

Choices That Matter



Advance care planning
for peace of mind

A multi-partner,
collaborative community
project hosted by Healthy
Peninsula

Presented by Janet Lewis and Becky Pease
August 29, 2018



Healthy Peninsula

Serving the nine towns of Surry,
Blue Hill, Castine, Penobscot,
Brooklin, Brooksville, Sedgwick,
Deer Isle and Stonington

Our key initiatives:

Healthy Aging

Healthy Eating

Healthy Families

Hospital partnership

About Healthy Peninsula

Healthy Peninsula is a non-profit 501(c)(3) community health promotion and planning “collective impact organization” that mobilizes, supports, and collaborates with community partners to improve the health of the towns of the Blue Hill peninsula, Deer Isle, and Stonington.

We bring local and regional partners together around community efforts to **establish common agendas, adopt shared measurable goals, and pursue evidenced-based actions that reinforce one another’s work and further those goals.**

“From meaningful discussions will come informed choices that honor individual values and preferences...”

The mission of the Choices That Matter project

- *To bring community members together, encouraging each to give voice to their wishes about how they would like to be cared for at the end of their lives.*

Additional goals of Choices That Matter:

- destigmatize discussions about death and end-of-life care planning throughout our communities,
- significantly increase the number of people with advance care directives on record with their medical providers
- offer supportive, trained facilitators, tools and resources to assist.

What is “Choices That Matter”?

- Choices That Matter (CTM) is a community campaign offering opportunities for individuals and families of Deer Isle, Stonington, and the Blue Hill Peninsula communities **to engage in and improve decision-making for end-of-life care**. Choices That Matter is coordinated by **Healthy Peninsula, in collaboration with VNA Home Health Hospice, Hospice Volunteers of Hancock County, Eastern Maine Health Systems, Blue Hill Memorial Hospital, the Blue Hill Public Library, and a dedicated committee of community volunteers**, who have collaborated to **develop a variety of conversational tools, information sources, and educational techniques to help individuals, families, healthcare providers, and communities make thoughtful and informed end-of-life decisions**.
- CTM provides a supportive framework of coordinated community education, engagement, and resources to support a wide range of community-based opportunities for individuals to begin thinking and talking about the care they want at the end-of-life. **One of the central goals of the CTM campaign is to train community facilitators to examine their own personal and family wishes and become comfortable and competent in encouraging others to engage in informed decision-making about end-of-life care.**

Where it all began...

- **Fall 2016** A community member brought forth the idea of **the value of having meaningful conversations about end-of-life care planning** after doing just that with his two elderly parents. Research confirmed national models to support this work.
- Our models:
 - Respecting Choices-Gunderson Model-LaCrosse, Wisconsin
 - The Conversation Project

Fall 2016 Community Leaders who potentially may have been interested in this topic were invited by HP to meet to talk about the possibility of forming a group to develop a community pilot program modeled after existing projects. **28 leaders** attended including hospital personnel, social services, hospice, clergy and interested community members. **Several committed on the spot to forming an Advisory Council.**

Important take-away for future projects: No need to reinvent the wheel. Models and supportive materials are readily available to modify, and interest generated from the community, or “bottom-up,” is essential for a successful project.

Coincidentally...

The formation of the Advisory Council for this project happened at the same time that:

Showings of “**Being Mortal**” became popular across the region.

“**Death Cafes**” and other educational programming were being offered.

Eastern Maine Health Systems/VNA Palliative Care began to focus on community outreach as well as medical provider training within their system.

Hospice Volunteers of Hancock County had developed a six-hour workshop: “**Choices That Matter: Optimizing Healthcare for Difficult Times**” designed to help individuals examine their values and feelings about end-of-life care.

Medicare now allows time in a medical visit for this discussion

Clearly there was evidence that both community members and professionals had a great interest in the topic of Advance Care Planning.

Why does end-of-life care planning matter?

“It turns out that the rate of death among the population is one per person...”

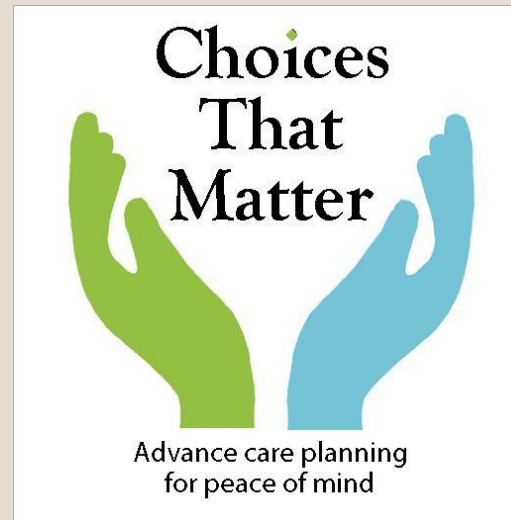
- Proactive planning decided upon **BEFORE a crisis** is a **GIFT** to oneself and to the family/agent.
 - Planning provides control and offers guidance-from philosophical wishes to detailed, technical medical decisions.
 - Peace of mind and clear direction is the reward for attending to planning.
- Assumptions about the types of care administered at the end-of-life are often incorrect and may not be in line with individual values.
- Planning can decrease invasive protocols and unwanted/un-needed interventions.
- Cost savings for the family and the medical system can be realized.

