

# 2023 Forum on Aging in Rural Oregon

## Advance Directive Community Awareness Campaign: An innovative model for reaching an underserved community

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*Nuestra Comunidad Sana* of The Next Door, Inc.

Thank you to our partners:



## Objectives:

- State 3 parts of the Advance Directive awareness campaign.
- Gain access to resources developed in English and Spanish that you can use in your community.

# Agenda:

- Welcome
- Objectives and Agenda
- Overview of the Advance Directive (AD)
- How we got started
- AD information products
- Outreach approach
- How our work progressed
- Resources
- Questions and answers

## **An Advance Directive is a legal form where a person:**

- States what medical care they would want if in the future they could not speak for themselves.
- Chooses a health care representative to speak for them - only if they cannot speak for themselves.

## **The Bitter End**

RadioLab

Jan 15, 2013

<https://radiolab.org/podcast/262588-bitter-end>

## **The Town Where Everyone Talks About Death**

Planet Money

Mar 5, 2014

<https://www.npr.org/sections/money/2014/03/05/286126451/living-wills-are-the-talk-of-the-town-in-la-crosse-wis>

# Started with listening sessions:

**Facilitated by Community Health Workers (CHWs)** with English and Spanish speakers in Hood River and Wasco Counties of the Columbia Gorge, including a group of bilingual CHWs.

Goal: To learn what understanding and thoughts were about the AD and related topics.

**Facilitated by medical provider** with providers.

Goal: To learn what providers' interests and observations were related to the AD.

# Key findings from community listening sessions:

- Many do not know about the AD, especially so in Latinx/Spanish language Listening Session.
- Thinking about it and talking about it is very terrifying, uncomfortable, sad.
- Talking about it could make it happen.
- For those who knew about the AD, confusion between POLST (Portable Order for Life Sustaining Treatment) and AD.

## In Grant 2, we...

...did intensive outreach with Latino community in Spanish and also English.

- Spanish language radio
- Spanish language community Zoom meetings
- Orchards
- Community events like Covid vaccine and food distribution events



## Public Service Announcement and Radio Drama link:

<https://nextdoorinc.org/health-outreach-audio-files/>

“Announcement on the basics of what an Advance Directive is”

“Marcos’ tragedy: an Advance Directive helps in a stressful time”

## Current work (3<sup>rd</sup> grant)

To support Spanish speaking community members in starting to fill out their AD, or completing their AD:

- Attend existing events with info sheet and AD forms. Those who write contact info in form receive \$5 restaurant gift card.
- Hold four events to support people in understanding and starting to fill out their AD. Participants receive snacks, gift card and there is a raffle.



Advance Directive forms are available in English, Spanish, and several other languages. Scan the QR code to access the form in your preferred language.

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Los formularios de la Directiva Anticipada están disponibles en inglés, español y varios otros idiomas. Escanee el código QR a continuación para acceder al formulario en su idioma preferido.



Advance Directive Info Sheet and Difference between the  
Advance Directive and POLST in English

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Información sobre la Directiva Anticipada y Diferencia  
entre la Directiva Anticipada y el POLST en español



"Standard Public Service Announcement about the Advance Directive" and "Marco's tragedy: an Advance Directive helps in a stressful time" in Spanish

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"Anuncio estándar de servicio público sobre la Directiva Anticipada" y "La tragedia de Marcos: una Directiva Anticipada ayuda en un momento estresante"

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# Thank you!

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