



National Healthcare Decisions Day (NHDD) 2009
New York State Coalition

Outcomes Report

Patricia Bomba, M.D., F.A.C.P.
New York State Liaison, NHDD 2009
Chair, NHDD 2009 New York State Coalition
Vice President and Medical Director, Geriatrics, Excellus BlueCross BlueShield

Katie Richardson
Project Analyst, Geriatrics, Excellus BlueCross BlueShield

Introduction

Description of NHDD

National Healthcare Decisions Day is “a collaborative effort of national, state and community organizations committed to ensuring that all adults with decision-making capacity in the United States have the information and opportunity to communicate and document their healthcare decisions” (NHDD Case Statement, 2009). National Healthcare Decisions Day (NHDD) began in 2008 and is an annual event.

NHDD initiatives aim to help Americans understand the need for Advance Care Planning (ACP). Advance Care Planning is the process of planning for future medical care in case you are unable to make your own decisions. NHDD aims to educate Americans about the Advance Care Planning process. These steps that comprise the ACP process are summarized in the “[Five Easy Steps](#)” outlined and discussed on the CompassionAndSupport.org community Web site. The Five Easy Steps are described below.

Five Easy Steps:

1. Learn about Advance Directives
2. Remove Barriers
3. Motivate Yourself
4. Complete Your Health Care Proxy and Living Will
5. Review and Update

The Five Easy Steps emphasize the importance of having an individual express their medical preferences, clarify their values and beliefs, select a health care agent or spokesperson to make decisions for them in case they are unable to, and, most importantly, have conversations with their family members and other loved ones about their wishes.

Benchmark Data on Advance Care Planning Nationally

According to a Pew Research Center study in 2006, approximately 71% of Americans had thought about their end-of-life care treatment preferences, and 95% had heard of a Living Will, but only 29% had formally put their care preferences into writing in the form of a Living Will. In New York State, the Living Will is not a legally recognized document and therefore a Health Care Proxy form is required. In New York a Living Will can only be used to provide “clear and convincing evidence” of a person’s medical wishes for end-of-life care. When New Yorkers complete a Health Care Proxy form they are assigning someone to make medical decisions for them in case they are unable to do so.

National Healthcare Decisions Day in New York State

Creation of the NHDD New York State Coalition

In New York State the liaison for NHDD 2009 was Dr. Patricia Bomba, vice president and medical director, geriatrics, for Excellus BlueCross BlueShield and leader of the Community-wide End-of-life/Palliative Care Initiative. Dr. Bomba coordinated the creation of the NHDD 2009 New York State Coalition (Coalition) which is comprised of 126 organizations from across New York State (NYS). The organizations that collaborated on NHDD 2009 are listed on the [NHDD NYS Coalition Collaborators](#) web page of CompassionAndSupport.org. The complete list of Coalition Collaborators in 2009 is provided in the Appendix of this report.

Benchmark Data on Advance Care Planning in New York State

The best available data regarding Health Care Proxy completion in New York State was collected in 2008 through a telephone survey of Upstate New Yorkers commissioned by Excellus BlueCross BlueShield. The survey found that 88% of adults believe that it is very/fairly important that they have someone who could make medical decisions on their behalf if they were no longer able to do so. Yet, only 42% of adults surveyed had actually completed a Health Care Proxy and designated a health care agent to assume responsibility for making medical decisions. There is clearly a disconnect between the values of Upstate New Yorkers (88% said that it was important) and their actions (only 42% actually did something about it). The NHDD 2009 New York State Coalition aimed to address both issues to improve awareness and completion of Health Care Proxies among New Yorkers overall. The complete results of the survey are described in the [End-of-Life Care Survey of Upstate New Yorkers: Advance Care Planning Values and Actions, Summary Report, 2008](#).

NHDD New York State Coalition Goals

Based on the data available regarding knowledge about Advance Care Planning and Health Care Proxy completion, the NHDD NYS Coalition identified three key goals for NHDD 2009. They are:

- Increase conversations that lead to completion of Health Care Proxies
- Increase awareness of the [MOLST Program](#) in the community
- Ensure that [Family Health Care Decisions Act](#) (FHCDA) is passed in 2009

A [flyer](#) identifying these three goals was created and distributed to the Coalition via email. The flyer was also made available on the [NHDD New York State Coalition](#) page on CompassionAndSupport.org.

NHDD New York State Coalition Meetings

The NHDD NYS Coalition met three times beginning in January 2009 and ending at the end of March 2009 (just before NHDD). At the first meeting the Coalition agreed to create a subgroup to achieve the goal of ensuring that FHCDA was passed in New York in 2009. The NHDD NYS Coalition FHCDA Subgroup met four times beginning in January 2009 and ending in April 2009. The minutes of each of the group meetings (for both the NHDD NYS Coalition and the FHCDA Subgroup) are available on the [NHDD New York State Coalition](#) page on CompassionAndSupport.org.

