

Before I die, I want to...



**Before I die, I
want to ...**

Social Media

Display Banner

Press Release

NATIONAL HEALTHCARE DECISIONS DAY

A Toolkit for Community Awareness

Join the movement. We invite you to use our toolkit to encourage communities, networks, businesses, families, and friends to spread the word and complete a health care directive because...*it always seems too early before it's too late.*

HONORING CHOICES

701-989-6228
HonoringChoicesND.org

Thank you to our partners for
developing this toolkit:

Essentia Health
Hospice of the Red River Valley
Quality Health Associates of ND
Sanford Health
Vibra Hospital



Honoring Choices®
NORTH DAKOTA

Contents

Social Media	3
Suggested Posts.....	3
Display banner: “Before I die, i want to...”	9
8.5” x 11” Flyer	9
3’ x 8’ Banner	11
Add Your Organization’s Logo.....	11
Sample Press Release	13


Social Media

Suggested Posts

The following sample social media posts highlight advance care planning for use in the days/weeks surrounding National Healthcare Decisions Day. Please include the following hashtags with your posts to connect with other regional messages during this campaign: **#BeforeIDieND** **#BeforeIDieMN** You may also want to include the following hashtags with your posts to connect with related national and global messages: **#NHDD** **#AdvanceCarePlanning** **#Healthcare**

To prepare the social media images for posting:

1. Click on the desired image within this toolkit. This will open the full version of the image in a new web browser.
2. Right click on the full-sized image in the web browser, and select “save picture as” from the menu.

Post #1		
Type	Suggested Image/Text	Additional Instructions
Education	 <p>BEFORE I DIE, I WANT TO... We plan so many aspects of our lives, yet we often don't think about how we want to live toward the end of our lives. What is most important to you. If today were your last day, how would you want to spend it? If you were injured, needed medical care, and unable to speak for yourself, who would make important medical decisions for you? Take the time today to talk with your loved ones about your wishes. Visit https://www.nhdd.org/ for more information. #BeforeIDieND #BeforeIDieMN</p>	<p>LINK National Healthcare Decisions Day https://www.nhdd.org/ OPTIONAL ADDITIONAL TEXT Add the location of your organization's "Before I Die, I Want to..." banners.</p>

Post #2

Type

Education

Suggested Image/Text



90% of people say that talking with their loved ones about end-of-life care is important **BUT** only **27%** have actually done so! Visit <https://theconversationproject.org/> to learn where to start!
#BeforeIDieND #BeforeIDieMN

Additional Instructions

LINK
The Conversation Project
<https://theconversationproject.org/>

Post #3

Type

Video

Suggested Image/Text



EMBED <https://youtu.be/J1r0Xbh0UVo>
Have YOU had the conversation? See how one family approaches “the conversation” with their father about his wishes for care and end-of-life preferences.
#BeforeIDieND #BeforeIDieMN

Additional Instructions

EMBED VIDEO
<https://youtu.be/J1r0Xbh0UVo>

Post #4

Type

Education

Suggested Image/Text



Have
YOU
had the
conversation?

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

Additional Instructions

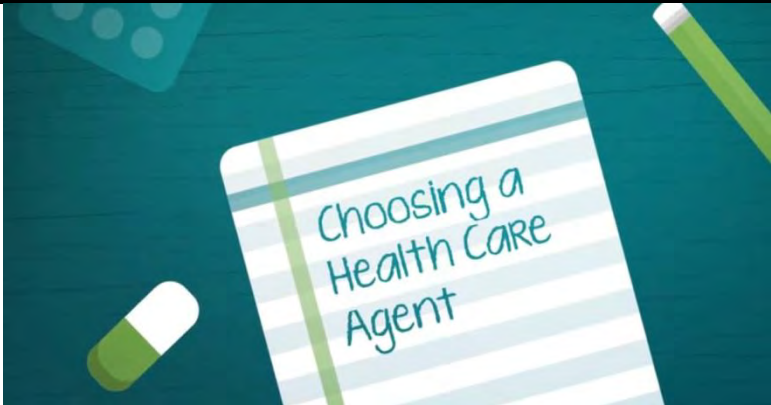
LINK
The Conversation Project
<https://theconversationproject.org/>

