

On Our Own Terms

Moyers on Dying in America



A major PBS series from Bill Moyers premieres in Fall 2000

Based on two years of research and production, this new 4-part series takes Bill Moyers to the front lines of the movement to improve end-of-life care and reports on the best models for change. He documents remarkable human stories of the dying as they struggle to live their final days and to share their deepest wisdom.

Television provides a unique opportunity to bring a new level of national focus to an issue that affects us all. Across the country, we see that people are becoming aware of the quality of end-of-life care in their communities and are attempting to improve it.

They are looking for, and finding, ways to make better care of the dying a routine part of the American medical system. Part of the solution is to develop a new way of thinking about death—not as a failure of medicine—but as a natural part of life. **ON OUR OWN TERMS** introduces leaders in palliative care who use a spectrum of techniques to deal with physical symptoms as well as the psychological and spiritual issues that are critical to a dying person and their family.

The series will also explore the swirling controversies in law, public policy and medicine that are arising in response to efforts to change the experience of dying in America.

Produced by Public Affairs Television, Inc.
Presented by Thirteen/WNET in New York



CONTACTS

National Outreach Coordinators

The following organizations are mobilizing the **ON OUR OWN TERMS** outreach project.

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Campaign Web Site

www.thirteen.org/onourown/terms

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FUNDERS

Funding for this landmark PBS series and the companion outreach campaign is provided by:

- The Robert Wood Johnson Foundation
- The Felzer Institute
- The Nathan Cummings Foundation
- The Kohlberg Foundation, Inc.
- The Laurance S. Rockefeller Fund
- Mutual of America Life Insurance Company

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On Our Own Terms
Moyers on Dying in America

ISN'T IT TIME
WE TALK ABOUT IT?

IT'S NO SECRET: WE DO NOT DIE WELL IN AMERICA

Each year, half the US population is touched by the death of a relative or a close friend. Isn't it time we talked about it?

A century of progress in medicine, nutrition, sanitation and technology has prolonged life dramatically. Along with this progress have come some unintended consequences.

A rapid death from natural causes was common for past generations. Today, dying takes longer, and for many that means living with pain.

There is the pain of watching friends and family shoulder overwhelming burdens of care; the pain of acute financial stress; the fearful pain of dying alone; and the soul pain and physical pain of losing control and dignity.

People are asking themselves if there is a better way to die: a way that allows people to approach the difficult circumstances and complex choices on their own terms.

There can be choices that let us connect what we have valued in our life to the nature of our dying.

Pain relief and a circle of support allow some people to experience a profoundly meaningful time that brings life to a peaceful close.

How can we achieve this goal?

BEGINNING A NATIONAL CONVERSATION

If we are going to improve the way we die, we have to begin talking about it and then, take action. That is the goal of the national outreach campaign for **ON OUR OWN TERMS**.

Together, we can promote discussion—at the dinner table, in school, at church or synagogue, in libraries and town halls, at hospitals and doctors' offices, and at the water cooler at work—on the many ethical, emotional, spiritual, and medical issues surrounding end-of-life care.

We hope that you will join with us as a powerful ally in the campaign to bring about much needed awareness, communication and change.

This broadcast can become a community event if we join together. It can be used as a catalyst to stimulate dialogue, to foster greater awareness of the importance of planning, and to support needed changes in the health care system.

Local coalitions can ensure that their communities set goals that best meet their own needs. To support these local coalitions, we have forged relationships with a variety of national organizations, our Outreach Associates. These organizations will help promote awareness of the program and encourage their members to participate in local activities such as town hall meetings, workshops, interfaith discussion groups, and other efforts to support the dying and their caregivers.

Please take the time to become involved in the **ON OUR OWN TERMS** outreach campaign. Contact your local public television station to find out their plans, contact any of the National Outreach Coordinators, or log on to our web site listed on the back of this brochure.

TOOLS TO HELP YOU JOIN OUR OUTREACH CAMPAIGN

We have a number of tools that will be useful throughout the project.

LEADERSHIP GUIDE

This how-to manual describes the outreach and provides tools and resources for getting involved. To obtain a copy, contact the National Outreach Coordinators or log on to the project web site.

DISCUSSION GUIDE

A free **On Our Own Terms** Discussion Guide, available in Spring 2000, will offer thought-provoking essays about the issues raised in each program, suggest discussion topics, and include a list of books and other resource materials.

