

## REIMAGINE 2018 RECAP PART II

## Current Feedback from May Meeting

- Could have been more community involvement
- Expand beyond RI older adults telling stories of their experiences in multiple languages in communities across the City
- Questions: Should we have more events? Should we have more targeted events? How can we improve community outreach?
- Co-Branding to better distinguish PCWG vs RI agenda events to ↑ visibility PCWG.
- ↑ Event diversity & multi-cultural and multi-language performances/presentations in/for different SF communities.
- Training for PREPARE facilitators beyond the guidance given
- Information on long-term plan for participant evaluation and sharing
- Better promotion of public ACP workshops
- Conversation Sabbath: follow-up, post CS opportunities for assistance filling out forms; collaboration with clinicians
- Does PCWG get shared access to attendee database?

# Evaluation & Ongoing

## *To Date*

Surveys: Online & Onsite (paper) – Pre- & Post-Event

- Total 879 unique attendees participated in surveys

## *Next*

- 6 month follow-up for sustained impact
- Consider how to inspire those who named a Conversation partner to actually have the conversation
- Work in partnership with PCWG to continue to engage the community already cultivated
- Planning meeting with stakeholders from PCWG to think about how to proceed in partnership to create sustained impact before Reimagine 2

# Goal 1

***To launch a conversation about death and dying on a community-wide level that helps foster human connection, while normalizing and diminishing individual feelings of isolation stemming from this topic.***

## *Results*

- 100 Hosts and 175 events (as opposed to 35 in 2016)
- “Reimagine End of Life Week in San Francisco” by Mayoral proclamation
- 10,000 RSVPs, a 500% increase from 2016.
- Nearly 80% are *extremely* likely to recommend Reimagine.
- 7/10 felt more connected to their community after Reimagine.

## Goal 2

***To create an intervention that invites (rather than repels) our community toward the concept of death, inspires feelings of gratitude for our lives, and enhances our capacity to live more fully.***

### *Results*

- 9/10 felt that Reimagine helped make talking about death easier.
- 9/10 felt more grateful for their lives and the people in it after Reimagine.
- 97% choose from a list of positive actions they were now inspired to take, including to “live my life more fully (50%);” 21% now inspired to “create art about end of life” (optional question)

## Goal 3

***To educate our community about, and reframe when necessary, concepts like “advance care planning,” “palliative care,” “hospice,” and “legacy”.***

### *Results*

- Media: approx. 90 million impressions via 22 print / online articles, radio / TV broadcast segments, mentions, and calendar listings.
- MTA Impressions: 15,680,000
- A total of 21 ACP-oriented events were hosted throughout the City, including 13 PREPARE workshops
- ACP-oriented events attendees: 60% reported knowing their options before the event, and 80% after - a measurable increase of 20%.
- 5,000 “Memory Boxes” distributed

## Goal 4

***To normalize conversations around advanced illness, ACP and EOL through inspirational experiences which allow people to enter into these conversations in accessible ways.***

### *Results*

- 79% had a new conversation about life and death since the event.
- 87% (768 people) named a special person they can imagine talking to about helping them carry out their end-of-life wishes.
- When surveyed about readiness to appoint someone to help make medical decisions :
  - 21% of ACP event attendees “laddered up” a phase
  - 46% of general RI event attendees “laddered up” a phase

## Goal 5

***To maintain a focus on underserved populations and foster new shared understanding about the language and approach(es) that respectfully make this topic safe to discuss across different sub-communities and cultures within San Francisco.***