	<p>uncertain. It's time to transform our culture to communicate about the kind of care we want and don't want for ourselves. This conversation should begin with family before getting to the intensive care unit. Have YOU had the conversation? Visit https://theconversationproject.org/ for tools to get started.</p> <p>#BeforeIDieND #BeforeIDieMN</p>	
--	---	--

Post #5

Type	Suggested Image/Text	Additional Instructions
Video	 <p>EMBED https://youtu.be/uwU6QzAcunw Share on your wall and complete the statement "Before I die, I want to..." #BeforeIDieND #BeforeIDieMN</p>	<p>EMBED VIDEO https://youtu.be/uwU6QzAcunw Organization/facility invites individual staff members to share the "Before I Die, I want to..." post to their own FB wall, adding their individual response/statement to "Before I Die, I want to..." and adding a photo if they so choose (selfie, family, etc.) AND/OR Replace image with photo of organization's "Before I Die, I want to..." banner.</p>

Post #6

Type	Suggested Image/Text	Additional Instructions
Video	 <p>EMBED https://vimeo.com/263029660 It's important to choose the best person to speak for you when you're unable. Learn what a healthcare agent is and how to choose one. #BeforeIDieND #BeforeIDieMN</p>	<p>EMBED VIDEO https://vimeo.com/263029660</p>

Post #7		
Type	Suggested Image/Text	Additional Instructions
Video	 <p>Imagine you're in a hospital and you can't speak</p> <p>EMBED https://youtu.be/Bar0qZTUGdw Imagine you are in the hospital and you can't speak...soon you won't be able to swallow or breathe. Who will speak for you? #BeforeIDieND #BeforeIDieMN</p>	<p>EMBED VIDEO https://youtu.be/Bar0qZTUGdw</p>
Post #8 (Place on appropriate day)		
Type	Suggested Image/Text	Additional Instructions
Virtual Wall	 <p>NATIONAL HEALTHCARE DECISIONS DAY ★ <i>your decisions matter</i> ★</p> <p>Healthcare Decisions Day is this week! Join the movement...start with yourself. Visit https://www.nhdd.org/ to learn more! #BeforeIDieND #BeforeIDieMN</p>	<p>LINK National Healthcare Decisions Day https://www.nhdd.org/</p>
Post #9 (Place on appropriate day)		
Type	Suggested Image/Text	Additional Instructions
Video	 <p>Why should I have an advance care plan?</p> <p>EMBED https://vimeo.com/139712497 Healthcare Decisions Day is tomorrow! This 3-minute video shares an introduction to the importance of having an advance care plan through stories and insights of individuals. #BeforeIDieND #BeforeIDieMN</p>	<p>EMBED VIDEO https://vimeo.com/139712497</p>


Post #10 (Place on appropriate day)

Type	Suggested Image/Text	Additional Instructions
Education	 <p>Healthcare Decisions Day is today! Share on your wall and complete the statement “Advance Care Planning is important because...” #BeforeIDieND #BeforeIDieMN</p>	Organization/facility invites individual staff members to share the “Advance Care Planning is important because...” post to their own FB wall, adding their individual response/statement to “Advance Care Planning is important because...” and adding a photo if they so choose (selfie, family, etc.) Link to: https://www.nhdd.org/

Post #11


Type	Suggested Image/Text	Additional Instructions
Education	 <p>Join the movement! Talk with a loved one regarding their healthcare wishes! Visit https://theconversationproject.org/ to learn how! #BeforeIDieND #BeforeIDieMN</p>	Hyperlink The Conversation Project https://theconversationproject.org/

Post #12


Type	Suggested Image/Text	Additional Instructions
Education	 <p>Talk about their wishes...before they <u>can</u>'t speak for themselves. Starting at age 65, the risk of developing Alzheimer's Disease doubles every 5 years (CDC). As the disease progresses at the end of life, caregivers often have to make difficult decisions about the type of care their loved one receives. Start talking about end-of-life</p>	LINK National Institute on Aging https://www.nia.nih.gov/health/end-life-care-people-dementia?utm_source=20180220_EOLAD&utm_medium=social&utm_campaign=ealert

	care plans before thinking and speaking abilities fail and make sure to complete legal documents like health care directives. Visit https://www.nia.nih.gov/health/end-life-care-people-dementia?utm_source=20180220_EOLAD&utm_medium=social&utm_campaign=ealert for helpful resources. #BeforeIDieND #BeforeIDieMN	
--	--	--