Community track:
outreach,
education and
support

Choices That
Matter
Advisory Council

Medical track:
VNA/EMHS
clinical
education

Development of
Facilitator Training
Curriculum and
Community
Outreach Plan



Specialized
medical provider
training and
improved EMR
tracking by EMHS

Implementation of
Community
Outreach Plan
and Facilitator
trainings

Increased
knowledge, tools,
and resources for
practices

Community Outreach Strategy

Keyword: *Visibility*

- **Guest articles** and press releases about personal experiences related to advance care planning frequently in our local community papers. **10 guest articles highlighting advance care planning thus far!**
- Hosting/Co-hosting the showing of “**Being Mortal**” followed by multi-disciplinary **panel discussions**. **Seven showings with guest panel discussions.**
- **Hosting** the two-session “**Choices That Matter: Optimizing Healthcare for Difficult Times**” **workshops** across the region. **Several offered across the region- approximately 30 participants so far.**
- Meeting with the **local ecumenical community** to provide support and education.

Community Outreach Strategy

Keyword: *Visibility...con't.*

- **Hosting** a two-session **Facilitator training** for those who had completed the two-session workshop and had interest in continuing their learning, or leading this effort in the community. **Initial training of 10 community facilitators, next training in Sept 2018.**
- **Promoting National Healthcare Decisions Day** (April 16), and offering complimentary assistance with paperwork completion at our local library. **Movie showing, assistance completing documents, community challenges, information distribution.**
- **Provide free materials** such as State of Maine AD forms and Having the Conversation Starter Kits, as well as building a resource index relevant to end-of-life care planning. **Ongoing!**

365 individuals have attended 18 community events focused on advance care planning to date...so many more ideas brewing!

CHOICES THAT MATTER:

Optimizing healthcare choices for difficult times



Facilitators: Susan Ostertag, M.D. (retired) & Barbara Sinclair, Clinical Psychologist (retired)

Wednesdays, May 2 & 9
4:00-5:30 pm

Explore your goals, values, and options for the best quality of life as you age, and learn about Advance Care Planning.

Space limited—register at www.bhpl.net or 374-5515

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(207) 374-5515
www.bhpl.net



"We will consider and reflect on the things that may have influenced your views on death and the dying process. We hope that talking about your thoughts, and hearing of others views will lead to you feeling more able to discuss your feelings openly with friends and loved ones."

Two-1.5 hour sessions, free of charge

Facilitator Training

Tapping into the energy and creativity of passionate volunteers is what makes this project work. In collaboration with the Eastern Maine Health Systems Palliative Care program, a comprehensive two-session training was developed especially for this project.



Training Topics

Advance Care Planning

- A Century of Change
- Patient Self-Determination Act
- Who Needs an Advance Directive
- Why it isn't "just" a MEDICAL issue
- Dr. Gawande/ Being Mortal "Take-aways"
- Advance Care Planning Simply Stated

Medical Ethics

- Basic Ethical Principles
 - Autonomy
 - Beneficence
- Non-maleficence
 - Justice

Ethics and Advance Care Planning

- Decision Making Capacity
- Informed Consent
- End-of-Life Decision Making

Communication

- The Conversation: Getting Started
 - Misconceptions about the conversation
 - Reluctant Advance Care Planners
- The Conversation Starter Kit – Conversation Project Conversation Guide
- Talking it Over – California Coalition for Compassionate Care
- Family Dynamics and Serious Illness

