



Dear National Healthcare Decisions Day Team:

**IT'S HERE!** Today is the 10<sup>th</sup> Annual National Healthcare Decisions Day and the kick off of NHDD Week! Thanks for all you have done to get us to this day and to make NHDD a HUGE success--again. NHDD is entirely grassroots, and **you** make it happen.

**Schedule:** As a reminder, here's the "official" schedule for NHDD Week (but, as always, you are free to roll out your engagement however you see fit):

- **Sunday (4/16): Prepare**
  - A day to get resources together
- **Monday (4/17): Start with Yourself**
  - A day to think about your own healthcare decisions
- **Tuesday (4/18): Family/Friends/Loved Ones**
  - A day to discuss your wishes with others (and learn their wishes)
- **Wednesday (4/19): Spread the Word**
  - A day to tell others that you've engaged in advance care planning and encourage them to do the same
- **Thursday (4/20): Facilities Focus**
  - A day for healthcare providers of all sorts to promote advance care planning
- **Friday (4/21): Professionals Preparedness**
  - A day to ensure that all professionals (healthcare, clergy, legal, and others) understand and can promote advance care planning
- **Saturday (4/22): Reflection and Readiness**
  - Consider what worked well for NHDD week and file/share your advance care plans so they will be available if needed

**Social Media: Two years ago we got #NHDD trending on Twitter. Let's do it again for our 10<sup>th</sup> Anniversary. It only takes seconds.**

**RESOURCES:** Even if you have your own resources, please also direct patients, residents, clients, and the public to the resources at: <http://www.nhdd.org> It's all free! In particular, the videos on the homepage are great tools for getting conversations started.

**HOW ARE WE DOING?/HELP NHDD IMPROVE:** Please fill out the short survey found at this link: <https://www.surveymonkey.com/r/2017NHDDParticipantSurvey> Tell us how many people you reached, what you liked about NHDD, and what we can do better. I'll assemble a full report of activities as soon as I can.

**LEAD BY EXAMPLE:** As always, please encourage others by your example. Here's a simple message you can send/post to your family and friends:

Today is National Healthcare Decisions Day. I have had a talk about advance care planning with my loved ones. Have you? Free information, forms, tools, and great videos are at: [www.nhdd.org](http://www.nhdd.org) Do it today.

**And, here's a message short enough for Twitter:**

It's National Healthcare Decisions Day! Let's all talk about advance care planning. Free info and tools at: [www.nhdd.org](http://www.nhdd.org) #NHDD

**SPREAD THE WORD FURTHER:** In addition to clicking the links above, please share NHDD information with your members/contacts/colleagues by forwarding this email or a link to [www.nhdd.org](http://www.nhdd.org) or NHDD on [Facebook](#) or [Twitter](#) or [LinkedIn](#)

**JOIN US:** If you are receiving this email second-hand (or have not previously confirmed participation), please let us know who you are by completing the short participant confirmation here: <http://www.nhdd.org/join/>, which will help fill up our participants map.

**DON'T FORGET THE REST OF THE YEAR:** NHDD is our rallying day (week), but advance care planning is important throughout the year. Continue to use the NHDD resources and always be on the lookout for activities to make NHDD even better.

**KEEP THE STORIES/REPORTS/MEDIA HITS COMING:** I've been overwhelmed by stories about events/activities already, and I can't wait for more. Keep 'em coming.

**THANK YOU!** It is an honor to be working with you.

Nathan  
Chair  
National Healthcare Decisions Day Initiative  
[www.nhdd.org](http://www.nhdd.org) or [www.nationalhealthcaredecisionsday.org](http://www.nationalhealthcaredecisionsday.org)  
[Twitter](#) | [Facebook](#) | [LinkedIn](#)  
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*your decisions matter*

Sent by National Healthcare Decisions Day in collaboration with [The Conversation Project](#).  
Please reply to either [nhdd@ihi.org](mailto:nhdd@ihi.org) or [conversationproject@ihi.org](mailto:conversationproject@ihi.org).