

NHDD 2011 NUMBERS:

I'm thrilled to report that we have over 110 national organizations and at least 1,184 state/local organizations confirmed--plus countless others who are engaging in activities for NHDD. We are in the process of lighting up Twitter (@NHDD and #HaveTheTalk), and our Facebook page has over 525 likes, with each post is getting roughly 1,000 views at this point! Please add to the discussions! Furthermore, we've had over 100,000 www.nhdd.org page views since February when we revamped the website!

NEWS: On the news front, several TV stations, radio stations, newspapers, and blogs around the country have already had some form of coverage of NHDD, and there is no telling how much more coverage NHDD may bring! Below are some of the major items:

- [Atlanta Journal Constitution](#)
- [CNN](#)
- [Health Commentary](#)
- [Healthy Women](#)
- [Huffington Post](#)
- [My Fox Atlanta](#)
- [Pallimed](#)
- [Portland Press Herald](#)
- [USAToday](#)
- [Wall Street Journal](#)

Of course, this list isn't comprehensive, but it gives you an idea of what's out there! In other news, I'm aware of state proclamations in Illinois, Iowa, Minnesota, New Mexico, and Virginia. Please let me know if your state should be on that list! And please keep sending me your media mentions. Furthermore, congratulations to Canada for its successful, inaugural Advance Care Planning Day on April 12! Next stop: Mexico and the rest of North America!

TRACKING OUR SCOPE: Whenever an organization completes an NHDD activities, please fill out the short survey found at this link: <https://www.surveymonkey.com/s/6XCQW8K>. Aside from general feedback, we are particularly interested in knowing how many people attended your event(s), including those who completed an advance directive. Please also help us track our **lead by example** push (encouraging personal action on the part of the staff/members of all of our NHDD participants, in addition to the public). I look forward to sharing the results with you soon!

LEAD BY EXAMPLE: Encourage others by your example and share your advance-care-planning story for the NHDD website: <http://www.nhdd.org/2011/03/open-invitation.html>. Furthermore, consider sending a simple message to your family and friends tomorrow: Free information, forms, and tools are at: www.nhdd.org Do it today.

SPREADING THE WORD: Please share NHDD information with your members, contacts, and colleagues by forwarding this email or a link to www.nhdd.org or NHDD on Facebook or Twitter.

JOIN US: If you are receiving this email second-hand, please let us know who you are by completing the short participant confirmation here: <https://www.surveymonkey.com/s/ZQW9NWN>.

Thank you for all that you are doing for NHDD. It is an honor to be working with you. I can't wait to hear about all your activities for NHDD. Finally, please keep it growing and going: advance care planning and focusing on the choices people have made should occur all the time, not just on NHDD.

Cheers,

Nathan
Chair
National Healthcare Decisions Day Initiative
www.nationalhealthcaredecisionsday.org
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