicated to helping people talk about their wishes for end-of-life care. It was founded by Pulitzer Prize winner Ellen Goodman.

Too many people are dying in a way they wouldn't choose, and too many of their loved ones are left feeling bereaved, partly and uncertain.

It's time to transform our culture so we shift from not talking about dying to talking about it. It's time to share the way we want to live at the end of our lives. And it's time to communicate about the kind of care we want and don't want for ourselves.

We believe that the place for this to begin is at the kitchen table—not in the intensive care unit—with the people we love, before it's too late. Together we can make these difficult conversations easier. Our goal is to make sure that every person's wishes for end of life care are expressed and respected.

Our History
The Conversation Project began in 2010, when Ellen Goodman and a group of colleagues and concerned media, clergy, and medical professionals gathered to share stories of "good deaths" and "hard deaths" within their own circles of loved ones. They realized that the difference between the two experiences often hinged on whether or not they had had the conversation.

Over several months, a vision emerged for a grassroots public campaign spanning both traditional and new media that would change our culture. The goal is to make it easier to initiate conversations about dying, and to encourage people to talk now and as often as necessary so that their wishes are known when the time comes.

In order to make this vision a reality, The Conversation Project began to collaborate with the Institute for Healthcare Improvement (IHI) in September 2011. IHI is not for profit organization that helps lead improvement of health and health care throughout the world. The Conversation Project, which officially launched in August 2012, does not promote any specific preferences for end of life care. Instead, it seeks to support people as they consider their preferences and shares them with those closest to them.

The Conversation Project's commitment is to a website that offers users a Conversation Starter Kit, and asks people to submit personal stories to theconversationproject.org and via YouTube, Twitter, and Facebook. By sharing cultural change on the kitchen table, not in the intensive care unit, The Conversation Project hopes to find someone easier for people to express their end of life wishes in advance and have them respected at the end.

60%
Sixty percent of people say that making sure their family is well informed by tough decisions is "extremely important."

56%
Fifty-six percent have not communicated their end-of-life wishes. Most likely, or common, to their families means an immediate crisis.

Our conversation can make all the difference.

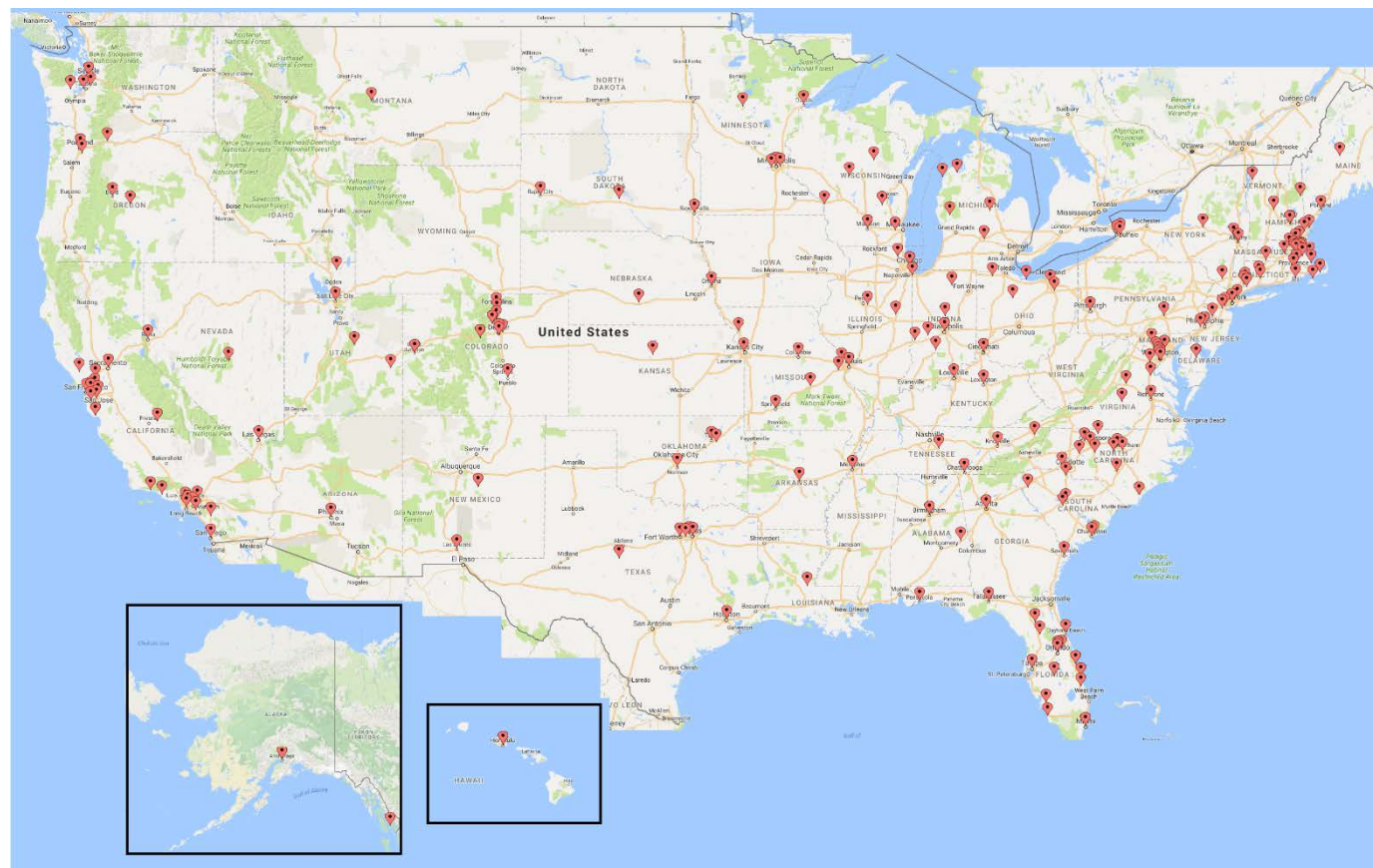
Have you had the conversation?

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Community-Based Conversations

- Faith Communities
- Financial Advisors
- Estate Planning Attorneys
- Council on Aging
- Libraries
- Civic Organizations





Some things should not go unsaid.

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

Sharing your wishes for end-of-life care can bring you closer to the people you love. Visit TheConversationProject.org for inspiration, personal stories, and a step-by-step guide to get you started.

“It’s Always too Soon until It’s Too Late”



How to Pick a Health Care Proxy

..... &

How to Be a Health Care Proxy