NEWSLETTER

To be distributed electronically, this regular newsletter will update Outreach Associates on the progress of the **On Our Own Terms** project and the local coalitions. To subscribe, send e-mail to moyersoutreach@bbballard.com. For a hard copy, fax your name, affiliation, address, phone and fax numbers to Moyers Outreach at 703/827-0783.

WEB SITE

The **On Our Own Terms** web site at www.thirteen.org/onourwterms has a special outreach section including a bulletin board, downloadable materials, a complete list of Outreach Associates and other campaign information for local organizers. A more comprehensive site will launch on the broadcast date in fall 2000, with articles, resources and a vast array of information for viewers and non-viewers alike. It will be accessible through the above web address or at www.pbs.org/onourwterms.

Evaluation

The ON OUR OWN TERMS team is planning to assess the impact of the project as a whole. This assessment is currently in its planning stage. Community coalitions and partners, as the ones leading the implementation on the local level, are invaluable partners in evaluating the project's success.

There will be periodic updates, including tools and suggestions for implementation, as specific plans develop. The overall hope for evaluation, however, is below.

It is important to show a range of actions — both within communities and among communities. Both quantitative information and the quality of response received can help the assessment. Some questions to answer as the action ideas progress include:

1. What are your goals? Are you accomplishing them?
2. Who is participating in your local coalition? Who is not? What are the barriers? What makes collaborating easier?
3. Who are your collaborators? Are they new to your work? Will you continue to work with them once the project is finished? Are there any barriers to working with groups?
4. Who is participating in your local events? Who is not? Do the participants reflect your community's diversity?
5. What outreach tools and materials are most useful? Which are less so?
6. Are you receiving the support you hoped for from our outreach team?
7. In what ways, if any, are you affected by the outreach personally?
8. How useful is this guide itself? What parts did you use most, and what parts were less useful?
9. What are you observing about how people change in response to this outreach? How do people say they are affected by working on issues around dying?

A number of tools will be developed that can be easily instituted in a variety of settings. These will be made available through the Web site and targeted mailings. Some possible tools include questionnaires or surveys that can be easily distributed. The outreach team will follow up with in-depth phone calls to delve deeper into what the data reveals.

The assessment will be most helpful if it becomes a part of the ongoing process. Local coalitions can address questions before their activities begin, while they are implementing them, and after the project is finished, establishing a snapshot of the community attitudes over time.

The newsletter and the Web site will keep all the partners informed as the project moves forward. The Outreach Coordinators are always available to answer any questions throughout this process.

Contacts

The coordinating agencies are responsible for oversight of the national outreach for ON OUR OWN TERMS: MOYERS ON DYING IN AMERICA. Public television stations and organizations participating in the outreach or interested in learning more about this campaign are advised to contact the staff listed below. Each of the agencies can provide technical assistance, guidance in the coalition building and outreach planning process, information on end-of-life resources, links to other groups, and facts about the various elements of this project.

Civic, community, consumer groups, or individuals may contact:

Barksdale Ballard & Co. is a public relations firm that specializes in building coalitions and working through constituency groups to conduct public-education and outreach campaigns. It has been deeply involved in the campaign to improve end-of-life care since the early 1990s and currently is responsible for the consumer outreach efforts of the Robert Wood Johnson Foundation Last Acts campaign. Among its other healthcare clients are the American Academy of Neurology, Hospice Consortium of Washington, DC, and Adventist Hospital. Previously the firm collaborated with Thirteen/WNET on the successful outreach effort for the Fred Friendly Seminar, BEFORE I DIE, which was broadcast on PBS in April 1997. Mike Ballard, the president of Barksdale Ballard, helped launch both PBS and NPR as assistant director of Public Information at CPB, and worked closely with the Advisory Committee of National Organizations (ACNO) and the Friends of Public Television to build awareness and support for public broadcasting in the early 1970s. He also was director of Programming and Development at WMFE-TV in Orlando, FL, and a member of the Board of WETA, Washington.