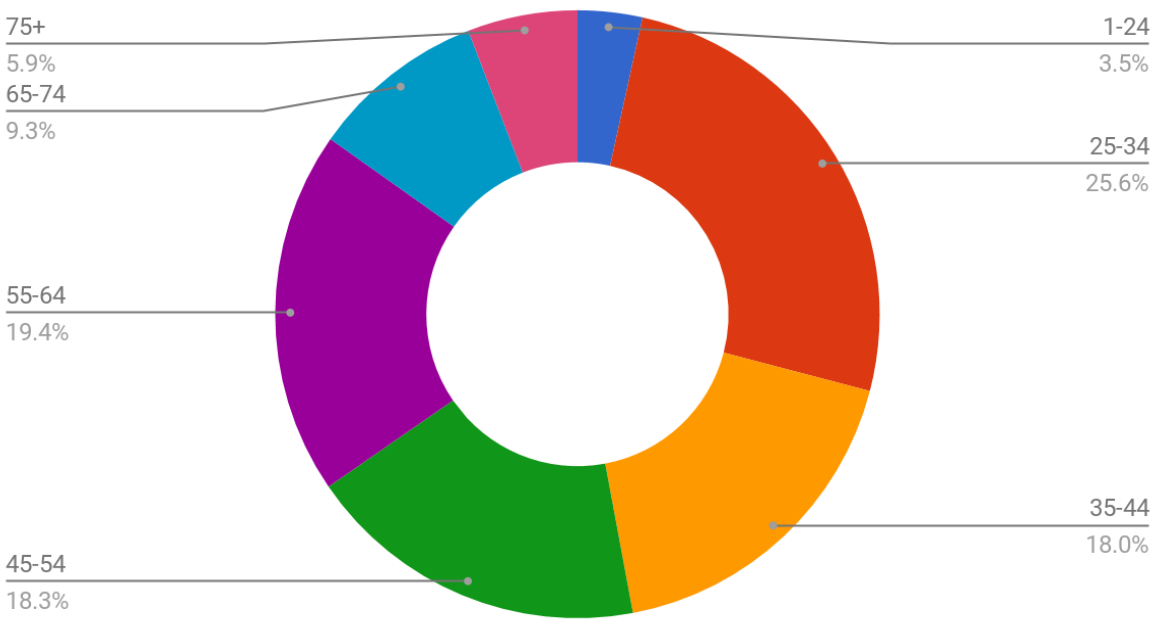
### *Results*

- The ages of attendees were well-balanced; all generations were represented.
- Majority were Caucasian, community outreach offerings increased the diversity. Results closely aligned with SF 2010 Census demographics
- Conversation Sabbath included 13 houses of worship of varying faiths participating directly, and another 10 reported leading end-of-life programming directly before or after Reimagine week.
- 50 of the 175 events took place at CBOs, long-term care facilities, or low-income senior and supportive housing agencies. Many partnered with artists, speakers, and workshop leaders who provided their services pro-bono or at greatly reduced fees.
- Most Reimagine hosts, when asked, were willing to contribute 10% or more of their tickets for free or at greatly reduced pricing to increase accessibility and inclusion across socioeconomic lines in SF communities.

