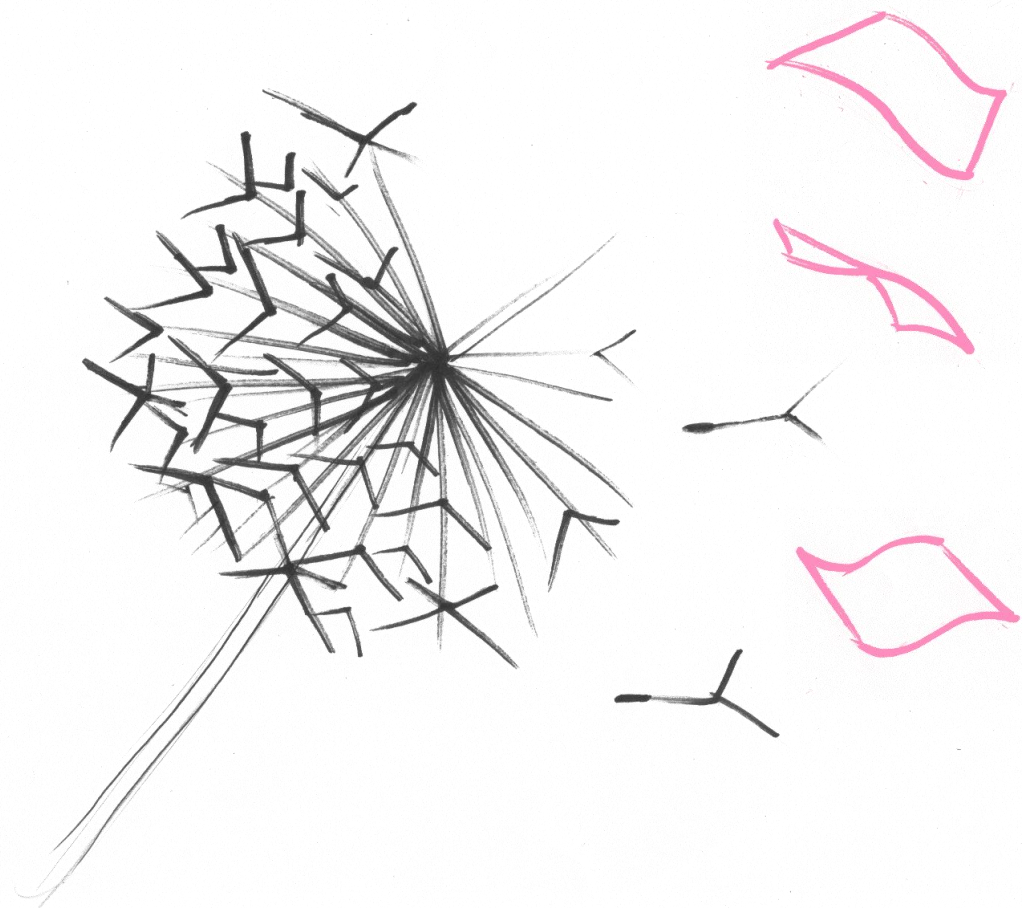


Wish papers.



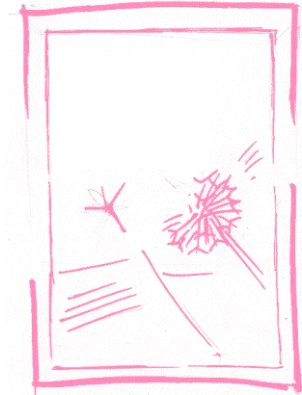
How can we get more people to complete their end-of-life paperwork?

56 percent of Californians have not communicated their end-of-life wishes. Advance directives and Physician Orders for Life-Sustaining Treatment (POLST) are paperwork that document their medical *last wishes*. How can we get more Californians to complete these documents?



Connect these documents to a custom vernacular: *wish papers*.

Using marketing and social media, familiarize these documents under a new, more friendly and easy-to-understand term: *wish papers*. Incorporate clarification of medical and legal terms within the documents that many people find confusing.



Connect their *wish papers* to major life events that come with legal documents.

Leverage the moments in life when individuals are required to fill out official and legal documents: vaccinations for college entry, a marriage certificate, a birth certificate... These are all moments when it makes sense to think about self, the future, and those who love you.



College.

During orientation week, usually in August and September, college students will be exposed to the idea of *wish papers*. Along with their immunization papers, they will be encouraged to fill out their *wish papers* and enter a scholarship contest to see how many people in their network will also fill out their *wish papers* by November 1st.



Marriage.

For better or for worse includes thinking about how each of you would like to be cared for during those tender last moments. The requirement for a marriage license would be a perfect opportunity to fill out your *wish papers* together alongside other wishes for how to take care of other things.



