

From: bounce@infusionmail.com <bounce@infusionmail.com>
To: Kester, Tonykester@aging.sc.gov
Date: 2/18/2015 6:51:00 PM
Subject: National Healthcare Decisions Day

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National Healthcare Decisions Day (NHDD) is April 16th, the date set aside each year to encourage everybody over age 18 to discuss and plan ahead of a serious illness. *Five Wishes* makes it easy because it is written in everyday language and deals with the things people care about most: their comfort, maintaining their dignity and other personal, spiritual and family matters.

As a valued *Five Wishes* partner, we hope you take the lead in your community or family and use *Five Wishes* before, during and after National Healthcare Decisions Day. Many of you take this opportunity to host *Five Wishes* community events, workplace lunch-and-learns, faith community presentations, and *Five Wishes* "signing ceremonies" with local dignitaries.

***Five Wishes* can deliver your message**

Don't miss the chance to customize the back cover of *Five Wishes* with your organization's logo and message. To receive your customized documents in time for NHDD, please complete your request by March 3. To see samples and learn more about placing an order, [click here](#).

Selfies for a cause!

Go viral with your plans to promote NHDD to encourage more people to talk with their families, and ultimately sign their advance directive. Tweet us at [@AgingWdignity](#) showcasing your plan and promote your activities. Tag the 140 word description, graphic or photo with one or more of the following hashtags: [#FiveWishes](#), [#NHDD](#) and [#ISignedMine](#). All those who send in a tweet will be entered into a raffle to win Atul Gawande's latest book, *Being Mortal*.

NHDD buttons, stickers and balloons = more visibility for your good efforts

If you're thinking about doing a community event, we want to help ensure it is a success, so we're again offering you a limited number of free "*Five Wishes* - Have You Signed Yours?" buttons, stickers and balloons. Just send us a message about your plans and the quantity you need by [clicking here](#).

Check out Aging with Dignity's NHDD toolkit

To help with your NHDD activities, you'll find a host of resources to advocate for better public understanding of advance care planning. This includes customizable news release templates, sticker and button art for download, talking points, community outreach ideas and more. Check out Aging with Dignity's [NHDD page](#) for all the details.

Thanks for the great work you do to promote dignified care. You make a big difference every time you tell one person about *Five Wishes*!

Paul Malley
President

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