

Conversations that Count Day 2017 is fast approaching!



The day aims to raise awareness about advance care planning to encourage people to think about, talk about and plan for their future and end-of-life care.

The theme for 2017 is 'Get them talking' and this year's approach will include a national news and social media campaign promoting the day and advance care planning.

Key messages for the public this year are:

- Advance care planning is about exploring what matters to you when you are near the end of your life. This information is shared with your loved ones and your health care team so treatment and care plans can support what matters to you.
- Why not do an advance care plan now - you may not need it for many years, but you'll be glad you did.
- Start to talk to your parents about having an advance care plan.
- Having a plan is particularly important if you become too unwell to tell your loved ones and health care team what you want yourself.
- For example, what medical treatment would you want if you had a life-threatening illness? Would you want to be kept comfortable with your pain controlled, or for your life to be prolonged with active life-support medical treatments?
- An advance care plan records what is important to you and gives your life meaning. This might include people and pets, your values and the ways you would like those caring for you to look after your spiritual, cultural and emotional needs.
- An advance care plan is an important gift for your loved ones as it can relieve the burden for them of having to make decisions on your behalf.
- There are lots of free resources to help you think about and prepare your advance care plan at <http://www.advancecareplanning.org.nz>.

You can get involved by:

- using your website, newsletter, Facebook, Twitter and notice boards – to spread the Conversations that Count Day message
- organising displays, presentations and morning and afternoon teas at libraries, community centres, marae, retirement villages, aged care facilities, community groups and service clubs.

Contact details

A number of free resources, including posters and postcards, are available to help local promotional activities. See contact details below for resources, or to share a story about positive advance care planning that local media might like to pick up.

Provider	Bay of Plenty District Health Board
Contact name	Ellen Fisher
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Thanks in advance for supporting Conversations that Count Day and advance care planning.



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Planning