



Dear Conversation of Your Life Task Force Member:

Thank you for your participation in Conversation of Your Life (COYL)! COYL is a program of the New Jersey Health Care Quality Institute's Mayors Wellness Campaign. The program aims to bring advance care planning conversations to New Jersey communities. COYL is generously funded by The Horizon Foundation for New Jersey. As a task force member, you are part of an elite group of individuals organizing to help patients and their families better understand the benefits of advance care planning and the choices available to them. As a result of your work, patients and their families will feel empowered to implement the action steps needed to honor their end-of-life care wishes.

In this document you will find valuable tools and resources to help guide community programming including:

- Press release template
- Town proclamation template
- COYL activities crosswalk
- Movie screening flyer template
- Community read flyer template
- Game night flyer template
- Event sign in sheet
- Exit survey for attendees

### **Background**

We know most New Jerseyans want to die at home surrounded by their loved ones. But the reality is most New Jerseyans die in the hospital, surrounded by strangers. We also know that when people have conversations about their end-of-life choices they choose comfort care or limited interventions over extreme interventions. However most people receive extreme life-saving measures in the hospital, even when they are not wanted.

A 2016 poll conducted by the Quality Institute and the Rutgers Eagleton Center for Public Interest Polling found that 61 percent of New Jersey adults are comfortable with the idea of aging and have thought about their wishes for medical treatment near the end-of-life, yet 60 percent of New Jersey adults have no written documents expressing their wishes for the end-of-life. According to a 2015 Kaiser Family Foundation poll, 89 percent of people surveyed said providers should discuss how to navigate end-of-life decisions with patients, but only 17 percent of people had those talks with providers. We have learned from these statistics that the public is comfortable with discussing end-of-life issues, however very few people are making plans and many are not aware of important end-of-life care options or advance care planning documents.

### **Our Goal**

Our goal is for more individuals in New Jersey to engage in fruitful dialogue – the Conversation of Your Life – to let their family, friends, or doctors understand and respect their end-of-life wishes through



advance care planning. We aim to spark a community culture change so that speaking openly about the end-of-life is normal and encouraged.

After successfully piloting Conversation of Your life in Tenafly, Princeton, and Gloucester Township in 2015, the Mayors Wellness Campaign expanded Conversation of Your Life into Bergen, Mercer, and Camden Counties in 2016. After a successful year of county-level programming, we are expanding Conversation of Your Life further into Somerset, Middlesex, Burlington, and Gloucester Counties in 2017. We conduct programming in 'community living rooms,' such as libraries and houses of worship. It is our goal to start this conversation in settings where community members feel comfortable. Programming includes film screenings, book talks, game nights, panel discussions, and more. Each local program is supported by multiple local partners who share the goal of encouraging this important conversation.

### **Task Force Roles**

Each Conversation of Your Life (COYL) county has a county-wide task force to support local programming. Each task force convenes in person quarterly to review and plan local programs. COYL task force roles include:

- **Task Force Chair**: Individuals in this role lead Task Force meetings with support from Quality Institute staff. The lead could be a mayor, county surrogate, or a resident who is a subject matter in this topic. These individuals identify and recruit task force members, and are responsible for launching COYL programs with the other task force members.
- **Influencers**: Individuals in this role have relationships in their community or employer that they can tap into to support the program, to recruit other task force members, or to promote attendance and engagement throughout the community.
- **Communication Leads**: Individuals in this role help publicize COYL programs through local newspaper ads, social media, town websites, etc. These individuals spread the news of COYL events far and wide to guarantee strong event attendance.
- **Communication Supports**: These individuals help spread the word of COYL events through their social circle, in their religious congregation, and through their professional networks. These individuals remain in close communication with the Communication Leads to support their efforts by spreading information about events at the ground level.
- **Discussion Leads**: Individuals in this role are professional experts on the topics of end-of-life care and advance care planning. They are comfortable leading community discussions on this topic at movie screenings, book talks, and on panels. These individuals may be nurses, social workers, physicians, hospital or hospice employees, members of the clergy, attorneys, etc. These individuals may also be comfortable as Event Volunteers.
- **Event Volunteers**: Individuals in this role are qualified to answer questions on end-of-life care and advance care planning. It is our goal to have one qualified volunteer at every COYL event to answer questions in private, as needed. These individuals may also be comfortable as Discussion Leads.