Post #13

Type	Suggested Image/Text	Additional Instructions
Video	 <p>EMBED https://youtu.be/sp6pSA4ZiLY Who needs to have the conversation? The answer might surprise you! https://theconversationproject.org/ #BeforeIDieND #BeforeIDieMN</p>	EMBED VIDEO https://youtu.be/sp6pSA4ZiLY

Post #14

Type	Suggested Image/Text	Additional Instructions
Education	 <p>Join the movement! Complete <u>YOUR</u> healthcare directive! Commit to completing a health care directive and sharing it with your family and doctor. Make sure it is placed in your medical record with your healthcare facility. You can find short and long forms appropriate for your state at: https://www.honoringchoicesnd.org/ or http://www.honoringchoices.org/. #BeforeIDieND #BeforeIDieMN</p>	LINK Honoring Choices North Dakota https://www.honoringchoicesnd.org/ AND Honoring Choices Minnesota http://www.honoringchoices.org/

For inquiries/clarifications:

Geneal Roth, Communications Coordinator
Quality Health Associates of North Dakota
41 36th Avenue NW ▪ Minot, ND 58703
Phone: 701/989-6225; Fax: 701/857-9755
Email: groth@qualityhealthnd.org

Display banner: “Before I die, I want to...”

8.5” x 11” Flyer

Transform an existing chalkboard or whiteboard into a National Healthcare Decisions Day wall by printing and posting this 8.5” x 11” flyer on the board and writing the heading “Before I die, I want to...” on the board to encourage visitors to complete the sentence with their own aspirations. Chalkboards/whiteboards are often found at local coffee shops, staff breakrooms, and business meeting rooms.



Chalkboard

ADD YOUR ORGANIZATION’S LOGO

You can easily add your organization’s logo to either the flyer or the banner by following the directions below when you have the documents open in Adobe Reader 2017.

1. Copy the image (i.e. logo) you want to paste to clipboard (right-click "copy image" on internet or use Microsoft "snipping tool" - "edit" - "copy")
2. Open the "comment" toolbar in Adobe Reader and select the "add stamp" tool. Select the last item titled "Paste Clipboard Image as Stamp Tool"

Click on the sample below to view and save the full-sized document.

NATIONAL HEALTHCARE DECISIONS DAY - APRIL 16th

We *plan* so many aspects of our lives, yet we often don't think about how we want to live. Take time to think about what is most important to you.

What are your *hopes, dreams* and *aspirations* of living to your full potential?

What about your *wishes* at the end of your life?

If you can't speak for yourself, do your loved ones know your wishes for medical care? It's time to have these conversations. It always seems too early, until it's too late.

Take the first step...

Start with yourself

Think about your own healthcare decisions

Document your priorities and wishes

Complete a health care directive

Talk to family/friends/loved ones

Discuss your wishes with others and learn their wishes

Spread the word

Encourage others to talk about advance care planning. #BeforeIDieND #BeforeIDieMN #NHDD

Have questions or need help completing your *health care directive*?

Call : 701-989-6228 (North Dakota) | 612-362.3705 (Minnesota)

Online: HonoringChoicesND.org | HonoringChoices.org



3' x 8' Banner

The predesigned 3' x 8' landscape oriented banner on the following page can be taken to your nearest print shop and printed at your convenience.

Banner options:

We recommend selecting a durable vinyl material to protect walls from bleed through of markers used to write messages on the banner. For example, if using Staples, select the 15 oz scrim material. No adhesive hangers or grommets are required unless you plan to use ropes to secure the banner in its location.

Hanging recommendations:

Our suggested hanging method is to purchase large removable Velcro command strips and place on the back of the banner to secure to the wall.

Other supplies:

Provide bold, thick markers for visitors to write their wishes on the banner to complete the sentence "before I die, I want to..."