The Role of CompassionAndSupport.org

Throughout NHDD 2009 CompassionAndSupport.org served as the hub for information about NHDD events and activities across New York for the public. CompassionAndSupport.org also housed the media hits that NHDD events received and provided the NHDD NYS Coalition with practical tools and resources to plan NHDD events and made information about upcoming Coalition meetings available. Three web pages were created for NHDD 2009 on CompassionAndSupport.org. The three pages and their functions are described below.

- [National Healthcare Decisions Day](#)
 - Lists NHDD activities across NYS, broken down by region and county
 - Organizations could request that their NHDD activities be posted
- [NHDD 2009 New York State Coalition](#)
 - Lists Coalition announcements, meeting schedules, and minutes
 - Informal NHDD plans and ideas from across NYS are posted here for others to use in developing their own plans and ideas for NHDD activities
 - Tools and resources for planning NHDD events are posted
 - Tools and resources for supporting FHCDA are posted
- [NHDD 2009 New York State Coalition Collaborators](#)
 - Lists all organizations collaborating in NHDD 2009 in NYS
 - Organizations interested in becoming collaborators could request to be listed

NHDD 2009 Data Collection and Reporting

In the first NHDD NYS Coalition meeting in January 2009 the group agreed to put together a formal report describing the NHDD 2009 activities in New York State and outlining any data collected in relation to NHDD 2009. This report is the culmination of data collection regarding NHDD 2009 activities and outcomes. The NHDD NYS Coalition believes that this report will create a strong evidence base to support continued education on advance directives and Advance Care Planning in New York and would reflect the collaboration and leadership across New York State as a part of NHDD. To accomplish this, an [electronic survey](#) was distributed to the NHDD NYS Coalition to collect data on the variables discussed below. The data was compiled, analyzed and summarized into this report.

It is important to note that the results of this survey are simply a snapshot of all of the NHDD activities that took place in New York State. The survey results relied heavily upon individuals responding to the survey and are not a complete reflection of all of the activities that took place. Given the methodology that we used these are the best estimates of what took place surrounding NHDD in New York State in 2009.

NHDD 2009 Follow-up Survey

Survey Objectives

The NHDD 2009 Follow-up Survey was intended to collect data about NHDD 2009 events and activities throughout New York State. Data was collected on a number of different variables including:

- Types of organizations that participated in NHDD
- Types of NHDD activities and number of participants per activity
- Venues for NHDD activities
- Number of people who completed an advance directive during an NHDD activity
- Media and advertising utilized to promote NHDD activities
- Media and news coverage provided on NHDD activities
- Evaluation of NHDD activities
- Evaluation of the NHDD New York State Coalition

Methods

Links to the online NHDD 2009 Follow-up Surveys were distributed via email. The link to the online survey was sent to all members of the NHDD New York State Coalition as well as anyone who participated in the NHDD NYS Coalition meetings or was included on the NHDD NYS Coalition electronic mailing list due to their role as a healthcare leader in New York State. Overall, Dr. Bomba emailed the link to the survey to 423 individuals. It is worthy to note that many of these individuals participated in several organizations and/or coalitions across the state and therefore while 423 individuals received the survey the number of unique organizations and coalitions represented in the survey mailing was significantly fewer. Dr. Bomba sent out one reminder email to all 423 individuals several weeks after the initial email requesting completion of the NHDD 2009 Follow-up Survey was sent.

Survey Response Rates

Of the 423 individuals who received the survey the response rate was approximately 6.4%, with 27 individuals completing the survey. Again, it is helpful to understand that the individuals who responded to the survey were responding for an organization or coalition. The NHDD 2009 Follow-up Survey responses represented 24 unique organizations and/or coalitions. Given that there are 126 organizations/coalitions on the NHDD NYS Coalition the organizational response rate to the survey was approximately 19.0%. The responses covered 21 of New York State's 62 counties (33.9%).

Organizations that Participated in NHDD

Responses to the NHDD 2009 Follow-up Survey were received from 24 unique organizations and/or coalitions in total. There were seven different hospitals, two nursing homes, two hospice providers, three coalitions/consortiums, two law firms, three government agencies, one insurance company, and four organizations that classified themselves as "other," and represent the fields of healthcare communications (1), health consulting (2), and providing social services for the aging (1).

NHDD Activities, Participants, and Venues

The completed surveys combined with information taken from activities listed on the NHDD web page indicate that there were over 80 NHDD events or activities held across New York State. Fifty of these events were reported on in the NHDD 2009 Follow-up Survey. A breakdown of these activities in terms of which groups of people were educated, what topics were covered, how many people participated per activity, and where the events were held is provided in the tables below. Specific NHDD activities are highlighted in the section below.