- **Clergy Coordinator**: Individuals in this role help identify local members of the clergy to engage in COYL, and work with them to create COYL programs in faith-based settings.
- **Health Care Professional/Institutional Coordinator**: Individuals in this role help identify health care settings including hospitals, hospices, skilled nursing facilities, long-term care facilities, etc. in which it is appropriate to coordinate grand rounds and/or educational programming on COYL.
- **Community Coordinator**: Individuals in this role help identify community centers such as libraries, senior resource centers, senior housing complexes, etc. in which it is appropriate to hold COYL programming.

At the next Conversation of Your Life county task force meeting, please let the Quality Institute staff know which role you would like to fill. Task force members may choose to fill one role or multiple roles. We look forward to working with you through Conversation of Your Life! Please reach out to Deborah Levine at [dlevine@njhcqi.org](mailto:dlevine@njhcqi.org) or 609-452-5980 with questions.

Sincerely,

Deborah Levine, Director of Community Health, New Jersey Health Care Quality Institute



FOR IMMEDIATE RELEASE

INSERT DATE

PRESS CONTACT:

Insert press contact information

On insert date, insert town name is launching a new program called Conversation of Your Life. Insert town name is one of insert number here towns in New Jersey piloting the program, which was developed by the New Jersey Health Care Quality Institute's Mayors Wellness Campaign.

The municipality in cooperation with community partners will be hosting a number of events to engage the community in Conversation of Your Life about advance care planning. Various representatives from insert local organizations are involved in leading the effort.

The kick-off event will be held on insert date, time, and location. Insert name and title will officially launch the project and preview the events that will take place in the coming months.

The New Jersey Health Care Quality Institute's Mayors Wellness Campaign runs a program called Conversation of Your Life in Bergen, Burlington, Camden, Gloucester, Mercer, Middlesex, and Somerset Counties. The goal of Conversation of Your Life is to encourage more individuals in New Jersey to engage in fruitful dialogue – *the Conversation of Your Life* – to let individuals' friends, family, or doctors understand and respect their end-of-life wishes through advance care planning. Conversation of Your Life is generously supported by The Horizon Foundation for New Jersey. To learn more visit: [www.njhqci.org/COYL](http://www.njhqci.org/COYL).



# Mayors Wellness Campaign

## Conversation of Your Life

Town of \_\_\_\_\_

### Mayor’s Proclamation

**Whereas**, the Conversation of Your Life project was created as part of the New Jersey Health Care Quality Institute Mayors Wellness Campaign; and

**Whereas**, the goal of Conversation of Your Life is to develop and promote a community conversation around advance care planning, and to engage more New Jerseyans in fruitful dialogue to let their family, friends, or doctors understand and respect their end-of-life wishes; and

**Whereas**, initially three pilot towns and their mayors participated in Conversation of a Lifetime; Tenafly, Princeton, and Gloucester Township; and

**Whereas**, today Conversation of Your Life has expanded to encompass towns in Bergen, Burlington, Camden, Gloucester, Mercer, Middlesex, and Somerset Counties and mayors across New Jersey are dedicated to leading this important conversation; and

**Now, Therefore**, be it resolved that the Mayor and Council of \_\_\_\_\_ wish to participate in Conversation of Your Life and congratulate the New Jersey Health Care Quality Institute, the Mayors, and the residents of the participating New Jersey towns for promoting healthy lifestyle changes over the last 11 years with the Mayors Wellness Campaign.

*Signature of Mayor*

Official Seal



### Conversation of Your Life Suggested Activities

<b>Event Type</b>	<b>Time Required</b>	<b>Materials Needed</b>	<b>Notes</b>
Movie Screening	2 Hours (90 minute video, 30 minute discussion)	Discussion leader Volunteers DVD Snacks COYL tri-fold for discussion 5 Wishes and POLST documents Sign in sheet Exit survey	Make sure screening location has correct license. Typically libraries have movie licenses
Mayors Signing Event	30 minutes	Mayor Advance Directive Press COYL tri-fold	Requires advance press to get a crowd. Have materials for attendees to complete their own advance directives.
Community Read	1 hour	Discussion leader Volunteers Book on end-of-life care List of discussion questions 5 Wishes and POLST documents COYL tri-fold Sign in sheet Exit survey	Libraries in Bergen, Mercer, Camden Counties are stocked with <i>The Conversation: A Revolutionary Plan for End of Life Care</i>
Game Night	1.5 hours (30 minutes for introductory discussion, 1 hour to play)	Discussion leader Volunteers Pack of cards (Go Wish, or My Gift of Grace) 5 Wishes and POLST documents COYL tri-fold Sign in sheet Exit survey	QI can lend out card decks
Five Wishes Workshop/Panel Event	1 hour (30 minutes for experts to speak, 30	Discussion leader Volunteers 5 Wishes and POLST documents COYL tri-fold 5 Wishes	



