

National Healthcare Decisions Day—2016



Engaging Communities in Advance Care Planning

National Healthcare Decisions Day (NHDD) Saturday, April 16, was a day to inspire, educate and empower the public and providers about the importance of advance care planning (ACP). This year's national theme was "It always seems too early, until it's too late."

Honoring Choices Wisconsin (HCW) worked closely with organizations throughout the state to plan local NHDD events. HCW managed statewide planning activities, hosted educational events, fostered networking opportunities, developed planning tools and templates and evaluated the statewide impact of NHDD.

Southwest/Southcentral Wisconsin

Janesville

RADIO—April 7. WCLO Radio, Social Worker Kathy Hartenberger. Organized by Dean/St. Mary's.

La Crosse

TV—April 14. News 8, WKBT-TV, "Local hospitals encourage advance healthcare directives." Organized by Western Wisconsin Cares.

TV—April 14. News 19, WXOW, "April 16 recognized as 'National Healthcare Decision Day.'" Organized by Western Wisconsin Cares.

Madison area

TV—April 12. Lynn Zima, Channel 3000, WISC-TV News 3. Organized by Dean/St. Mary's.

EDUCATION—April 13. *Advance Care Planning: It's About the Conversation*. Fitchburg Senior Center. Presented by Honoring Choices Wisconsin. **No. reached: 20.**

EDUCATION—April 14. St. Mary's Hospital, Madison; St. Claire's Hospital, Baraboo; St. Mary's Janesville Hospital, Janesville; Dean Clinic-East, Dean Clinic-Fish Hatchery, Dean and St. Mary's Outpatient Center, Madison. Organized by Dean/St. Mary's.

EDUCATION—April 15. UnityPoint Health—Meriter Hospital lobby. Presented by UnityPoint Health—Meriter.* **No. reached: 50.**

ACP GROUP FACILITATION—April 15. Organized by Care Wisconsin.* Madison office. **No. reached: 14.**

DOCUMENTARY SCREENING—April 16. *Nine to Ninety* documentary and community discussion. Sequoia Library. Presented by HCW. **No. reached: 7.**

Johnson Creek

LIVE THEATER—April 25. Humorous plays with an end-of-life theme: "Death Knocks" by Woody Allen and "Death Takes the Train" by D.M. Larson. Johnson Creek. Presented by Fort Healthcare,* Jefferson County Aging and Disability Resource Center (ADRC),* Rainbow Hospice,* and UW Health Partners—Watertown Regional Medical Center.* **No. reached: 325.**



Statewide

GOVERNOR'S PROCLAMATION—Supporting National Healthcare Decisions Day. Signed by Governor Scott Walker, February 2016. Organized by the State Bar of Wisconsin.

EDUCATION—April 12. Webinar: *From Documents to Conversations: Changing the Culture of Advance Care Planning in Wisconsin*. Organized by the Wisconsin Comprehensive Cancer Control Program. **No. reached: 22.**

Advance care planning infographic creation and distribution, April 2016. Organized by the Wisconsin Comprehensive Cancer Control Program.

For more information about Wisconsin's NHDD effort or for planning resources, e-mail Erin Aagesen at erin.aagesen@wismed.org.

Northwest Wisconsin

Durand

RADIO—April 26, WRDN-AM 1430. Organized by Western Wisconsin Cares.

New Richmond

FINAL AFFAIRS CONFERENCE—April 29. Organized by Adoray Home Health & Hospice,* Wisconsin Indianhead Technical College and New Richmond Community Education. **No. reached: 150.**

Poplar

EDUCATION—Week of April 16. Organized by Jan Stevens of Northern Waters Parish Nurse Ministry. **No. reached: 5.**

Northcentral Wisconsin

Wausau

EDUCATION—*Brewing the Conversation...About Advance Care Planning*—April 14. Coffee and Conversation Educational Event. Presented by Aspirus.* **No. reached: 45.**

Price County

NEWSPAPER—April 16. *Price County Review* "National Healthcare Decisions Day April 16." Organized by the Community Bioethics Committee of Price County, Flambeau Home Health and Hospice and Marshfield Clinic—Park Falls Center.

Stevens Point

EDUCATION—April 15. Presented by Portage County Health Care Center and Heartland Hospice.