Types of NHDD Activities	Number of Events
Activity about advance care planning for employees	13
Activity about advance care planning for professionals	12
Activity about advance care planning for the community	14
Activity about MOLST for professionals	6
Activity about MOLST for the community	5
Total Number of Activities	50

Number of Participants per Activity Type	Number of Attendees
Activity about advance care planning for employees	580-835
Activity about advance care planning for professionals	603-825
Activity about advance care planning for the community	403-725
Activity about MOLST for professionals	417-445
Activity about MOLST for the community	100-205
Total Number of Participants	2103-3035

Venues for NHDD Activities	
Health Fair	1
Healthcare Facility	12
Mall	1
Senior Center	4
College Campus	2
Other	14

The “other” venues for holding NHDD activities primarily fell into one of the following categories: libraries, adult housing facilities, religious centers, county departments of senior services, medical offices, and pharmacies.

The majority of participants in NHDD activities were involved at a healthcare facility (910 people) or at a venue that fell into the “other” category (870 people).

Highlighted NHDD Activities that Supported the New York State Coalition’s Goals

There were many NHDD activities that took place in the months around April 16, 2009 and the data surrounding these activities is discussed further in sections below. There are several activities that were specifically aimed at supporting the NHDD New York State Coalition’s goals and deserve to be highlighted given the unique groups involved and the planning and coordination required across New York State – from New York City and Long Island to Upstate, Western and Central New York.

Activities to Support Completion of Health Care Proxies

- The NHDD NYS Coalition worked to obtain a [Governor's Proclamation](#) from Governor David Paterson that April 16, 2009 was declared NHDD in New York State.
- The Medical Society of the State of New York (MSSNY) and Excellus BlueCross BlueShield launched a [public education campaign](#) around Advance Care Planning.
- The MSSNY and Excellus BlueCross BlueShield developed [public service announcements](#) (PSAs) that have been aired across New York. These PSAs are focused on educating New Yorkers about the importance of Advance Care Planning and the need to complete traditional advance directives like the Health Care Proxy and Living Will.
- The New York State Bar Association (NYSBA) and Excellus BlueCross BlueShield partnered to co-brand a revised and enhanced [Advance Care Planning Booklet](#) that is distributed through the NYSBA to legal professionals throughout New York State.
- Excellus BlueCross BlueShield revised the [Advance Care Planning Booklet](#) to align with the Five Easy Steps and include information about the MOLST Program.
 - At the time of printing, approximately 20,000 Advance Care Planning Booklets were already ordered. Over 30,000 more Booklets were distributed throughout the month of NHDD.
- Dr. Bomba was featured on New York State Office for the Aging (OFA) Director Michael Burgess's television show titled "[Aging and You.](#)" Dr. Bomba discussed Advance Care Planning and the MOLST Program.
 - As a follow-up to this television program Dr. Bomba, as leader of the NHDD NYS Coalition, will be distributing information about [Community Conversations on Compassionate Care \(CCCC\), an Advance Care Planning program](#), and the MOLST Program to all 62 of New York's County OFAs.
- The Chi Eta Phi nursing sorority's Northeast Regional Conference was held in Rochester, NY on NHDD. Dr. Bomba was the keynote speaker and discussed Advance Care Planning and the MOLST Program. The sorority often focuses on issues of diversity, which need to be addressed when discussing Advance Care Planning and end-of-life care. Chi Eta Phi is supportive of taking on efforts to expand the CCCC Program nationally.
- In the Albany area a collaborative effort of a law school, hospital and hospice providers and advocacy organizations led to a successful and unique interdisciplinary NHDD event.
- A presentation made by Dr. Bomba at the American College of Physician's Puerto Rico Chapter Conference covered Advance Care Planning and the MOLST Program.
 - Dr. Bomba also discussed NHDD with conference attendees. This sparked interest in NHDD in Puerto Rico and resulted in connections being made there and NHDD events were ultimately held.
- Enhancement of CompassionAndSupport.org to include:
 - A [Trainers Database](#) so New Yorkers can find individuals trained in MOLST or CCCC to educate their communities or facilities.
 - The [Compassion And Support Video Library](#) to house all of the Web site's videos for MOLST and Advance Care Planning education, as well as the MSSNY Public Service Announcements.

