



West Virginia Healthcare Decisions Week April 16-20, 2012

National Healthcare Decisions Day (NHDD) is a collaborative effort of national, state and community organizations committed to ensuring that all adults with decision-making capacity in the United States have the information and opportunity to communicate and document their healthcare decisions. West Virginia will be participating in NHDD by proclaiming the entire week of April 16-20, 2012 West Virginia Healthcare Decisions Week. The West Virginia Center for End-of-Life Care (WVCEOLC) has coordinated West Virginia's participation in this national event since its inception five years ago. NHDD has been formally recognized by the US Congress, numerous state and local governments, and over 900 local and state organizations throughout the country. West Virginia has been one of the event's most active participants.

NHDD has a very useful, revamped website at www.nhdd.org with resources such as a press release, letter to the editor, event posters, and radio scripts under "Organize Your Community" that can be used to promote the event. The WVCEOLC has available an op-ed article adapted for West Virginia by Dr. Moss from the NHDD website that can be emailed to you. Please feel free to modify it further as you see fit and submit it under your name to your local papers.

Some innovative activities you might want to consider to promote the day include:

- First and foremost, lead by example—have you completed your advance directive yet?
- Partner with other local organizations to promote NHDD. You will reach and benefit more people if you do this with others rather than alone!
- Sponsor a community event or "town hall" meeting about advance care planning. Big events are more likely to generate media coverage than small presentations.
- Partner with local retail businesses by asking them to place a promotional flyer about NHDD in every bag.
- Distribute flyers about NHDD in local physician offices and other strategic locations such as elevators in public buildings.
- Distribute information to patients at healthcare facilities with their mid-day meal.
- Mention NHDD in your organization's/facility's telephone on-hold recording.

If you need assistance with planning or materials to distribute that day, please contact Cindy at cjamison@hsc.wvu.edu or at the phone number below. The WVCEOLC will list all participating organizations on the homepage of its website. Please let Cindy know the name and phone number of the person who will be coordinating the effort in your organization.

www.wvendoflife.org

Toll-free number

877-209-8086