	minutes for questions)	Sign in sheet Exit survey	
Visual Displays of The Conversation	n/a	Before I Die board (see: <a href="http://www.njhcqi.org/initiative/mayors-wellness-campaign/mwcs-conversation-of-your-life/camden/">http://www.njhcqi.org/initiative/mayors-wellness-campaign/mwcs-conversation-of-your-life/camden/</a> for picture)	Task Forces have successfully placed Before I Die boards or 'Before I Leave' drawings around their communities as art installations, to help spark The Conversation.



# Have You Had The Conversation?

The New Jersey Health Care Quality Institute and the insert location are sponsoring a community film screening on film title to highlight the importance of discussing your end-of-life wishes with friends, family, and your doctors.

**Date**

**Time**

**Location**

Join us for a discussion led by facilitator name, facilitator title, and a film screening of movie title.

Please call 555-555-5555 or email X to register.

Insert movie picture here.

The New Jersey Health Care Quality Institute’s Mayors Wellness Campaign runs a program called Conversation of Your Life in Bergen, Burlington, Camden, Gloucester, Mercer, Middlesex, and Somerset Counties. The goal of Conversation of Your Life is to encourage more individuals in New Jersey to engage in fruitful dialogue – *the Conversation of Your Life* – to let individuals’ friends, family, or doctors understand and respect their end-of-life wishes through advance care planning. Conversation of Your Life is generously supported by The Horizon Foundation for New Jersey. To learn more visit: [www.njhcqi.org/COYL](http://www.njhcqi.org/COYL).





# Have You Had The Conversation?

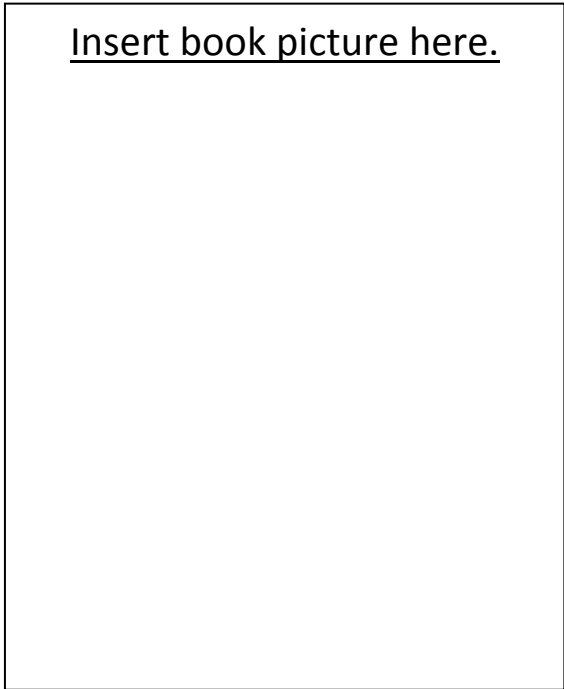
The New Jersey Health Care Quality Institute and the X library are sponsoring a community book discussion on book title by author name to highlight the importance of discussing your end-of-life wishes with friends, family, and your doctors.

**Date**  
Time

Location

Join us for a discussion led by facilitator name, facilitator title, and a book discussion of book title.

Please call 555-555-5555 or email X to register.



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## ***Have You Had The Conversation?***

The New Jersey Health Care Quality Institute and the insert location are sponsoring a community game night and discussion to highlight the importance of discussing your end-of-life wishes with friends, family, and your doctors.

Community members will have the opportunity to play “Go Wish,” an easy and entertaining card game that lets players think and talk about what’s important to them.

**Date**  
**Time**

**Location**



Join us for a discussion led by facilitator name, facilitator title, and an engaging community game night featuring “Go Wish.”

Please call 555-555-5555 or email X to register.

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