Activities to Support Awareness and Expansion of the MOLST Program

- Four all-day MOLST Conferences were held in the months surrounding NHDD in order to educate professionals across New York about the MOLST Program. These conferences took place across the entire state, including New York City, the North Country, the Utica area and the Southern Tier.
 - Approximately 400 professionals were trained in these eight-hour conferences about the MOLST Program.
- Many shorter two- or three-hour MOLST training sessions were held to educate professionals and community members about the MOLST Program. All key regions of the state were covered with these programs including New York City, Long Island, the Hudson Valley, the North Country, the Southern Tier and Central and Western New York.
 - More than 900 professionals and community members were educated through these shorter MOLST presentations across New York State.
- Enhancement of CompassionAndSupport.org to include:
 - A [Trainers Database](#) so New Yorkers can find individuals trained in MOLST or CCCC to educate their communities or facilities.
 - The [Compassion And Support Video Library](#) to house all of the Web site's videos for MOLST and Advance Care Planning education, as well as the MSSNY Public Service Announcements.

Activities to Support the Passage of Family Health Care Decisions Act

- Enhancement of CompassionAndSupport.org to include:
 - [Advocacy](#) page to address Family Health Care Decisions Act and create a link with [MSSNY's Grassroots Action Center](#) to reach out to NYS legislators.
- The Fellows from the Community Health Foundation of Western and Central New York assisted in identifying [stories of real New Yorkers](#) who would have benefitted from Family Health Care Decisions Act (FHCDA). The stories are posted on the [Advocacy](#) page of CompassionAndSupport.org.
- The creation of a letter by the NHDD NYS Coalition FHCDA Subgroup, which is now posted in [MSSNY's Grassroots Action Center](#), to be submitted to New York State legislators by citizens of New York in order to encourage the Assembly and the Senate to pass FHCDA in 2009.
- The NHDD NYS Coalition FHCDA Subgroup working to have the media cover FHCDA in [television segments, news articles, op-ed pieces and other media](#) across New York State.

Number of Advance Directives Executed

Respondents were asked about whether individuals who attended their activities chose to execute a Health Care Proxy or Living Will at the event. The majority of respondents (21, or 77.8%) said that they were unsure of how many people might have done this at their event. Six respondents were able to estimate the number of advance directives executed at their events. Five of them believed that 1-20 people executed directives at their event(s). One respondent thought that 21-40 people executed directives at their event(s). Totaling these numbers provides a best estimate of people who executed directives across NYS through NHDD events. Approximately 26-140 people executed directives.

NHDD activity organizers indicated that they were primarily focused on helping people understand the importance of having a conversation about their future healthcare wishes and encouraging them to sit down with their families at some other point to complete the forms. This approach to NHDD events is in line with the Five Easy Steps method to complete Advance Care Planning and is preferred by the NHDD NYS Coalition. The Coalition believes that it is preferable to have people *not* execute advance directives on the spot, and rather go home and have a thorough conversation with their health care agent, family, and loved ones and then complete the forms.

Media and Advertising Utilized to Promote NHDD Activities

Approximately 108 media and advertising activities were associated with NHDD events in NYS. Popular methods of advertising were through posters, flyers, and emails to small groups. Newsletters, mass emails, Web site advertisements and press or news releases were also common. A detailed breakdown of media and advertising utilized can be viewed in the chart below.

Media and Advertising Utilized	
Posters	17
Flyers	15
Table Toppers	7
Newsletters	9
Emails to Small Groups	11
Mass Emails	9
Op-ed Pieces	1
Press/News Releases	9
Radio Shows	4
Social Networking Web Sites	0
Web Site Advertisements	9
TV Advertisements	1
Newspaper Advertisements	7
Radio Advertisements	2
Other	7
Total Media and Advertising	108

Media and News Coverage Provided on NHDD Activities

According to the NHDD 2009 Follow-up Survey, approximately 13 news and media programs provided coverage of NHDD events and activities. Respondents were also requested to provide links to the media or news coverage if it was available online. These links were then included in a special NHDD section on the Current News page of CompassionAndSupport.org. If notice of media and news coverage was provided to CompassionAndSupport.org staff outside of the survey then those media hits were also listed on the Current News page. There are 23 links to news and media coverage about NHDD provided on CompassionAndSupport.org. Therefore the amount of media and news coverage reported in the survey was significantly under-reported. A detailed breakdown of media and news coverage provided on NHDD activities (as taken from survey respondents) can be viewed in the chart below.

Media and News Coverage	
Newspaper	3
TV	2
Radio	4
Magazine	0
Web site	1
Other	3
Total Media and News Coverage	13*

*Please note that the total media and news coverage provided for NHDD activities was significantly under-reported by the survey respondents, as described in the section above.

Evaluation of NHDD Activities

Respondents were asked to describe what the most effective part of their NHDD events or activities was, as well as address how they believed that their NHDD event or activity could have been improved. These detailed and descriptive responses were consolidated into the following lists to highlight the strongest themes of what was most effective and what could be improved.

