

# Five Wishes® and Community Outreach

FIVE WISHES is a perfect resource to assist in getting your message out to the community.

Below are suggestions and ideas on how Five Wishes can help your organization reach out to the community to inform and promote National Healthcare Decisions Day.

## Tips before the presentation:

- It's best to ensure all staff and volunteers have a good understanding of the following before talking to the community at any activity: your organization's mission and purpose, *Five Wishes*, and the purpose of NHDD.
- For more information on the latter two, see the NHDD Toolkit at [www.AgingwithDignity.org/NHDD](http://www.AgingwithDignity.org/NHDD).
- When representatives conduct activities on behalf of your organization, have them wear sticker or buttons promoting NHDD. You can order a certain amount of free items from Aging with Dignity or download the template through our NHDD Toolkit and create your own.

## Suggested Activities:

- Conduct presentations at your facility or at community organizations such as:
- Kiwanis Club, Rotary International, Lions Club, etc.
- Faith communities
- Local businesses during lunches (Host "Brown Bag" talks about Five Wishes)
- Set up an exhibit at a local shopping center (mall or grocery store) about NHDD and advance care planning.
- Host a panel discussion about advance care planning prior to NHDD. Your local health care providers, attorneys and insurance companies make excellent panelist. Invite media to garner more attention to your event. (See media tips handout in NHDD Toolkit.)

- Be present at local health fairs
- Set up *Five Wishes* displays in your lobby or common areas
- Hold "lunch and learn" sessions for employees and members of the public using *Five Wishes*
- Work with local educational institutions and community colleges in targeting hard-to-reach groups, particularly young people
- Distribute the bilingual versions of *Five Wishes* in ethnically diverse communities
- Use custom versions of *Five Wishes* to emphasize and deliver specific messages tailored to your target audience.
- Use *Five Wishes* support materials, such as the award-winning *Five Wishes* instructional DVD
- Disseminate the *My Wishes* and *Voicing My Choices* pediatric and adolescent tools to youth populations.
- Partner with your library to display materials and potential exhibit on advance care planning.
- Distribute posters or flyers to healthcare offices and hospitals and strategic areas around town promoting advance care planning and/or an event in your area.
- Have a proclamation signed by local elected officials establishing the day as *Five Wishes* and Healthcare Decisions Day in your area. See our NHDD Toolkit for a Proclamation Template.
- Keep the media informed about your major activities by sending out news releases. For a template, see our NHDD Toolkit.
- Be a guest speaker on a radio or TV show
- Add an advance care planning/*Five Wishes* message to your voicemail during April.
- Download the *Five Wishes* PowerPoint Presentation in our NHDD Toolkit and customize it for your needs