



FIVE WISHES[®]

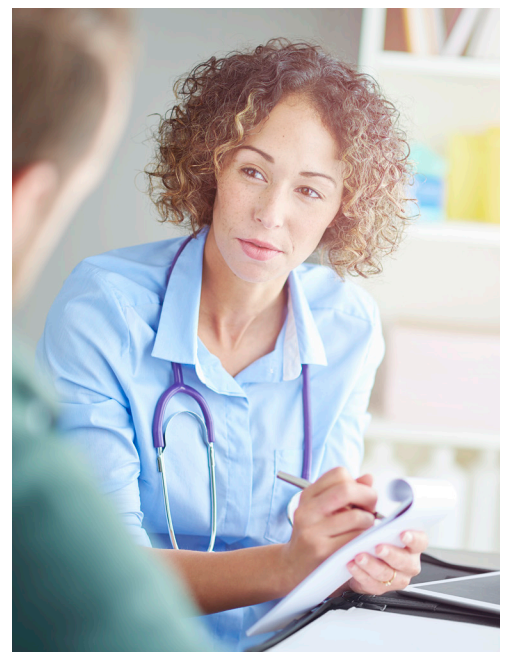
ADVOCATE TOOLKIT

[FiveWishes.org](https://www.FiveWishes.org)

A program of  Aging
with Dignity

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WELCOME LETTER

Starting the conversation about advance care planning and end-of-life care can be difficult. Together, we can make it easier. Thanks to the dedication of advocates and professionals like you, people are beginning the discussion earlier to voice their individual care wishes and plan for the challenges that may come with aging, serious illness, or disability.

As America's most frequently used living will, *Five Wishes* is a legal document that is easy to understand. It addresses the areas that matter most – the personal, emotional and spiritual, as well as the medical and legal. For partners who share *Five Wishes* with patients, members, clients and communities, it offers a turnkey resource to help begin and guide conversations on advance care planning.

As an ambassador of *Five Wishes*, your voice is essential in sharing this message, and we value your support. This toolkit serves as a guide for these efforts, and we can provide additional training resources, workshops and one-on-one assistance tailored to your needs and the communities you serve.

A handwritten signature in black ink that reads "Paul Malley". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

PAUL MALLEY, *President*

Aging with Dignity, creator of Five Wishes

WAYS TO ENGAGE

Provide a video or written testimonial about *Five Wishes*

Capture a statement sharing how Five Wishes has positively impacted your organization or a patient, client or member you serve

Host a community presentation

- Example opportunities could include presenting to a senior center, faith community organization, civic club, workplace, etc.
- If you have an event opportunity in mind, please describe this event, including how many attendees you expect and if you would like *Five Wishes* to provide any presentation materials to support: _____

Include an article about *Five Wishes* in organization newsletter and/or e-mail

Include a guest post from *Five Wishes* on organization blog

Serve as guest author for *Five Wishes* blog

Engage in media opportunities, such as:

- Letter to the editor
- Opinion editorial
- Press release
- Media interview

Engage in social media opportunities, such as:

- Sharing posts, news and videos on your social media channels
- Participate in a social media event like a Facebook live discussion

Opportunities at an industry conference you host or attend

- Example opportunities could include sharing *Five Wishes* at your exhibit, providing a breakout session on *Five Wishes* and how it can help support your organization's mission and goals, inviting a *Five Wishes* representative to serve as a key note speaker or join a panel discussion, etc.
- If you have a conference opportunity in mind, please describe this event, including how many attendees you expect and if you would like *Five Wishes* to provide presentation materials and/or attend and speak at this event: _____

FIVE WISHES RESOURCES

Five Wishes and its a comprehensive suite of tools and resources support organizations in accomplishing their mission and business goals.

CLINICAL EXCELLENCE

Patient Care - *Five Wishes* supports care planning and clinical excellence at time of admission, change of status, and time of need - and helps explore what brings each patient comfort and peace.



BUSINESS DEVELOPMENT

Referral Source Outreach - Customized *Five Wishes* and *Five Wishes* Conversation Guides are relevant, useful resources for referral partners. *Five Wishes* documents and resources encourage conversations about advance care planning at the earliest opportunity.



EMPLOYEE WELLNESS

Wellness Initiatives - *Five Wishes* documents and discussion starter resources for employees and their families can engage your staff in meaningful conversations.



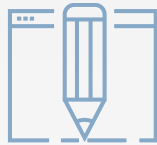
COMMUNITY OUTREACH

Five Wishes is a turn-key program for community education and building public awareness of your organization.



PROFESSIONAL DEVELOPMENT

Staff Training - *Five Wishes* online training modules, conversation guides, and clinical support materials help you easily provide solid education on advance care planning conversations.



HEALTHCARE PROFESSIONAL ENGAGEMENT

Professionals engaging in *Five Wishes* discussions demonstrate a humanistic approach to care, which adds to a sense of meaningful work.



CULTURAL AND LINGUISTIC COMPETENCE

Resources in Multiple Languages - *Five Wishes* is available in 29 different languages, helping you serve all of your patients and clients.