Most Effective:

- Handing out booklets about Advance Care Planning or providing information about Advance Care Planning along with Health Care Proxy forms.
- Utilizing storytelling to help event attendees understand the critical nature of Advance Care Planning.
- Have medical personnel trained in Advance Care Planning available at the event to answer questions about the process or form completion.
- Situating the NHDD activity within the context of other community events likely to draw large numbers of people.
- Having the County Executive declare April 16 as National Healthcare Decisions Day to promote awareness of Advance Care Planning.
- Obtaining news coverage of NHDD events to ensure that they were well-attended and that a maximum number of people learned about Advance Care Planning.

Opportunities for Improvement:

- Ensuring that NHDD events receive appropriate news and media coverage to generate higher attendance.
- Better venues for events to ensure more exposure.
- Starting to plan the NHDD event early in order to become visible in the community.
- Choosing to focus on NHDD at community events that are already taking place – creating an NHDD booth at a health fair, for example.
- Having attendees do a pre- and post-event survey about Advance Care Planning completion to collect more data.
- Include human interest stories about people who would have benefitted from Advance Care Planning, as well as some stories about those who did benefit from Advance Care Planning.
- Include providers and insurance companies in outreach efforts to get the attention of patients and families about Advance Care Planning.
- Avoid holding the NHDD event on the same day as another major event that is likely to take precedence in the media.
- Devoting more time for the presentation and answering questions.
- Doing more of the Advance Care Planning training online, particularly in the work setting as many people are too busy to attend a meeting during the day, but are more willing to do training online.

Evaluation of NHDD New York State Coalition

The majority of respondents to the NHDD 2009 Follow-up Survey found that NHDD NYS Coalition meetings were somewhat to very helpful (92.6%) and were done at the right frequency (92.6%). The majority of respondents also believed that utilizing CompassionAndSupport.org to post meeting announcements and minutes (96.3%), NHDD events and activities as well as plans and ideas (100%) and list NHDD NYS Coalition Collaborators (100%) was somewhat to very helpful. The detailed breakdown of this data can be viewed in the tables below.

Frequency of NHDD NYS Coalition Meetings	
Too frequent	1
Just right	25
Too infrequent	1

	Very Helpful	Somewhat Helpful	Not Helpful
Utilizing CompassionAndSupport.org for meeting announcements and posting meeting minutes	14	12	1
Utilizing CompassionAndSupport.org to post NHDD events/activities and NHDD event plans/ideas	15	11	0
Utilizing CompassionAndSupport.org to list Coalition Collaborators	17	10	0
NHDD NYS Coalition meetings overall	14	11	2

Conclusion

Outcome of NHDD 2009

National Healthcare Decisions Day 2009 in New York State was a great success. As described previously, NHDD activities and events spanned New York State – from Downstate through Upstate and Western New York. The activities described in this report truly only represent a snapshot of everything that took place surrounding NHDD 2009. Records of many other NHDD events and media coverage were provided anecdotally, often through verbal communication, and are not included or described in this report. As NHDD becomes an established event in New York State it is expected that participation and media coverage will only improve.

Lessons Learned for NHDD 2010 and Beyond

The success of NHDD 2009 required an extraordinary amount of coordination and planning from individuals across New York State. Some of the most critical elements learned from this experience with NHDD are:

- Designing an inclusive group of leaders in the healthcare, legal and other professional fields to form the NHDD NYS Coalition expanded the reach of NHDD across New York and ensured that large numbers of New York State citizens were educated about Advance Care Planning (ACP).
- Encouraging organizations to sign on as NHDD NYS Coalition Collaborators and posting the names of those organizations on CompassionAndSupport.org was very much appreciated. It allowed Coalition members to reach out to each other and provided recognition for those organizations that took initiative and became involved with the NHDD effort.
- For planning NHDD in future years in New York, it will be helpful to start coordinating the Coalition, gaining collaborators, and beginning to plan activities and events very early – in the fall of the previous year. For example, planning for NHDD 2010 activities will begin in the fall of 2009.
- Future NHDDs will include an expanded structure of leadership within the NHDD NYS Coalition and for NHDD activities. This will be helpful in dividing the work on NHDD and ensuring that NHDD plans across the state are well-coordinated in all regions. There is ample opportunity for more involvement and leadership in the NHDD NYS Coalition.
- Professionals and community members wanted speakers about ACP to attend events throughout New York. Developing a database of individuals trained in CCCC as well as MOLST facilitates better access for the public to find individuals who can speak on ACP topics. In 2009 the CompassionAndSupport.org [Trainers Database](#) was launched on April 16; however it was just a simple list of people trained in the MOLST and CCCC Programs and was made available too late for many NHDD 2009 events. For NHDD 2010 an interactive database of trainers will be made available so that finding the right trainer for a specific event or activity will be easier.
- It would be helpful to create a NHDD NYS Coalition Communications Subgroup in future years as a barrier to the success of specific NHDD events in 2009 was a lack of publicity and media coverage.

