



American Academy of Nursing
transforming health care policy and practice through nursing knowledge

October 3, 2011

American Academy of Nursing's Raise the Voice Initiative to host a Critical Conversation: Best Practices in Advanced Care Planning and Decision Making

*Two Panels will Discuss End of Life Planning Models that Work on October 7,
2011*

Washington, DC (October 3, 2011): For many Americans, advanced care planning is not a conversation that one brings up until they are faced with advanced illness. The importance of family involvement and the solutions to achieving meaningful, informed provider/family conversations will be discussed at the American Academy of Nursing's *Raise the Voice* October 7th Critical Conversation.

In the fall of 2010, a task force of the Academy developed a policy brief on "Advance Care Planning as an Urgent Public Health Concern." This policy brief identified four policy recommendations for ensuring that conversations about informed preferences are on going and the norm. It is through the Academy's *Raise the Voice* initiative that a Critical Conversation entitled "Best Practices in Advanced Care Planning and Decision Making: Models that Work" will be held from 9am to 11:30am on Friday, October 7th, 2011 at the Kaiser Family Foundation in Washington, DC. Through this Critical Conversation, the Academy's *Raise the Voice* initiative will publicize the task force's recommendations and how they require sensitive, but critical, public conversations regarding the need for advanced care planning and decision-making.

Academy Fellow and former task force chair, Virginia Tilden, DNSc, RN, FAAN, stated, "Perhaps in no other area of health care decisions than those surrounding advanced illness is there more public anxiety and confusion. The Academy's *Raise the Voice* campaign offers solutions that work for challenging problems in health care. In both its policy brief, *Advance Care Planning as an Urgent Public Health Concern*, and its October 7th Public Forum on the topic, the Academy brings informed dialogue from national experts on ways to improve treatment planning for care for patients with advanced illness."

Co-sponsored by the Rita and Alex Hillman Foundation, the California HealthCare Foundation, the Jonas Center for Nursing Excellence, the John A. Hartford Foundation, and the Archstone Foundation, this critical conversation will open with remarks by **William Novelli**, Distinguished Professor of Practice at Georgetown University and former CEO of AARP. Two dynamic panels featuring respected panelists from a variety of professional backgrounds will follow. Moderators **Jackie Judd**, from Kaiser Family Foundation, and **Jordan Rau**, from Kaiser Health News, will lead the panels.

Panelists include: **Theresa Brown**, NY Times Blogger and oncology nurse; **Amy Berman**, Senior Program Officer at the John A. Hartford Foundation; **Dr. Manoj Jain**, a physician and ethicist in palliative care; **Cynda Rushton**, Academy Fellow and Edge Runner, Harriet Lane Compassionate Care Program at the John Hopkins Children's Center; **Suzanne Prevost**, a geriatric nurse scholar at the University of Kentucky; **Kate O'Malley**, Senior Program Officer at the California HealthCare Foundation; and, **Joseph Prevratil**, President and CEO of the Archstone Foundation.

A live webcast of Friday's critical conversation can be found online by clicking the following link: http://mindmedia-live1.wm.llnwd.net/mindmedia_Live1 . The link will be live starting at 8:50 am on Friday, October 7th and will open Window's Media Player.

Mac users should download and install Flip4Mac, a plugin that allows Quicktime to play Windows Media content. It can be downloaded for free at: <http://dynamic.telestream.net/downloads/download-flip4macwmv.htm>.

Additionally, a video of the Critical Conversation will be available online at www.AANnet.org/raisethevoice within a few weeks.

For more information about the event, or to request an invitation or press pass, please contact Kat Piscatelli at kat_piscatelli@AANnet.org.

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