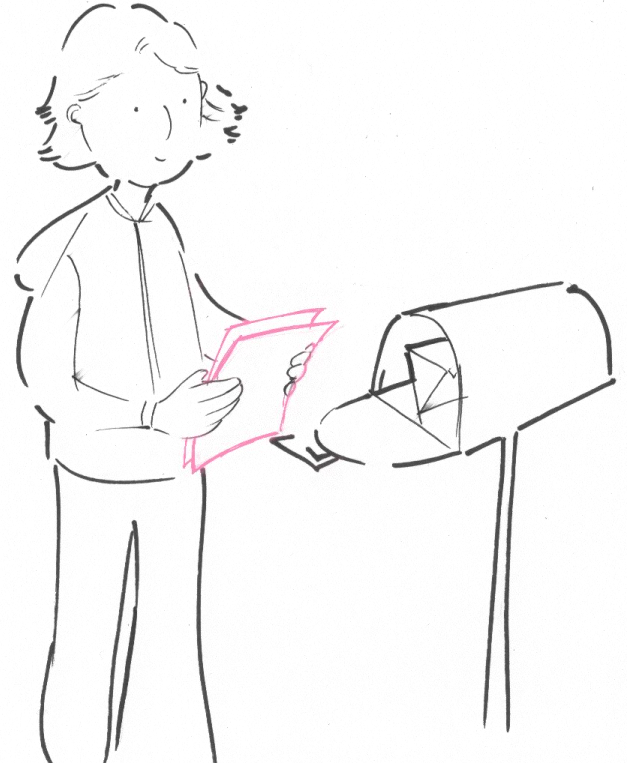
Birth.

Additions to the family are an opportunity to think about how you would want your children to be taken care of if you were no longer able, and another opportunity to make your *last wishes* known about how your care should be carried out.



50.

Prior to retirement and the eligibility of insurance and membership to the AARP would be a good place to also fill out *wish papers* as you begin the planning the later portions of life.



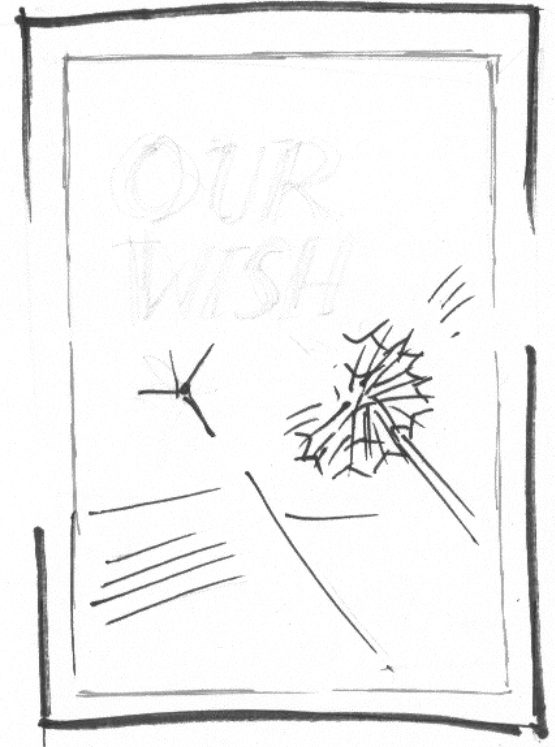
65.

Nearing retirement and the eligibility for Medicare is yet another opportunity to make your *last wishes* known, as you begin to live the later portions of life.

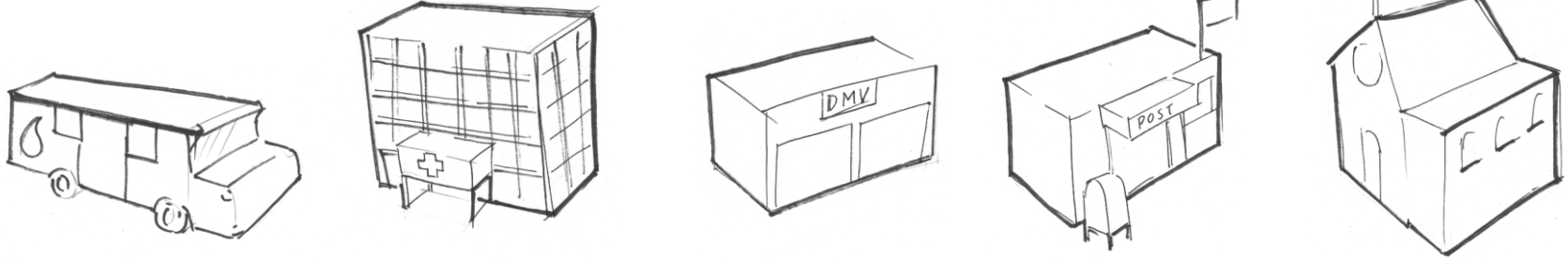


Wish day.

November 1st, traditionally observed as the Day of the Dead, will mark the observed *wish day* to remind Californians to complete their *wish papers*. The day will be marked by *wishing events* that help to complete and collect their last wishes, regrets, and hopes to be shared on a blog site.



Places to wish.



Local venues would include blood drives, hospitals, hospices, retirement homes, senior and community centers, DMV's, post offices, education organizations from high school on, cultural centers, and places of worship. A representative from the community and a volunteer notary public will be present to run a whispering booth to collect *last wishes*.

Soft whispers.

The whispering booth will help to give a quiet and private space for Californians to whisper their *last wishes*, regrets, and hopes via audio recording. These audio files will then be collected and linguistically analyzed for emotional phonetics and shared on a blog site. These *whispered wishes* will be telling of Californian's *last wishes* around a wide variety of subjects that will be clues to how to help Californians get better end-of-life care in and outside of medical intervention.



Collecting wishes.

The first step would be to begin collecting *last wishes*, including stories from those that have already filled out their *wish papers*.

Specifically asking them to explain in their own words the medical decisions and terms on the forms and how they began to understand their choices as individuals and as a family. These will be the first things to be up on the blog site to help others understand in simple terms what and why they are filling out their *wish papers*.



Wish papers.

