

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 advance care planning and increase interest in your organization.

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 advance care planning.
- When representatives conduct activities on behalf of your organization, have them wear sticker or buttons promoting *Five Wishes*. You can order a certain amount of free items from Aging with Dignity .

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 advance care planning.
- Host a panel discussion about advance care planning. Your local health care providers, attorneys and insurance companies make excellent panelist. Invite media to garner more attention to your event.

- 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.
- Keep the media informed about your major activities by sending out news releases. For a template, see our Outreach Toolkit.
- Be a guest speaker on a radio or TV show
- Add an advance care planning/*Five Wishes* message to your voicemail
- Download the *Five Wishes* PowerPoint Presentation under Resources on our website and customize it for your needs