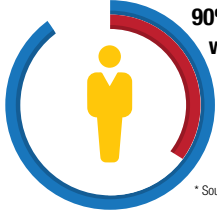




NATIONAL HEALTHCARE DECISIONS DAY

★ *your decisions matter* ★



90% of people say talking with their loved ones about end-of-life care is important, but less than 30% have actually done so.

* Source: The Conversation Project National Survey 2013

What is Healthcare Decision Day?

National Healthcare Decisions Day (NHDD) is a single day designated for national efforts to promote advance healthcare planning, and we celebrate South Carolina Healthcare Decisions Day (SCHDD) in conjunction with NHDD. This year, NHDD and SCHDD will be celebrating ALL week, from April 16 to 22! State, national and local partners will host a variety of activities to promote advance healthcare planning in creative and innovative ways.

What You Can Do:

- Educate yourself. Visit the NHDD website to download available tools, templates and sample documents. Resources are also available on the SC CSI website, including sample letters to the editor from SC physicians, healthcare leaders, and healthcare chaplains in prior years.
- Add your organization to the NHDD website. Anyone hosting a NHDD community education event, large or small, can be listed as an official participant of National Healthcare Decisions Day on NHDD's website. From the list posted on NHDD, CSI will identify SC organizations so we can highlight them as also participating in our local South Carolina Healthcare Decisions Day.
- Lead by example. Encourage all of your organization's employees, staff, business partners, patients and customers to have conversations with their loved ones about their preferences regarding advance healthcare planning, and to take steps to make their wishes known. Set up incentives through your 'Working Well' programs so that employees receive points for attesting that they have a current advance healthcare directive.
- Use the media. Consider the best mechanisms to get the word out. Encourage local officials to proclaim April 16 as Healthcare Decisions Day in your community. Create press releases for use in the print media and encourage others to write op-eds and articles about SCHDD.
- Create opportunities for public education and awareness. Provide speakers for civic groups, professional organizations and other groups. Work with local attorneys to schedule clinics where the public can learn about specific advance healthcare planning documents. Set up SCHDD exhibit tables in public spaces or at community events. Many templates are available at no charge on the NHDD website.

Available Resources:

National Healthcare Decisions Day website <http://www.nhdd.org>

South Carolina Healthcare Decisions Day website <https://www.scha.org/advanced-care-planning>

Tools available on NHDD website (event posters, community outreach presentations, letters to the editor, stickers) <http://www.nhdd.org/tools/>

Advance Care Planning tools available on The Carolinas Center's website <http://cchospice.org/resources/advance-care-planning>

"Isn't it time we talk?" brochure (for the public, developed by SCMA, SCHA, TCC, and the SC Bar) <https://www.scha.org/isnt-it-time-we-talked-brochure>

Advance Directives available in SC and FAQs on SC advance directives <https://www.scha.org/advanced-care-planning>

SC Coalition for the Care of the Seriously Ill (SC CSI) <https://www.scmcdical.org/about/committees>

The Conversation Project (to start discussions with your loved ones about your end of life wishes) <http://theconversationproject.org/>

Additional Contact Information:

For more information about NHDD/SCHDD, please contact:

- Karen Reeves, BSN, MHHA, FACHE, SCHA (kreeves@scha.org; 803.280.0527)
- Marisette Hasan, RN, The Carolinas Center (mhasan@cchospice.org; 803.509.1021)

For media/communications information, please contact:

- Kate Crosby Morrow, SCMA (kmorrow@scmedical.org; 800.327.1021)
- Schipp Ames, SCHA (sames@scha.org; 803.707.7185)

To obtain a speaker:

- Physician speakers: contact Kate Crosby Morrow, SCMA (kmorrow@scmedical.org; 800.327.1021)
- Hospital/Healthcare Organization speakers: contact Karen Reeves, SCHA (kreeves@scha.org; 803.280.0527)
- Hospice or palliative care speakers: contact Marisette Hasan, The Carolinas Center (mhasan@cchospice.org; 803.509.1021)
- Chaplain speakers: contact Mike Johnston, SC Society of Chaplains (Mike.Johnston1@anmedhealth.org; 864.512.1107)
- Attorney speakers: contact Cindy Coker, SC Bar (cindy.coker@scbar.org; 803.799.6653 Ext. 142)

Members of the SC Coalition for the Care of the Seriously Ill include:

SC Medical Association (SCMA), SC Hospital Association (SCHA), SC Nurses Association (SCNA), The Carolinas Center for Hospice and End of Life Care (TCC), SC Healthcare Ethics Network, SC Society of Chaplains, LifePoint, SC AARP, SC Bar, Lt. Governor's Office on Aging, SC DHEC Division of EMS and Trauma, SC Healthcare Association, Leading Age SC, SC Citizens Concerned for Life, SC DHEC, Carolinas Center for Medical Excellence, and various volunteers with expertise in specific areas such as law, social work, and policy.