PATIENT AND SURVIVOR EXPERIENCE

Values-Based Care Conversations *Five Wishes* conversations explore patient and client values, demonstrate interest in care preferences, and leave survivors with increased confidence in decisions made at the time of death.



For more information about how your organization can use *Five Wishes* resources and training, contact Joanne Eason at Joanne@FiveWishes.org.

KEY MESSAGING

1. *Five Wishes* takes the guessing out of caring. It is a legal document that guides you through planning before a health crisis. More people have used *Five Wishes* for their living will or advance directive than any other document.
2. *Five Wishes* empowers you to voice your individual care wishes and bring them to the forefront of the discussion. It gives you and your loved ones the peace of mind that your wishes have been documented and can be honored. For families, it makes wishes known in writing to help end the guessing and provide comfort and assurance.
3. Though we don't like to think about it, a change in health or an accident can happen to any of us. That's why it's important for all of us, regardless of age or health, to have a plan that documents our health care wishes in case we become unable to make important treatment decisions, or communicate choices. If you don't designate the person you want to make your health care decisions, someone else will be chosen for you who may not know your wishes.
4. As America's most frequently used living will, *Five Wishes* is presented in easy to understand language to help you express your wishes in areas that matter most — the personal, emotional and spiritual, as well as the medical and legal. *Five Wishes* provides a means to legally document a health care surrogate, choices for medical treatment, comfort and care wishes, as well as what you want your loved ones to know.
5. *Five Wishes* is changing the way we talk about advance care planning by focusing on what matters most to you.



BEST PRACTICES FOR EFFECTIVELY COMMUNICATING YOUR MESSAGE

The following are best practices and tips to help you communicate your message in an authentic and engaging way, whether you are presenting to an audience, interviewing with the media or speaking one-on-one:

CORE PRINCIPLES FOR COMMUNICATING YOUR MESSAGE

1. Know your primary message and remember to communicate it at least once if not more
2. The Rule of Three: Support your message with three main points, anecdotes, facts, or examples
3. Be able to tell them “why” in 20 seconds

FOUR TIPS FOR ENGAGING AUDIENCES WITH YOUR MESSAGE

1. Determine Your Goals

- What information, belief, attitude, feeling or value do you want to convey?
- What action do you want to support?
For example, educating an audience on an issue, building brand loyalty and trust, establishing value or credibility, or influencing a specific behavior.

2. Know Your Audience & Tailor Your Message

- Who will you be sharing your message with? Determine who your key audiences are and what interests or motivates them.
 - When sharing your message with the media, your audience is ultimately going to be the individuals who will be reading, watching or listening to the story.
- Identify the top points that will resonate with your audience.
- Look for opportunities to personalize and authenticate your message by sharing a real-life story.

3. Be Prepared

- Prepare your message in advance to ensure that you are confident and comfortable with what you are going to say and how you are going to say it. Your passion, energy and belief in your message will engage your audience.
- Keep a copy of your key messaging with you when attending conferences, meetings, events, etc. that you can reference during any potential opportunities to share your message.
- Identify three supporting anecdotes, facts or examples relevant to your key messaging and target audience.

4. Be Yourself

- Use phrases, messages and tone of communication that feel natural to you and the audience you are reaching.
- Communicate honestly and genuinely. The more authentic your message, the more confident you will be in communicating it and the more impact it will have on other.

SOCIAL MEDIA GUIDE & BEST PRACTICES

The following are opportunities to engage with *Five Wishes* social media platforms and general best practices for managing and posting on social media channels:

1. Facebook:

- Like the *Five Wishes* Facebook page: facebook.com/5WishesOrg
- Try to keep your post copy under 40 characters
- Tag the *Five Wishes* Facebook page in your post
- Ideally, include multimedia assets in your post (link, photos, video)
- Evenings are ideal for posting, but due to algorithm it is different for everyone

2. Twitter:

- Follow the *Five Wishes* Twitter channel: twitter.com/5WishesOrg
- Keep your tweet under 100 characters
- Tag the *Five Wishes* Twitter channel in your tweet
- Ideally, include multimedia assets in your post (link, photos, video)
 - Media (such as images, gifs, etc.) no longer take up character count
- Best time to tweet are between 12-3pm
- Ideal hashtag length is 11 characters; use only 1 or 2 for highest engagement

3. LinkedIn

- Drive to the Aging with Dignity LinkedIn Page
- Since this is a more professional network, be mindful of the content you're creating and ensuring that it's audience specific
- Draw readers in with a catchy headline

- Ideally, include multimedia assets in your post (link, photos, video)
- Encourage discussion by asking questions and giving insights
- If writing a long-form article, syndicate this across your other social media channels, such as Instagram, Facebook and Twitter

4. Instagram

- While *Five Wishes* isn't on Instagram, feel free to utilize that channel to tell a story and discuss your support for the brand
- Catch your followers' eyes with videos, images or even an Instagram Live story
- If you wrote a blog post about *Five Wishes*, update your bio with the article link and drive people to visit the link in your profile to read
- Mondays and Thursdays tend to drive the most engagement
- The 3 - 4 p.m. time frame typically drives lower engagement in a workday
- Instagram hashtags are your best friend. Hashtags help you get discovered, archive content and participate with other trending topics

5. Video:

- If providing a video, try to keep the length under 45 seconds
- Avoid wearing stripes in your video
- Try to avoid featuring other brands and logos in the video

BEST PRACTICES FOR SHOOTING VIDEO WITH AN IPHONE

While not a professional camera, the iPhone can be a great tool for capturing testimonial videos and other footage. The following are a few tips and techniques that can improve your video dramatically.