If the banner will be unattended, we recommend using Velcro to attach markers directly to the banner, so they can be easily removed for writing on the banner and reattached between uses.

Other considerations:

Production and delivery time will vary by print shop (anticipate at least 2-3 weeks). Ask your printshop how many days in advance you need to place your order ahead of your event date.

ADD YOUR ORGANIZATION'S LOGO

You can easily add your organization's logo to either the flyer or the banner by following the directions below when you have the documents open in Adobe Reader 2017.

3. Copy the image (i.e. logo) you want to paste to clipboard (right-click "copy image" on internet or use Microsoft "snipping tool" - "edit" - "copy")
4. Open the "comment" toolbar in Adobe Reader and select the "add stamp" tool. Select the last item titled "Paste Clipboard Image as Stamp Tool"

Click on the sample below to view and save the full-sized document.

We *plan* so many aspects of our lives,
yet we often don't think about how we want to live.

Take time to think about what is most important to you. What are you putting off today that you will regret not doing before you can't?

What are your *hopes, dreams* and *aspirations* for living to your full potential?

What about your *wishes* toward the end of your life?
If you can't speak for yourself, do your loved ones know your wishes for medical care? Plan time to have these conversations. It always seems too early, until it's too late.

Take the next step...

Start with yourself Think about your own healthcare decisions	Document your priorities and wishes Complete a health care directive
Talk to family/friends/loved ones Discuss your wishes with them and learn their wishes	Spread the word Encourage others to talk about advance care planning. #BeforeIDieND #BeforeIDieMN

Have questions or need help completing your *health care directive*?

Call: 701-989-6008 (North Dakota) | 612-962-2705 (Minnesota)
Online: HonoringChoicesND.org | HonoringChoices.org

Before I die, I want to...

SAMPLE

#BeforeIDieND #BeforeIDieMN #NHDD

Honoring Choices
NORTH DAKOTA

Honoring Choices
MINNESOTA

Sample Press Release

FOR IMMEDIATE RELEASE

Before I Die ND Turns Dreams into Words

Write a Health Care Directive Then Share Your Hopes and Dreams

FARGO, N.D. (XX/XX/XX) – Honoring Choices North Dakota® (HCND) is pleased to present an initiative to increase awareness about the importance of advance care planning. The goal of *Before I Die ND* is to encourage conversation and help participants reflect on how we manage death and dying by providing space and opportunities to discuss end-of-life issues. The initiative includes public presentations, poster exhibits, digital dialogue and more! The initiative is linked to National Health Care Decisions Day, which encourages adults to make end-of-life wishes known through advance care planning.

We plan so many aspects of our lives, yet we often do not think about how we want to live. The *Before I Die ND* initiative encourages us to take time to think about what is most important—our hopes, dreams, and aspirations for living to our full potential. It also encourages us to talk with family, friends, and loved ones to define our wishes for medical care at the end of life then document them in a health care directive. Consumers can obtain a directive form from their health system and many systems offer free assistance with writing preferences for care within the directive.

Consumers can share their personal hopes and dreams on walls and chalkboards across the community; look for them in public spaces such as health systems, fitness clubs and coffee shops. These thoughts can also be shared through a social media campaign using #BeforeIDieND. Follow your local health system’s Facebook page for information and moving stories about advance care planning. Please share on your social media accounts using #BeforeIDieND and encourage others to talk about advance care planning. These shared spaces have a lot of potential to promote valuable and meaningful contemplation about how we want to live and how we want to die so we can formulate decisions that really matter.

The vision of Honoring Choices North Dakota® is to create a culture across ND in which advance care planning (ACP) is discussed throughout an individual's life so a person’s health care choices become the health care they receive. For more information about HCND’s efforts regarding advance care planning, to locate a health care directive form, or to find a facilitator near you, call (701) 989-6228 or go to www.honoringchoicesnd.org

Honoring Choices North Dakota® sponsors the *Before I Die ND* initiative in collaboration with Essentia Health, Hospice of the Red River Valley and Sanford Health.

Contact: For more information:
Sally May, Program Coordinator for HCND
sally.may@honoringchoicesnd.org
Phone: 701.989.6228



###