

# National Healthcare Decisions Day

## MEDIA TALKING POINTS

### Key Messages:

- Modern medicine can do amazing things, but that can also require some very difficult decisions.
- Your loved ones can't act on your wishes unless they know what they are.
- It starts with a conversation. Talk about your values and experiences, what's important to you.
- It can be a bit scary at first, but it's a great gift for the people who care about you.
- For more information [attend this event at this time and place] OR visit [IdahoLivingAndDyingWell.Org](http://IdahoLivingAndDyingWell.Org).

### Usable Phrases:

- "Have the conversation."
- "Advance care planning is more than just a document. It's a process of planning and conversation"
- "This is a gift to your family."
- "Things can happen at any time, to any of us, and it's important to be prepared."
- "I feel so much better about my health care after talking about it."
- "Without the conversation, there can be confusion, conflict, and guilt in a situation that's already very stressful. With a plan in place, you can focus on the things that matter."
- [Agent] "I feel so much better prepared now. Without this conversation, I could be stuck guessing what they want. Now I think I could navigate that situation a lot better."

### Avoid:

- Focusing on the document  
(It's about the conversation.)
- Focusing exclusively on death  
(Planning is needed for a time a person cannot make his or her own health care decisions.)
- "Getting it done"  
(ACP is a process.)
- References to "death panels" or end-of-life politics  
(It doesn't matter.)