Contact:

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Healthcare professionals, organizations, and institutions may contact:

Stewart Communications Ltd. is a public relations firm specializing in issue-oriented events management, and developing collateral materials and media rela-

tions strategies. Clients include the American Medical Association, the National Association of Medical Communicators, Loyola University of Chicago, Pfizer Housecalls, Kids Walk for Homeless Kids, Bill Moyers's Public Affairs Television and The Robert Wood Johnson Foundation (RWJF). Since its founding in 1986, Stewart Communications has undertaken the programming and implementation of more than 75 American Medical Association events, conferences, or sales meetings. For RWJF, Stewart Communications is a part of the Last Acts Communications Team dedicated to improving care of the dying in America. Jill Stewart also worked on RWJF's Smokeless States and underage alcohol programs.

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Public television staff may contact:

Thirteen/WNET, flagship of the PBS service, is the presenting station for ON OUR OWN TERMS: MOYERS ON DYING IN AMERICA. A key national program provider for public television, it has brought acclaimed programming such as NATURE, GREAT PERFORMANCES, AMERICAN MASTERS, and CHARLIE ROSE as well as the work of Bill Moyers to audiences nationwide. The Educational Resources Center has successfully designed and led numerous national community outreach programs that inform people about the program content and train educators and discussion leaders how to use the accompanying Web and print materials. Outreach for MOYERS ON ADDICTION: CLOSE TO HOME extended the

impact of the broadcast by involving the general public, educators, policymakers, businesses, and civic leaders in activities designed to address local community concerns about addiction. The National Educational Telecommunications Association recognized WNET's outstanding achievement in outreach for CLOSE TO HOME. The Public Television Outreach Alliance awarded WNET its Proof of Performance Award for BEFORE I DIE in 1997. ON OUR OWN TERMS is the third national outreach on end-of-life issues conducted by WNET's Educational Resources Center.

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For information about the tools developed in conjunction with ON OUR OWN TERMS, contact:

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Production

Public Affairs Television, Inc. is an independent documentary company, founded in 1986 by Bill and Judith Moyers. PAT has produced nearly 300 hours of television since its inception and covered issues ranging from social commentary and political reporting to religion, spirituality, and the news of the mind. Some of the most well-received programs include JOSEPH CAMPBELL AND THE POWER OF MYTH, HEALING AND THE MIND, FREE SPEECH FOR SALE, FACING THE TRUTH, CLOSE TO HOME: MOYERS ON ADDICTION:, and now ON OUR OWN TERMS: MOYERS ON DYING IN AMERICA.

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Promotion and Publicity

Kelly & Salerno is a full-service communications firm based in New York City that specializes in promoting high-visibility public television series, as well as other educational, cultural, and media projects. Founding partners Karen Salerno and Colby Kelly previously led communications for the New York PBS flagship station, Thirteen/WNET. In their eight years at WNET, they handled campaigns for PBS signature series GREAT PERFORMANCES, NATURE, and AMERICAN MASTERS as well as the launch of many national series and specials including CHARLIE ROSE, RELIGION & ETHICS NEWSWEEKLY, and GOING PLACES with Al Roker. They have worked with Public Affairs Television since 1992 on major national campaigns that garnered unprecedented coverage in print and broadcast media for THE LANGUAGE OF LIFE, GENESIS: A LIVING CONVERSATION, and CLOSE TO HOME: MOYERS ON ADDICTION.

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Fax: 609-275-3767

Contact:

Diane Bilello

609-419-8039

www.films.com

Taping Rights

Off-air taping rights for educators are for one year from each broadcast.

Funders

The Robert Wood Johnson Foundation, based in Princeton, NJ, is the nation's largest philanthropy devoted exclusively to health and health care. It concentrates its grantmaking in three goal areas: to assure that all Americans have access to basic health care at reasonable cost; to improve care and support for people with chronic health conditions; and to reduce the personal, social, and economic harm caused by substance abuse — tobacco, alcohol, and illicit drugs. A staff team, headed by Rosemary Gibson, Senior Program Officer, manages the Foundation's work on end-of-life issues. Website: www.rwjf.org

The Fetzer Institute is a nonprofit private operating foundation that supports research, education, and service programs exploring the integral relationships among body, mind, and spirit. The Institute has a special interest in how individuals and communities are influenced by the interactions among the physical, psychological, social, and spiritual dimensions of life, and how understandings in these areas can improve health, foster growth, and better the human condition. Web site: www.fetzer.org

The Nathan Cummings Foundation is a national grantmaking organization dedicated to the wellbeing of all people. Its program areas include arts, health, environment, Jewish Life, democratic values, and contemplative practice. The Foundation's approach to grantmaking recognizes several basic themes throughout all its programs: concern for the poor and disadvantaged; attention to the welfare of future generations; respect for cultural differences; empowerment; leadership development; and education. The goal of the Foundation's health program is to improve the health and wellbeing of people at the beginning and the end of their lives. The program is grounded in an expanded view of health that recognizes the importance of family and the link between physical health and psychological, spiritual, social, economic, and environmental factors.

