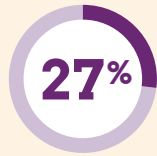


Consider the Facts



90% of people say that talking with their loved ones about end-of-life care is important

BUT



27% have actually done so

Source: National Survey by The Conversation Project 2013



60% of people say that making sure their family is not burdened by tough decisions is "extremely important"

BUT



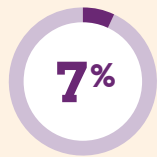
56% have not communicated their end-of-life wishes

Source: Centers for Disease Control (2005)



80% of people say that if seriously ill, they would want to talk to their doctor about end-of-life care

BUT



7% report having had an end-of-life conversation with their doctor

Source: Survey of Californians by the California HealthCare Foundation (2012)

Let's Start Talking

Share your story and read stories others have shared:

www.theconversationproject.org

Contact Us

VISIT US:

www.theconversationproject.org

E-MAIL US:

conversationproject@IHI.org

FOLLOW US ON FACEBOOK AND TWITTER:

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20 University Road, 7th Floor
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Download our free Conversation Starter Kit at:

www.theconversationproject.org

The Conversation Project works in collaboration with the Institute for Healthcare Improvement, a not-for-profit organization that is a leader in health care improvement worldwide.



Founding Funder



The Conversation Project

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

the conversation project

About Us

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



“ We have two fears: That we will not get the care we need, and that we will get care we don't want. ”

Ellen Goodman
COLUMNIST AND PULITZER PRIZE WINNER

The Conversation Starter Kit

It's not easy to talk about how you want the end of your life to be. But it's one of the most important conversations you can have with your loved ones.

The Conversation Starter Kit will help you get your thoughts together and then have the conversation.

Here's a sample of the kinds of questions the Starter Kit asks you to think about:

Where I Stand Scales

As a patient...

1 2 3 4 5
I only want to know the basics I want to know as much as I can

.....

1 2 3 4 5
I'm worried that I won't get enough care I'm worried that I'll get overly aggressive care

.....

1 2 3 4 5
I want my doctors to do what they think is best I want to have a say in every decision

Icebreakers

Here are some ways you could start the conversation:

- "I need your help with something."
- "I want to give you the gift of knowing my end-of-life care wishes."
- "I was thinking about what happened to _____, and it made me realize..."
- "Even though I'm okay right now, I'm worried that _____, and I want to be prepared."
- "I need to think about the future. Will you help me?"
- "I just answered some questions about how I want the end of my life to be. I want you to see my answers. And I'm wondering what your answers would be."

WHEN YOU'RE READY TO HAVE THE CONVERSATION, THINK ABOUT THE BASICS:

WHO do you want to talk to?

WHEN would be a good time to talk?

WHERE would you feel comfortable talking?

WHAT do you want to be sure to say?

.....

VISIT OUR WEBSITE:

Download our free Conversation Starter Kit:

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