Being Mortal
Advance Care Planning Community Engagement Using Film
Being Mortal
- Being Mortal aired in 2015 on PBS
- Viewed by 2 million households
- Mostly white women age 50+
- Only 11% from Latino, African-American and Asian-American communities
Questions

- Would this film resonate with a wider audience?
- How could we find a wider audience?
- How would we engage people once we found them?
- How would we know if there was any impact?
A Project Was Born

jwH
JOHN & WAUNA HARMAN FOUNDATION

California Healthcare Foundation
Community Screenings
### Being Mortal

**Host organizations by type**

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Care Network</td>
<td>10</td>
</tr>
<tr>
<td>End-of-Life Coalition</td>
<td>8</td>
</tr>
<tr>
<td>Senior Agency</td>
<td>6</td>
</tr>
<tr>
<td>Hospice</td>
<td>4</td>
</tr>
<tr>
<td>University</td>
<td>3</td>
</tr>
<tr>
<td>Church</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
</tr>
</tbody>
</table>
## Viewership

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>FRONTLINE/PBS</th>
<th>Community Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>85%</td>
<td>59%</td>
</tr>
<tr>
<td>Asian-American</td>
<td>2%</td>
<td>19%</td>
</tr>
<tr>
<td>Latino</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>African-American</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>No Response</td>
<td>0%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Survey Findings

- 91% - more comfortable discussing wishes
- 91% - spent time thinking about EOL care
- 81% - had talked about EOL care
- 60% - w/o directive said likely to complete in next 3 months
- 55% - likely to bring it up at next MD visit
Reaching “Beyond the Choir”
Orange County
Reaching “Beyond the Choir”
San Diego
QUESTIONS
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