1. Always shoot landscape/horizontally.

2. Use an iPhone 6s or higher, and change the record settings to 4K.

- This is a higher video format and will be helpful during the editing process.
- To set your phone to 4K:
 - Go to > **Settings**
 - Scroll down to > **Photos & Camera**
 - Tap > **Record Video**
 - Select > **4K at 30fps**
- 4K recordings take up a lot of space on your phone, so be sure to change the setting back when you are done.

3. Setting up the shot.

- iPhones work best in well-lit areas; choose an area with good lighting and do not use the internal camera light.
- If you are shooting an interview, lock the auto exposure and focus by tapping and holding the subject of your shot; AE/AF LOCK will appear on your screen in a yellow bar. This will assure that the exposure and focus do not change during the shot. Do not lock the AE/AF if you are shooting action shots.
- Adjust the exposure by dragging the sun icon up or down until the exposure looks correct (additional correction can be made in post-production).

4. If possible, use a smartphone mount and a tripod for a more stable shot.

5. The easiest, free way to transfer your video files (up to 10 GB) is to use WeTransfer. You can download the WeTransfer app for your phone and follow their instructions.

6. The following link also provides an iPhone shooting tutorial:

<https://wistia.com/library/shooting-video-with-an-iphone>

For more information or guidance on capturing video, please contact Joanne Eason at Joanne@FiveWishes.org

SAMPLE NEWSLETTER ARTICLE/BLOG POST

The following is a sample article for your website, newsletter or other member communications. Please feel free to use this template or contact us to help create a custom message for your audiences:

Now Is the Time to Plan

Though we don't like to think about it, a change in health or an accident can happen to any of us. That's why it's important for all of us, regardless of age or health, to make important decisions before a health crisis and have a plan that documents our wishes in case we become unable to make important treatment decisions or communicate our choices. This will give you the assurance that your wishes have been voiced and documented, as well as provide your loved ones with the peace of mind that they are honoring your wishes. If you don't designate the person you want to make your health care decisions, someone else will be chosen for you who may not know your wishes.

We know talking about advance care planning and end-of-life care is difficult. It's hard to know what to say or where to start.

A valuable resource to help start, guide and document this discussion is *Five Wishes*. More people have used *Five Wishes* for their living will or advance directive than any other document because it is presented in easy to understand language to help you express your wishes in the areas that matter most – the personal, emotional and spiritual, as well as the medical and legal. *Five Wishes* serves as a resource to guide you through planning before a health crisis, as well as a means to legally document a health care surrogate, choices for medical treatment, comfort and care wishes, as well as what you want your loved ones to know.

If you are interested in learning more about *Five Wishes* and advance care and end-of-life care planning, we'd love to help answer your questions and be a resource for you. You can also find out more about *Five Wishes* at www.FiveWishes.org.

Editor's note: If you are distributing Five Wishes, you may also point people directly to your organization or website for more information.

FREQUENTLY ASKED QUESTIONS

Q: IS *FIVE WISHES* A LEGAL DOCUMENT?

Yes! *Five Wishes* is used in all 50 states and in countries around the world. It meets the legal requirements of 42 U.S. states and the District of Columbia. In the other eight states, a completed *Five Wishes* can be used with the state's required form.

Q: IS *FIVE WISHES* AVAILABLE IN LANGUAGES OTHER THAN ENGLISH?

Yes! *Five Wishes* is available in 29 languages, as well as in Braille, to address the needs of an ethnically and culturally diverse nation. Like the English version, translated versions of *Five Wishes* are written in easy-to-understand language. Each translated version of *Five Wishes* carries a side-by-side English translation so that medical providers and others who speak only English can easily understand your wishes.

Q: CAN I ACCESS *FIVE WISHES* ONLINE?

Yes! In addition to the original 12-page booklet, *Five Wishes* is also available in an online format called *Five Wishes Online*, which allows users to complete their *Five Wishes* advance directive on a computer and save and print this document for signing/witnessing. *Five Wishes Online* users have unlimited free access to their document for a full year with renewal subscriptions available to make changes at a later date.

Q: CAN I CUSTOMIZE THE MATERIAL FOR MY ORGANIZATION?

Yes! *Five Wishes* can be customized with your organization's brand, logo and message to help share how your organization may be a resource for individuals as they discuss and plan for end-of-life care.