



MOLST Statewide Implementation Team Communication & Education Workgroup

Thursday, June 24, 2010

09:00 a.m. – 10:30 a.m.

Conference Call Instructions

Dial-in number: 1-800-747-5150

Passcode: 2384514

Meeting Goal:

- To initiate the MOLST Statewide Implementation Team Communication & Education Workgroup
- To review the proposed communication/media plan and implementation steps to coincide with national press release of JAGS articles

Goals of the MOLST Statewide Implementation Team Communication & Education Workgroup

- Develop a consistent message and implement a statewide communication work plan for MOLST, including working with the media
- Review current approaches to communication and education and revise current standardized approach to communication and education relating to professional education, system implementation and community education
- Identify and apply best practices in communicating and educating on DOH-5033 MOLST form and MOLST Instructions and Legal Requirement Checklists that comply with FHCDA
- Review current training tools and educational resources, including measurable outcomes
 - Review/suggest revisions to existing MOLST collateral materials, including MOLST videos
 - Review and suggest revisions to existing MOLST pages in Patient/Family and Professional sections and MOLST Training Center
- Propose and develop additional needed material or tools to post on CompassionAndSupport.org through active links.
- Ensure consistent messaging on all print materials and CompassionAndSupport.org
- Develop and implement sustainable statewide education work plan for professional education, system implementation and community education
- Provide updates during monthly Statewide Community Implementation Team Meetings

Attendees

- I. Welcome and Introductions.....Janet Dauley-Altwareg and Deirdre Downes
 - Janet and Deirdre welcomed members to the workgroup and thanked them for their participation. They then facilitated introductions.
- II. Review meeting Goals..... Janet Dauley-Altwareg and Deirdre Downes
 - Janet and Deirdre reviewed meeting goals of the workgroup. Both have agreed to represent this workgroup on the National POLST Task Force and will share the work of this workgroup with the Task Force.
- III. Describe national press release of JAGS articles and discuss NYS opportunities...Pat Bomba
 - Pat chairs the Communications Committee of the National POLST Paradigm Task Force. She discussed a national media campaign that is being developed for release of the multistate study that affirms the value of the POLST (MOLST in NYS) program in honoring patient preferences. The national news release is not yet released. A NYS version of the news release will be revised and shared with the Communications staff of the NYSDOH, with hope that a statement may be issued from NYSDOH. It will be posted on www.CompassionAndSupport.org. A MOLST update will be sent.

- IV. Review workgroup goals..... Janet Dauley-Altwareg and Deirdre Downes
- Janet and Deirdre reviewed the goals of the workgroup and the need to prioritize the work.

- V. Define immediate needs and propose approach to meeting goals.....Pat Bomba
MOLST: Need System Implementation in all settings

- 1) Professional Education:** level of intensity will vary between upstate and downstate
- Encourage the use of Compassionandsupport.org website/ask organizations to link their websites to compassionandsupport.org.
 - Need to utilize the PowerPoint on MOLST and FHCDCA (explains the differences between the old & new law)
 - Need to identify & update MOLST Facilitators throughout the State.
 - Incorporate changes within the MOLST Facilitator Training (All day program)

- 2) Community Education: (3-Part Series)**
- Video—Community Conversations
 - MOLST
 - Discussion of Website
 - Need to develop a singular message (need to simplify the message that everyone can understand)

Discussion ensued. Consensus of the group is that the immediate priorities:

- **Clarify the confusion surrounding FHCDCA & MOLST (especially in the downstate area)**
- **Provide simplified policies and procedures that can be implemented in the various organizations**

- VI. Development of plan to meet workgroup goals..... Janet Dauley-Altwareg and Deirdre Downes
Outreach:

- Need to reach physicians (Have reached out to various Medical Societies) about the importance of ACP
- Identify Major Conferences to present information (Survey needs to be developed)
- Identify Professional Organizations that committee members belong to as possible speaking engagements
- Provide NYS Legislators and U.S. Representatives with talking points on the importance of Advance Care Planning

- VII. Open Forum.....All
Current Steps:

- **Karen and Pat** are working on eMOLST
- **Pat** working with NYSBA Elder Law attorneys to update CompassionAndSupport ACP booklets.
- Special Populations workgroup being developed—will need to coordinate so that information on OMRDD/OMH can be distributed to group members.
- **Donnie Richman, Esq.** will distribute a MMLIC Dateline Bulletin to approximately 15,000 to 16,000 physicians across the State stressing the importance of filling out an HCP and MOLST.
- **Bill Armbruster, AARP**, developing talking points that can be provided to our elected officials (have the ability to reach wide audiences).
- **Rose Collins**, Sharing Your Wishes in Buffalo, has asked members of all Sharing Your Wishes coalitions to update their websites to include CompassionAndSupport.org as a link.

- VIII. Next Steps and Accountabilities.....

- **Deirdre and Janet:** develop a questionnaire for group members asking for their professional affiliations as well as major conferences they may be aware of for possible presentations. Need to ask committee members if they have a specific area of interest.
- **All:** develop a singular message that can be distributed throughout the state regarding FHCDCA & MOLST and the importance of filling out a Health Care Proxy
- **Penny:** send committee members the first five pages of website information (in Word document) to review for changes.
- **All:** continue to review website pages in a systematic fashion.
- **All:** encourage organizations to utilize CompassionAndSupport.org for information (checklists, etc.)

IX. Future 2010 Meetings

- Group Members agreed that we would not meet via conference call before the Statewide Meeting on July 28th.
- We will update members via email with updates as they occur.
- Per the request of committee members, conference calls should be scheduled during a different week than the other conference calls for the various committees, if possible.