



NATIONAL HEALTHCARE DECISIONS DAY

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NationalHealthcareDecisionsDay.org

National Healthcare Decisions Day Colleges & Universities Subcommittee

Tuesday, February 16, 2010
10:00am– 11:30am

MINUTES

Participants: Mary Beth Morrissey, Esq., Dr. Patricia Bomba, Penny Weller,
Lynne Palmiere, Colette Phipps, Bonnie, and Alexandra Zimmerman-O'Clare

Conference Call Goals:

1. Mary Beth Morrissey, chair, opened the meeting with introductions, welcoming subcommittee members who may not have been on the last call and asked everyone to introduce themselves. Mary Beth gave a recap of business discussed at the last meeting and reminded everyone that minutes of the meeting had been circulated. As discussed on the last call, Mary Beth and Dr. Bomba gave a summary description of the subcommittee's main goals to raise public awareness about health decision making and health care proxies in college and university communities, among students and administrators. Information about the project will also be shared with college and university admissions officers and the medical directors of student health services/centers as part of the education project.
2. Subcommittee members shared their experiences developing educational initiatives for college students. Lynne Palmiere mentioned use of "Sharing Your Wishes" in programs at her college and offered to share the NHDD summary of the program with subcommittee members (see attachment). Colette Phipps. asked what would be the "hook" to get students interested in this project. There was extensive discussion about this piece of the project implementation. Mary Beth referenced the suggestions made by Teddy Morrissey from the New House School of Communications on the last call including use of radio stations, inviting faculty to participate in planning, and development of a contest in which all the schools could have their students compete. Dr. Bomba shared information about the NHDD PSAs which are available through [Contact Us](#) on the Compassion and Support Web site. Videos for NHDD such as the [Community Conversation on Compassionate Care \(CCCC\) video](#) will also help to make more meaningful the personal experiences that young people may face such as car accidents, alcohol toxicity, or acute unexpected illness. The CCCC videos can be ordered through us of the [order form](#). Consensus was reached that a multimedia approach to the project will be most effective, as well as gaining access to a college and university database.
3. Dr. Bomba graciously offered to set up a separate Web page on the CompassionAndSupport.org site for this subcommittee listing the names, affiliations, and contact information for all members along with any flyers (PDFs) of events or activities. To request your flyer be added, please contact [Penny Weller](#). This will be extremely helpful in facilitating communication, especially for student subcommittee members. As new colleges and universities join our project, we can identify them on this Web page.

4. Colette P. also offered to post materials about the project on the Website for the Westchester County Department of Senior Programs and Services.

5. After discussion, the following activities were agreed upon for the continued work of the committee, some of which are ongoing undertakings:
- Expanding coalition membership to schools of law, social work and other undergraduate and graduate schools;
 - Accessing a university and college database for email circulations; accessing a database for medical directors of student health services;
 - Developing communication tools through PSAs, webinars, radio stations, and Websites;
 - Creation of a Web page on CompassionAndSupport.org Website.
 - Targeting the fall for development of a contest among the schools of communication for a sponsored prize.
 - Development of templates for outreach work in college communities.

The next conference call for the NHDD Coalition of Colleges and Universities will be on:

Thursday, March 11th at 9:00 am.

Conference Call Instructions:

Dial-in number: 1-800-747-5150 and Participant code: 2384514