The Kohlberg Foundation, Inc. is a private foundation headquartered in Mt. Kisco, NY. The foundation's activities reflect the values and philanthropic interests of the donor and members of his family.

The Laurance S. Rockefeller Fund is a private grantmaking foundation established by Mr. Laurance S. Rockefeller. Its giving program reflects the philanthropic interests of its founder.

Mutual of America Life Insurance Company With headquarters in New York City and 36 regional offices throughout the United States, Mutual of America and its affiliated companies specialize in providing employee benefits to corporations, life insurance and retirement products to individuals, and mutual funds to institutional investors. Mutual of America Life Insurance Company provides group and individual retirement and pension products to the not-for-profit sector. A subsidiary, The American Life Insurance Company of New York, provides a similar line of products to the corporate sector along with group and individual life and disability products to all markets. In addition, Mutual of America Securities Corporation is the distributor of Mutual of America Institutional Funds, Inc.

October 1999

Throughout this month, **Leadership Guides** are distributed to public television stations and national organizations.

The **Guide** is also available online at www.thirteen.org/onourown/terms or www.pbs.org/onourown/terms

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
Pastoral Care Week, 10/19-10/25						
24	Send out Fact Sheet from leadership Guide to area health and social service providers and inform them of the project.		26	27	28	29
						30
NETA Conference, 10/31-11/4						31

November 1999

National Hospice Month & National Alzheimer's Disease Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Day of the Dead, 11/1-11/3 All Saint's Day	2 All Soul's Day	3	4	5	6
7	8	9	10	11	12 Community Award Proposals Due	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
National Family Caregivers Week, 11/21-11/27						
28	29	30				

December 1999

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17 Community Award Grantees Notified	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

January 2000

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 Assemble local coalition to plan Videoconference event	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

February 2000

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		1	2	3	4	5	
		National Patient Recognition Week, 2/1-2/6					
	6	7	8	9	10	11	
						12	
	13	14	15	16	17	18	
						19	
	20	21	22	23	24	25	
						26	
	27	28	29				

March 2000

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13 Send out Videoconference invitations	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

April 2000

National Volunteer Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 <ul style="list-style-type: none"> • Web outreach section launch • Videoconference packets are sent • Discussion Guides available for distribution 	4	5	6	7	8
9	10	11	12	13	14	15
16	17	Videoconference	19	20	21	22
23	24	25	26 Living with Grief Teleconference sponsored by the Hospice Foundation	27	28	29
						30

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 Bill Moyers speaks at American Hospital Association	3	4	5	6
7	8	9	10	11	12	13
		Arrange follow-up coalition meeting to plan outreach activities				
14	15	16	17 Bill Moyers speaks at AARP conference, Orlando, FL	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

July 2000

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
					1	2	
3	4	5	6	7	8	9	
		Host local coalition planning meetings					
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

31

August 2000

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		1	2	3	4	5	
6	7	8	9	10	11	12	
		Distribute publicity and invitations to local outreach events					
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
					1	2	
3	4	5	6	7	8	9	
		Host pre- and post-broadcast outreach events					
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

October 2000

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
Host local coalition follow-up meetings to determine ongoing needs						
15	16	17	18	19	20	21
Pastoral Care Week, 10/17-10/23						
22	23	24	25	26	27	28
29	30	31				

November 1999

national Hospice Month & National Alzheimer's Disease Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Day of the Dead, 11/1-11/3	2 All Soul's Day	3	4
			All Saint's Day			
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
National Family Caregivers Week, 11/19-11/25						
26	27	28	29	30 Awardee Final Reports Done		

Leadership Guide Credits

The ON OUR OWN TERMS: MOYERS ON DYING IN AMERICA Leadership Guide was published by Thirteen/WNET's Educational Resources Center.

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