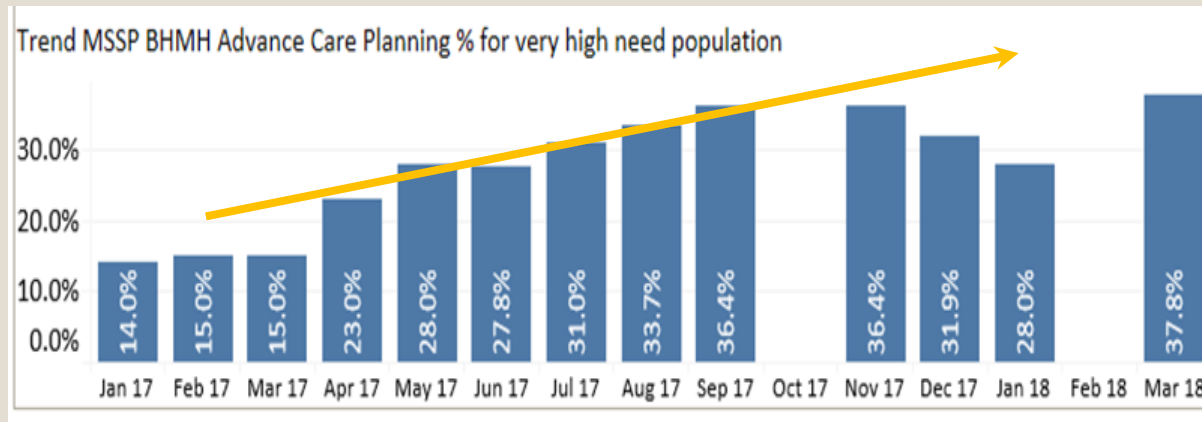
Spirituality and Advance Care Planning

- Looking for Meaning
- Grief, anticipatory Grief

Support trained Facilitators can offer to improve decision-making about end-of-life care:

- **Training for one-on-one and group facilitators**
- **Choices That Matter: Healthcare Decisions for Difficult Times workshops**
- **Information, resources, forms**
- **The Conversation Project tool kits**
- **Advisors to support community discussions or development of other groups**
- **Speakers, community education**
- **Complimentary assistance answering questions, filling out forms, interacting with medical professionals**
- **Creative outreach-knitting groups, church, men's group, etc.**

Hospital and clinic partnerships rock!



- 75 employees of Blue Hill Memorial Hospital took our challenge and filed advance directives in the month of April inspired by National Healthcare Decision Day on April 16th. Incentives included a raffled Kindle Fire and wellness points.
- Average ADs per month received at BHMH went from 12 to 45+ during 2017-2018

Thank you Blue Hill Memorial Hospital!

Interesting and fun odds and ends

- **Coordination of this effort is of utmost importance**-managing trainings, volunteers, outreach, data collection, etc. Partnership and alignment with local hospitals is paramount.
- Funding: private fundraising and some seed grant funding from Maine Community Foundation.
- Most creative discussion: 60th birthday party roundtable discussion.
- Most direct assistance: **bedside support** for a family member by a trained facilitator.
- Recent success story: a community member (retired RN) walked in to ask for AD documents and assistance for herself and her frail sister after hearing about this effort. She subsequently is planning on taking the preliminary workshop and then become a trained facilitator.
- This is **meaningful community volunteer work**. Our facilitators include (but are not limited to a retired Geriatrician, a retired Psychologist, a retire Radiologist, a retired RN, retired clergy, current hospice volunteers, and an executive director of a non-profit :)

CHOICES THAT MATTER

... is a Blue Hill Peninsula region-wide campaign hosted by Healthy Peninsula in collaboration with a number of local organizations that is designed to bring community members together, encouraging each to give voice to their wishes about how they would like to be cared for at the end of their lives. From meaningful discussion will come informed choices that honor individual values and preferences.

The Choices that Matter Community Conversation Project provides a supportive framework of coordinated community education, engagement, and resources to improve decision-making for end-of-life care for the families on the Blue Hill Peninsula, Stonington, and Deer Isle. The goal of Choices that Matter is to destigmatize discussions around death throughout our communities, significantly increase the number of people with advance directives on record with their medical providers, and offer supportive facilitators, tools, and resources.

SUPPORT WE CAN OFFER

- Training for one-on-one and group facilitators
- Choices That Matter: Healthcare Decisions for Difficult Times workshops
- Promotional stickers, information pamphlets, advance directive forms
- The Conversation Project tool kits
- Advisors to support community groups with their projects
- Downloadable information, templates, brochures, tool kits, short films
- Speakers from our group or affiliates



SPECIAL GROUPS WE CAN ENGAGE

- Hospital and clinic medical staff and employees
- Persons with chronic illness or life-threatening diseases
- LGBTQ population
- Persons with early-stage dementia or Alzheimer's disease
- Persons with chronic mental illness
- High school students

EVENTS WE CAN HELP ARRANGE — YOUR SUGGESTIONS WELCOME

- Showings of the film "Being Mortal" or other films, combined with panel discussions and Q&A
- Wine tastings and other creative events such as Death & Dessert that can enliven The Conversation
- Brown-bag lunch presentations and special Gold Luncheons for seniors
- Conversation Sabbaths for pastors and interested congregation members
- Speakers for broad-appeal events such as estate planning, health fairs, modern-day funerals and burials, and senior fairs
- Book and movie discussion groups ■ Special Golden Luncheons for seniors
- Conversation letter writing (could go along with a film, drama, or "Being Mortal")
- Breakfast programs for hospital employees or other employee groups
- Helping Aging Loved Ones (HALO) program for employees caring for elderly parents

Want to get something started in YOUR community?



For more information,
please call Healthy Peninsula at 374-3257
or email info@healthypeninsula.org



Your Conversation Starter Kit

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



the conversation project

CREATED BY THE CONVERSATION PROJECT AND THE INSTITUTE FOR HEALTHCARE IMPROVEMENT