Appendix

NHDD 2009 New York State Coalition Collaborators

Lead Organization

[Community-wide End-of-life/Palliative Care Initiative](#)

Statewide Professional Organizations

[Healthcare Association of New York State](#) (HANYS)

[Hospice and Palliative Care Association of NYS](#) (HPCANYS)

[Long Term Care Community Coalition](#) (LTCCC)

[Medical Society of the State of New York](#) (MSSNY)

[New York Chapter, American College of Emergency Physicians](#) (NYACEP)

[New York Chapter, American College of Physicians](#) (NYACP)

[New York State Association of Health Care Providers](#)

[New York State Association of Homes and Services for the Aging](#) (NYAHS)

[New York State Bar Association](#) (NYSBA)

[New York State Bar Association - Health Law Section](#)

[New York State Bar Association - Elder Law Section](#)

[New York State Health Facilities Association](#) (NYSHFA)

[New York State Nurses Association](#)

[New York State Society of Physician Assistants](#) (NYSSPA)

[Nurse Practitioner Association of New York State](#) (NPANYS)

[State Society on Aging of New York](#) (SSANY)

[Women's Bar Association of the State of New York](#)

State Government

[New York State Department of Health](#) (NYSDOH)

[New York State Office for the Aging](#) (NYSOFA)

[New York State Bureau of Emergency Medical Services](#)

[New York State Emergency Medical Advisory Committee](#) (SEMAC)

[State EMS Council](#) (SEMSCO)

Statewide Community, Religious and Patient Advocacy Organizations

[Family Decisions Coalition](#)

[New York Citizens Committee on Health Care Decisions](#) (NYCCHCD)

[Compassion and Choices of New York](#)

[New York Legal Assistance Group](#) (NYLAG)

[New York State AARP](#)

New York State Community of Churches

[Alternatives to Marriage Project](#)

[Empire State Pride Agenda](#)

[New York State Right to Life Committee](#)

[New York Statewide Senior Action Council](#)

[New York State Association for Retarded Children/Citizens](#) (NYSARC)

[New York Civil Liberties Union](#) (NYCLU)

[Lutheran Statewide Advocacy](#)

Regional Professional Organizations

Association of African-American Gerontologists

[Association of the Bar of New York City](#)

[Chi Eta Phi Sorority for Registered Nurses, Beta Chi Chi Chapter](#)

County Nursing Facilities of New York

[Fordham University Ravazzin Center on Aging](#)

[Greater New York Hospital Association](#) (GNYHA)

[Greater New York Health Care Facilities Association](#) (GNYHCFA)

[Monroe County Medical Society](#) (MCMS)

Nassau County Long Term Care Ombudservice

[Service Employees International Union, United Healthcare Workers East 1199](#)

[Volunteer Legal Services Project](#)

Regional Government

[Monroe County Adult Protective Services](#)

[Town of Brighton](#)

Regional Community, Religious and Patient Advocacy Organizations

NHDD 2009 Rochester Region Coalition

ARCH: Aging Resources Consultation and Help

[American Cancer Society](#)

[American Jewish Congress](#)

[Brighton Volunteer Ambulance](#)

[CancerCare](#)

[Capital Area Consortium on Aging and Disability](#) (CACAD)

[Center for Medical Consumers](#)

[Chautauqua County Health Network](#) (CCHN)

Coalition for Health Care Decision-Making

[Coalition of Institutionalized Aged and Disabled](#)

Coalition of New York State Alzheimer's Association Chapters

[Consumers Union](#)

[DecideYourCare.org](#)

[Disabled in Action of Metropolitan New York](#)

EXPLORE, Plattsburgh

[Friends and Relatives of the Institutionalized Aged](#)

[Gay Men's Health Crisis](#)

[Hospice and Palliative Care of Westchester](#)

[Institute for the Puerto Rican/Hispanic Elderly](#)

[JPAC for Older Adults](#)

