Speak(easy) Howard:
A community advance care planning campaign

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Promoting Healthy Kids and Families

Encouraging Healthy Aging

Ensuring a More Equitable Community
HOWARD COUNTY HEALTH SURVEY

• 2012, 2014 and 2016
• Telephone survey
• 2,000 respondents
• Representative of county geography and demographics

HELP MAKE HOWARD COUNTY HEALTHIER
Health Assessment: Results Overview

Advance Directives

Asked of all County residents

- Yes: 30%
- No: 67%
- Not sure: 2%

ACP1. Do you currently have a signed advance directive?
(not asked in 2012 and 2014)
ACP2. Do you currently have a signed document naming your health care agent? (not asked in 2012 and 2014)
Why Don’t We Plan?

• A busy life and an unpleasant topic
• Relying on family members to “know”
• Practical questions (e.g., “do I need a notary?)
• Lack of trust/belief wishes will be followed
Have a Conversation

Name Your Agent

Complete a Living Will

Life “triggers” (illness, children, marriage)
Make sure you're heard
(even if you can’t speak for yourself)

Your medical care should be up to you, even in emergencies or situations when you can’t speak for yourself. Speak(easy) Howard's focus is helping you make a plan now, so the people you love aren’t left guessing.

HERE’S HOW

Get step-by-step help thinking through your preferences and sharing them with loved ones.

Name a health care agent on our website. That’s the person you want to make medical decisions if you can’t.

Get started at SpeakEasyHoward.org

An initiative of the Horizon Foundation
If you're immortal, stop reading now
(everybody else, let's get our act together)

All of us mortals owe it to our loved ones to make a plan for if we're unable to speak for ourselves. The time to do it is now.
Even when you can’t speak for yourself.

Your medical care should be up to you, even in emergencies or situations when you’re unable to speak. Speak(easy) Howard’s goal is for every adult in Howard County to talk about their preferences for care and name their health care agent.

We're making it easier for everyone.
PUBLIC CAMPAIGN

- Medical Sessions
- Medical Workshops
- "Office Hours"
- Physician Education
- Partner Events

- Media/Marketing
  - Movie Showings

- Convo Workshops
- Legal Sessions

HORIZON FOUNDATION

SPEAK (easy)
YOUR LIFE, YOUR CARE, YOUR PEACE
June 2016 – 2017: Where It All Began...

Diagram:
- **PRIMARY COLLABORATIVE**
  - **FAITH LEADERS SUBGROUP**
  - **HEALTH SYSTEM SUBGROUP**

- **Diagram Cycle:**
  - Act
  - Plan
  - Study
  - Do

*Speak (easy)*
Howard County General Leads the Pack!

#speakeasyhoward

Howard County General Hospital does a deeper dive into how to better serve our patients by understanding and meeting the needs of their final wishes.