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.

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
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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.

<table>
<thead>
<tr>
<th>Post #1</th>
<th>Additional Instructions</th>
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</thead>
<tbody>
<tr>
<td><strong>Type</strong></td>
<td><strong>Suggested Image/Text</strong></td>
</tr>
<tr>
<td>Education</td>
<td><img src="image-url" alt="Image" /> <strong>BEFORE I DIE, I WANT TO...</strong> 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 <a href="https://www.nhdd.org/">https://www.nhdd.org/</a> for more information.</td>
</tr>
</tbody>
</table>
### Post #2

**Type**: Education  
**Suggested Image/Text**: ![Image](image1.png)  
**Additional Instructions**:  
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/](https://theconversationproject.org/) to learn where to start!  
#BeforeIDieND #BeforeIDieMN

### Post #3

**Type**: Video  
**Suggested Image/Text**: ![Video](video1.mp4)  
**Additional Instructions**:  
[Video 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

### Post #4

**Type**: Education  
**Suggested Image/Text**: ![Image](image2.png)  
**Additional Instructions**:  
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
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/](https://theconversationproject.org/) for tools to get started. #BeforeIDieND #BeforeIDieMN

<table>
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<th>Post #5</th>
<th>Type</th>
<th>Suggested Image/Text</th>
<th>Additional Instructions</th>
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<tbody>
<tr>
<td>Video</td>
<td></td>
<td><img src="https://i.imgur.com/2EJ7Q.png" alt="Image" /></td>
<td>EMBED <a href="https://youtu.be/uwU6QzAcunw">video</a> Share on your wall and complete the statement “Before I die, I want to…” #BeforeIDieND #BeforeIDieMN</td>
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<tr>
<th>Post #6</th>
<th>Type</th>
<th>Suggested Image/Text</th>
<th>Additional Instructions</th>
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<tbody>
<tr>
<td>Video</td>
<td></td>
<td><img src="https://i.imgur.com/3EJ7Q.png" alt="Image" /></td>
<td>EMBED <a href="https://vimeo.com/263029660">video</a> 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</td>
</tr>
<tr>
<td>Post #7</td>
<td>Type</td>
<td>Suggested Image/Text</td>
<td>Additional Instructions</td>
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<tr>
<td>Video</td>
<td></td>
<td><img src="https://youtu.be/Bar0qZTUGdw" alt="" /> 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</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>EMBED <a href="https://youtu.be/Bar0qZTUGdw">https://youtu.be/Bar0qZTUGdw</a></td>
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<th>Post #8 (Place on appropriate day)</th>
<th>Type</th>
<th>Suggested Image/Text</th>
<th>Additional Instructions</th>
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<tbody>
<tr>
<td>Virtual Wall</td>
<td></td>
<td><img src="https://www.nhdd.org/" alt="" /> National Healthcare Decisions Day is this week! Join the movement…start with yourself. Visit <a href="https://www.nhdd.org/">https://www.nhdd.org/</a> to learn more! #BeforeIDieND #BeforeIDieMN</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>LINK National Healthcare Decisions Day <a href="https://www.nhdd.org/">https://www.nhdd.org/</a></td>
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<th>Post #9 (Place on appropriate day)</th>
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<th>Suggested Image/Text</th>
<th>Additional Instructions</th>
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</thead>
<tbody>
<tr>
<td>Video</td>
<td></td>
<td><img src="https://vimeo.com/139712497" alt="" /> Why should I have an advance care plan?</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>EMBED <a href="https://vimeo.com/139712497">https://vimeo.com/139712497</a></td>
<td></td>
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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
### Post #10 (Place on appropriate day)

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<th>Type</th>
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<tbody>
<tr>
<td>Education</td>
<td><img src="image1.png" alt="Image" /></td>
<td>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: <a href="https://www.nhdd.org/">https://www.nhdd.org/</a></td>
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**Healthcare Decisions Day is today!**
Share on your wall and complete the statement “Advance Care Planning is important because…” 
#BeforeIDieND #BeforeIDieMN

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### Post #11

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<tbody>
<tr>
<td>Education</td>
<td><img src="image2.png" alt="Image" /></td>
<td>Hyperlink The Conversation Project <a href="https://theconversationproject.org/">https://theconversationproject.org/</a></td>
</tr>
</tbody>
</table>

**Join the movement! Talk with a loved one regarding their healthcare wishes!** Visit https://theconversationproject.org/ to learn how! 
#BeforeIDieND #BeforeIDieMN

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### Post #12

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**Talk about their wishes…before they can’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

#BeforeIDieND #BeforeIDieMN

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**Who needs to have the conversation?** *The answer might surprise you!* [https://theconversationproject.org/](https://theconversationproject.org/)

#BeforeIDieND #BeforeIDieMN

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**Join the movement! Complete YOUR 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/](https://www.honoringchoicesnd.org/) or [http://www.honoringchoices.org/](http://www.honoringchoices.org/).

#BeforeIDieND #BeforeIDieMN

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**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
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.

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"
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 the time to think about what is most important to you.

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

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

Talk to your step...
Start with yourself
Think about your own healthcare decisions

Talk to family/friends/loved ones
Discuss your wishes with others and learn their wishes

Document your priorities and wishes
Complete a health care directive

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

Honoring Choices®

NORTH DAKOTA

MINNESOTA
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"
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

Honoring Choices
NORTH DAKOTA

# # #