[Legal Assistance of Western New York \(LawNY\)](#)
[Lifespan, Rochester](#)
[Monroe County Legal Assistance Center \(MCLAC\)](#)
[The New York Academy of Medicine](#)
New York City Substate Long-Term Care Ombudservice
[Older Women's League \(OWL\)](#)
[The Retirees Association of DC 37](#)
[Roman Catholic Diocese of Rochester](#)
Save our Services on Long Island (SOS-LI)
[Sharing Your Wishes Collaborative, Allegany County](#)
[Sharing Your Wishes Collaborative, Cayuga County](#)
[Sharing Your Wishes Collaborative, Erie County](#)
[Sharing Your Wishes Collaborative, Genesee County](#)
[Sharing Your Wishes Collaborative, Niagara County](#)
[Sharing Your Wishes Collaborative, Onondaga County](#)
[Sharing Your Wishes Collaborative, Tompkins County](#)
[Spanish Speaking Elderly Council-RAICES](#)
[Southern Tier End of Life Coalition](#)
Suffolk County Long Term Care Ombudservice
[Temple Sinai, Buffalo](#)
[Upstate New York Hospice Alliance, Inc.](#)
[Westchester County Chapter of The Links, Inc.](#)
[Westchester End-of-Life Coalition](#)
Westchester End-of-Life Consortium
Westchester Health Action Coalition
[Western New York Ethics Committee Network](#) (UB Center for Clinical Ethics)
[Women's City Club of New York](#)

Healthcare Providers

[Alice Hyde Medical Center](#)
Chautauqua Integrated Delivery System
[Department of Bioethics, Long Island Jewish Medical Center](#)
[Episcopal SeniorLife Communitites](#)
[Finger Lakes Geriatric Education Center](#)
[The Gables at Brighton](#)
[Hospice of the North Country](#)
[Hospice & Palliative Care, Inc.](#)
[Hospice and Palliative Care of St. Lawrence Valley](#)
[Jamaica Hospital Medical Center](#)
[Jewish Home and Hospital](#)
[Lifetime Care: Home Health and Hospice](#)
[Monroe Community Hospital](#)
[New York City Health and Hospitals Corporation](#)
[North Shore University Hospital](#)

[The Community Hospice](#)
[Southern Tier Hospice and Palliative Care](#)
[St. Ann's Community](#)
[St. James Mercy Health System](#)
[United Hospice of Rockland](#)
[University of Rochester Medical Center](#)
[VNR Home Care Services](#)
[Visiting Nurse Service of New York](#)
[Visiting Nurse Service of Rochester](#)

Insurance Companies

[Excellus BlueCross BlueShield](#)
[Univera Healthcare](#)
[MedAmerica Insurance Company](#)
[Evercare](#)
[MVP Healthcare](#)

NHDD 2009 Events Listing on CompassionAndSupport.org

Statewide NHDD Events and Activities

- [Governor Paterson proclaims April 16 as Healthcare Decisions Day!](#)
- [MSSNY and Excellus BCBS Launch Public Education Campaign](#)
- [MSSNY Advance Care Planning Public Service Announcements Aired Statewide](#)
- [Excellus BCBS Updates Advance Care Planning Booklet](#)
- [Excellus BCBS and New York State Bar Association Collaborate on Revised ACP Booklet](#)

Regional NHDD Events and Activities

Rochester Area

Monroe County –

April 13: ACP Lunch & Learn at EBS in Rochester, 12-1pm in the Lrg Conf Rm

April 14: ACP Lunch & Learn at MedAmerica, 12-1pm in the Ontario Room

April 15: To Tube Feed or Not To Tube Feed: That is the Question at U of R [more](#)

April 16: Advance Care Planning & MOLST Review at Episcopal SeniorLife [more](#)

April 16: ACP Lunch & Learn at Excellus BCBS at Court St., 12-1pm Room 650

April 16: ACP Lunch & Learn at Excellus BCBS Techniplex, 12-1pm Room 142

April 16: ACP Lunch & Learn at Lifetime Care, 12-1pm and 2-3pm in Ed. Rm. A

May 4: Writing Your Final Chapter: The Role of MOLST at Lifespan [more](#)

May 12: Latino Day at the Lilac Festival, Highland Park, 9am-7pm

May 21: Writing Your Final Chapter: The Role of MOLST at Lifespan [more](#)

Chemung County –

Livingston County –

Ontario County –

Schuyler County –

Seneca County –

Steuben County –

April 7: ACP Community Presentation at Salvation Army in Hornell, 9-10am >[more](#)

April 14: ACP Community Presentation at Senior Nutrition Site in Hornell [more](#)

April 21: ACP Community Presentation at OFA Senior Nutrition Site in Hornell [more](#)

Wayne County –

April 16: Legal Issues for Seniors at Wayne County Health Services [more](#) (see p.2)

Yates County –

Buffalo Area

Allegany County –
Cattaraugus County –
Chautauqua County –

April 20: ACP & MOLST Presentation at Total Senior Care in Olean, NY 12-3pm [more](#)

Erie County –

April 16: ACP Lunch & Learn at Univera Healthcare, 12-1pm in the Board Room

April 16: Coalition for Medicare Choices Community Meeting, Temple Beth Zion [more](#)