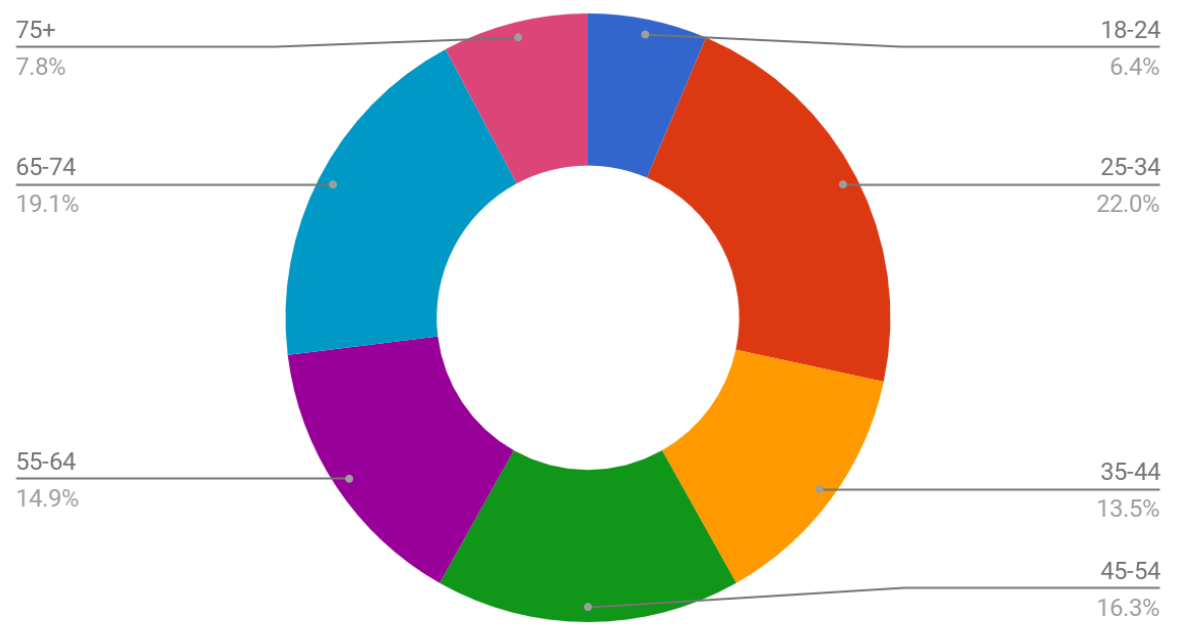


# Attendee/Registrant Age

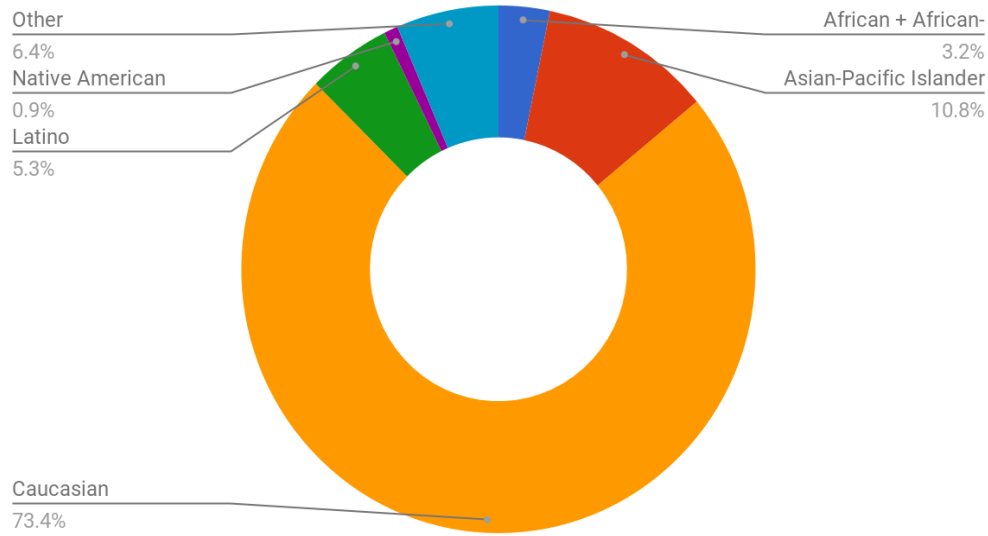
### Age - All Reimagine Events



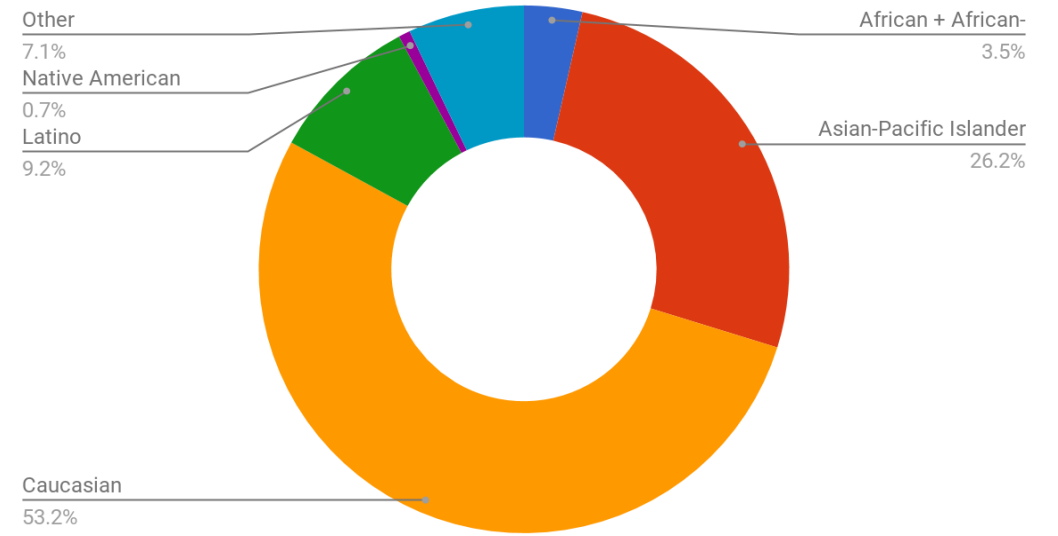
### Age - PREPARE + CBO Events



### Ethnicity - All Reimagine Events

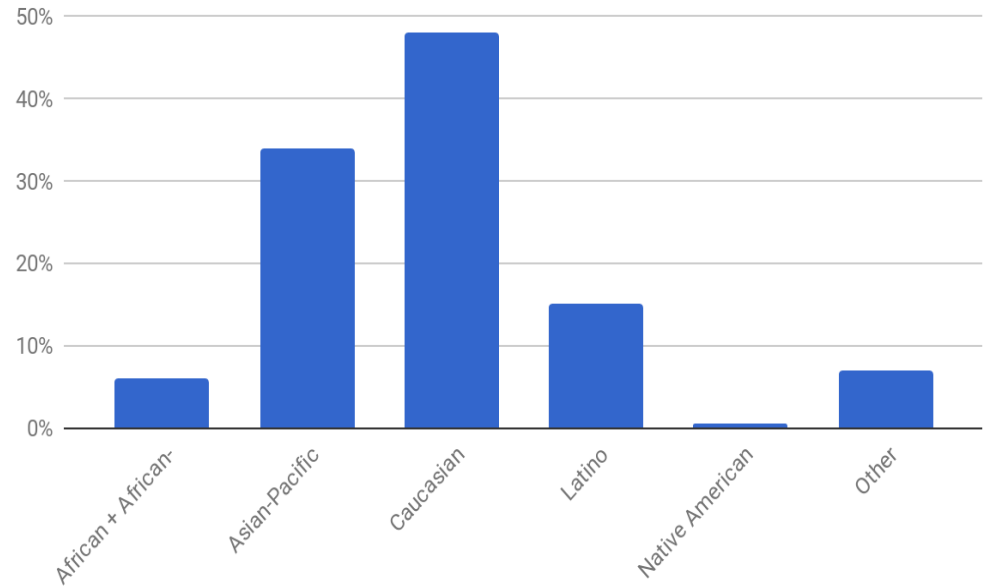


### Ethnicity - PREPARE + CBO Events



**Attendee/  
Registrant  
Ethnicity**

### Ethnicity - San Francisco Census 2010



## Goal 6

***To create a collaborative environment, joining together individuals and organizations focused on EOL initiatives, thereby creating synergies and amplifying the work everyone is doing.***

### *Results – from Event Hosts*

- 37% had not previously been part of hosting an event related to end of life.
- 87% said that their experience led to new opportunities, relationships, or collaborations.
- On a 10-point scale – 10 extremely interested
  - an average of 8 for value of being a part of Reimagine, as opposed to doing their event in isolation.
  - an average of 8 for interest level of oppty to engage with other event creators throughout the year.
  - Nearly 3/4 rated their level of interest in contributing to or hosting a Reimagine event again in the future as 8 or above

# Opportunities & Challenges - Prelim

- **Handling Scale: a curated event vs. a democratic community platform**
  - Attendees – more the merrier; Hosts – too many
- **Continuing to Expand Diversity**
  - Particularly in African-American, Latino, and LGBTQ communities; improve community ticketing; maintain existing/form lasting relationships.
- **Streamlining Data Collection and Using Analysis for Impact**
  - What to measure; how best to do it; using it to inform the field.
- **Engaging the Community Year-Round**
  - Yes. How to do it? Online forums, events, in-person meet-ups, create resource hub, publish
- **Securing Funding: is this sustainable long term?**
  - Timing... Sponsorship, foundations, individuals

**PCWG Feedback Round II**  
**What's on your mind?!**