RADIO—April 15. WDEZ 101.9 FM. Organized by Portage County Health Care Center and Heartland Hospice.

Northeast Wisconsin

Fox Valley area (Appleton, Kaukauna, Menasha, and Neenah)

DOCUMENTARY SCREENING—April 13. Screening of *Being Mortal: Medicine and What Matters in the End*. Appleton Public Library. Presented by the Fox Valley Coalition for Advance Care Planning, ThedaCare,* Ministry Healthcare and Mosaic Family Health/Fox Valley Family Practice Residency. Appleton. **No. reached: 18.**

Green Bay

TV—March 28. NBC 26. Dr. Amy James, palliative care specialist. Organized by Bellin Health* and Unity Hospice.

TV—April 6. WBAY-2. Lori Fayas and advance care planning, "Mission to Malawi: A Final Wish." Organized by Bellin Health* and Unity Hospice.

DOCUMENTARY SCREENING—April 7. *Consider the Conversation* documentary screening and community discussion, Lambeau Field, featuring former Green Bay Packers player Ahman Green (below). Presented by Bellin Health* and Unity Hospice. **No. reached: 175.**



New London

EDUCATION—April 16. New London United Methodist Church. Facilitated by faith ambassadors Deb Woeshnick and Joyce Rich. New London. **No. reached: 8.**

Southeast Wisconsin

Kenosha

EDUCATION—March 10, Kenosha County Job Center; March 23, Aurora Medical Center; April 7, United Hospital System Kenosha Campus; April 15, Immanuel Baptist Church and Kenosha County Center. Presented by the Kenosha County Care Transitions Coalition. **No. reached: 19.**

Milwaukee area (including Ozaukee and Waukesha counties)

WORKSHOP—April 5. Advance Care Planning for Diverse Ethnic Groups, featuring Jung Kwak, PhD (below). Presented by Honoring Choices Wisconsin. **No. reached: 32.**



EDUCATION—April 6. Waukesha Memorial Hospital lobby. Presented by ProHealth Care.* Waukesha.

DOCUMENTARY SCREENING—April 7. *Being Mortal: Medicine and What Matters in the End*. Discussion with Palliative Care Medical Director Kelly Cooke, DO. Presented by ProHealth Care*. Waukesha. **No. reached: 40.**

ACP GROUP FACILITATION—April 11, Waukesha Memorial Hospital; April 21, Oconomowoc Memorial Hospital; April 26, Waukesha Memorial Hospital. Presented by ProHealth Care.* **No. reached: 32.**

ACP GROUP FACILITATION—April 15. Presented by Care Wisconsin.* Waukesha. **No. reached: 5.**

EDUCATION—April 16. Allen Chapel African Methodist Episcopal Church, Milwaukee. Presented by Vitas Healthcare, via the HCW Milwaukee faith ambassador program.* On a post-event evaluation, 100% of attendees gave the session a ranking of 5/5, or "very worthwhile." **No. reached: 14.**

Attendee quotes: "I truly appreciate the time and care taken for today's presentation." and "Thank you for your information, faith and kindness."

DOCUMENTARY SCREENING—April 19. *Consider the Conversation* screening and panel discussion, Presented by ADRC of Ozaukee County, Heritage Nursing & Rehabilitation Center and Horizon Home Care & Hospice. Ozaukee. Ozaukee County Municipal Building Auditorium. **No. reached: 44.**

NEWSPAPER—News articles in *Waukesha Freeman* and *Lake Country News*. Organized by ProHealth Care.*

Racine

NEWSPAPER—April 14. News article in *The Journal Times*, "Carpentier: April 16 is National Healthcare Decisions Day" by Lora Carpentier.

We've had the conversation.
Have you?

- 1,038** People reached through NHDD activities
- 53** Distinct events or activities
- 27** Communities involved
- 31** Educational sessions (public libraries, senior centers, faith groups, hospital/clinic lobbies, webinars)
- 5** TV interviews
- 5** Newspaper articles
- 4** Radio interviews
- 5** Documentary screenings (*Being Mortal*, *Consider the Conversation* and *Nine to Ninety*)
- 1** Governor's proclamation
- 1** Woody Allen play "Death Knocks"
- 1** Former Green Bay Packers player, Ahman Green
- 35** Organizations participating in NHDD
- 12** Honoring Choices Wisconsin participating organizations (41%)