Genesee County –
Niagara County –

April 16: Sharing Your Wishes at Niagara Falls Library (1425 Main St.) [read more](#)

April 16: Sharing Your Wishes at Lockport Library (23 East Ave.) [read more](#)

Orleans County –

April 16: Sharing Your Wishes at Community Action in Albion (409 E. State St.) [more](#)

April 16: Sharing Your Wishes at Office for the Aging in Albion (County Building) [more](#)

April 16: Sharing Your Wishes at Swan Library in Albion (4 Main St.) [more](#)

April 16: Sharing Your Wishes at Community Library in Holley (86 Public Sq.) [more](#)

April 16: Sharing Your Wishes at the Library in Lyndonville (15 N. Main St.) [more](#)

April 16: Sharing Your Wishes at the Hospital Lobby in Medina (200 Ohio St.) [more](#)

April 16: Sharing Your Wishes at Lee Whedon Library in Medina (620 W. Ave.) [more](#)

Wyoming County –

Central New York

Broome County –

April 14: Advance Care Planning Educational Booth at Oakdale Mall [read more](#)

April 15: Advance Care Planning Educational Booth at Oakdale Mall [read more](#)

April 16: Advance Care Planning Educational Booth at Lourdes Atrium [read more](#)

April 16: Advance Care Planning Educational Booth at Bridgewater Lobby [read more](#)

April 16: Advance Care Planning Educational Booth at Oakdale Mall [read more](#)

April 17: Advance Care Planning Educational Booth at UHS [read more](#)

April 21-May 19: Weekly "Preparing Now" Series at Beautiful Plains Church [more](#)

April 22-May 20: Weekly "Preparing Now" Series at St. Michael's Church [read more](#)

Cayuga County –

Chenango County –

Cortland County –

Herkimer County –

April 14: ACP Lunch & Learn at Excellus BCBS in Utica, 12-1pm in CR-C

Jefferson County –

Lewis County –

Madison County –

Oneida County –

Onondaga County –

April 16: ACP Lunch & Learn at Excellus BCBS, Butternut St, 12:30-1:30pm in Lewis

Oswego County –

St. Lawrence County –

Tioga County –

Tompkins County –

April 29: Diversity and End-of-Life Care at Cornell Cooperative Extension [read more](#)

Capital District

Albany County -

March 30: Decide for Yourself: A Program on Advance Directives [read more](#)

April 16: NHDD Event at Albany Law School [read more](#) [news release](#) [flyer 2](#) [flyer 3](#)

Clinton County -

Columbia County -

Delaware County -

Essex County -

Franklin County -

May 13: Peace of Mind for Patients & Families: Making Our Medical Wishes Known [more information](#)

May 14: MOLST: A Community-Wide Approach to Improving Care at the End-of-Life [brochure and registration](#)

Fulton County -

Greene County -

Hamilton County -

Montgomery County -

Otsego County -

April 16: Complete Your Health Care Proxy at Bassett [read more](#) [Why ADs Matter](#)

Rensselaer County -

April 6: Decide for Yourself: A Program on Advance Directives [read more](#)

Saratoga County -

March 31: Decide for Yourself: A Program on Advance Directives [read more](#)

Schenectady County -

April 2: Decide for Yourself: A Program on Advance Directives [read more](#)

Schoharie County -

Warren County -

Washington County -

New York Metropolitan Region - New Rochelle Area

Dutchess County -
Orange County -
Putnam County -
Rockland County -
Sullivan County -
Ulster County -
Westchester County -

Feb 25: Community-Wide Program for Community Members [read more](#)

March 3: Community-Wide Program for Professionals [read more](#)

April 5: Building Healthier Lives Together Family Health Fair [read more](#)

April 16: Health Care Proxy Completion at Libraries [website flyer](#)

New York Metropolitan Region - Long Island Area

Nassau County -
Suffolk County -

New York Metropolitan Region - New York City Area

Bronx County -
Kings County -

April 28: Attorneys Grimaldi, Yeung-Ha and Shaikh will provide training on health care proxies at Narrows Senior Center, 1230 63rd St., 11am-12pm. [Grimaldi & Yeung, LLP](#)

April 29: Attorneys Grimaldi, Yeung-Ha and Shaikh will provide training on health care proxies at the Warbasse House, 425 Neptune Ave., Rm 2B, 2-3pm [Grimaldi & Yeung, LLP](#)

New York County -

March 14: LINKS Free Educational Seminar on Advance Directives [read more](#)

April 8: GNYHCFA Issues Memo re: NHDD [read the memo](#)

Queens County -

April 7: Taking the Mystery Out of the MOLST Program [info and registration](#)

Richmond County -