

THE SHARING YOUR WISHES WEEKLY

Allegany/Western Steuben Rural Health Network, Inc.

MAY 19, 2006

Welcome to the first edition of the "The Sharing Your Wishes Weekly". As Spring is blossoming, so is the Sharing Your Wishes program. To keep up to date, I'll be using this format to report on upcoming programs, special meetings, announcements, and share articles of interest and media communication about Advance Care Planning issues.

Programs and Events

May 5th

"Facing the Challenges of Aging" Conference—Alfred University

Keynote address by Timothy Quill, M.D., Director of Palliative Care at the University of Rochester Medical Center.

A workshop on "Advance Care Planning" presented by Lynne Palmiere, SYW Coordinator, Mary Gardner-Ruch, Office for the Aging Case Worker, and Amy Bump, Wellsville Manor Care Center Director of Social Services. Twenty-one people attended this workshop.

May 22nd

Medical Office Staff Advance Care Planning Overview

Breakfast buffet and information session is scheduled for staff of area medical offices. The program will consist of a "Sharing Your Wishes" Overview, addressing the goals of Advance Care Planning, and what the benefits and barriers are to Advance Care Planning in a medical practice.

Senior Forum—May 19th, Trinity Lutheran Church, Wellsville

Advance Care Planning Workshop with 1-1 assistance available for completion of advance care directives.

June 13th—ACP Workshop for area clergy is being planned.

COMMUNITY EDUCATION AND AWARENESS

Planning a Trip? Do you have a your Health Care Proxy? Attached are links to websites where you can obtain health care proxies for frequently visited states. Although Advance Care Directives legal in "home" state, are usually honored, it is recommended that you also have documents from your destination state.

You may also contact the Sharing Your Wishes Coordinator @ 585-593-5223 X12 to have paper copies of these forms mailed to you.

Florida - http://www.fdhc.state.fl.us/MCHQ/Health_Facility_Regulation/HC_Advance_Directives/North_Carolina_South_Carolina - <http://www.carolinarendoflifecare.org/ACP.html>

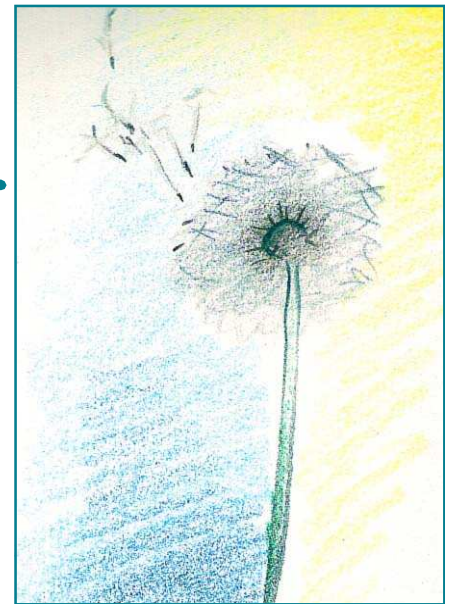
Georgia - <http://www.hcecg.org/news/CurrentNews.cfm?id=LinksEndofLife>

Texas - http://www.dads.state.tx.us/news_info/publications/handbooks/index.html or <http://www.txpec.org/whatsnew/texas.asp>

Louisiana - <http://www.lmhpc.org/caregivers/advance-directives.shtml> or <http://www.dhh.louisiana.gov/publications.asp?ID=62&Detail=627>

California - http://www.finalchoices.calhealth.org/advance_health_care_directives.htm or http://ag.ca.gov/consumers/general/adv_hc_dir.htm

Arizona - http://www.azsos.gov/adv_dir/HCD/forms.htm



MILESTONES

- * SYW FIRST YEAR COMPLETED!
- * Year-end Report submitted to the Community Health Foundation on April 1, 2006, and approved.
- * 21 Respecting Choices® Certified advance care planning facilitators were trained at the January 18-19 workshops
- * Approximately 150 people attended the Aging Conference on 5/5.
- * Twenty-three Sharing Your Wishes Advance Care Planning workshops, presentations and/or 1-1 conversations with elderly members of our community have taken place since the beginning of the SYW program.

Sharing Your Wishes is a program funded in part by the Community Health Foundation of Western and Central New York and the Allegany Senior Foundation, and supported by the Community Partnership on Aging.

THE SHARING YOUR WISHES WEEKLY

INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

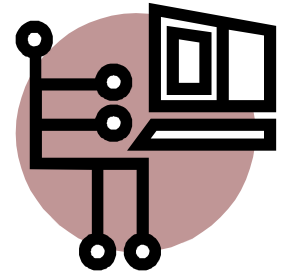
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be

used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed

internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

INSIDE STORY HEADLINE

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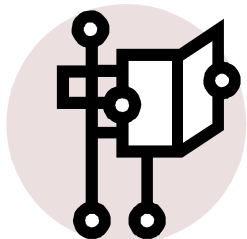
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Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

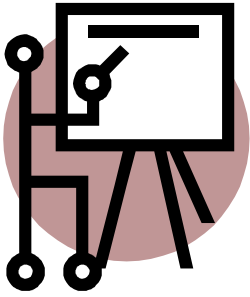
Microsoft Publisher includes

thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



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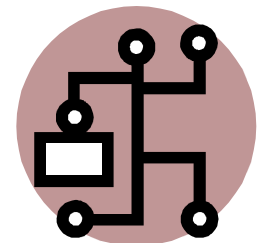
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Organization

ALLEGANY/WESTERN STEUBEN RURAL HEALTH NETWORK, INC.

85 N. Main Street
Wellsville, NY 14895
Phone: 585-593-5223
Fax: 555-593-5217
E-mail: palmierel@awsrhn.org



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served. It would also be useful to include a contact name for readers who want more information about the organization.

Sharing Your Wishes

BACK PAGE STORY HEADLINE

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

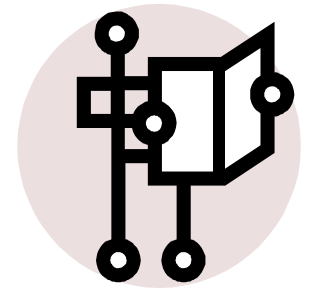
A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of

all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



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