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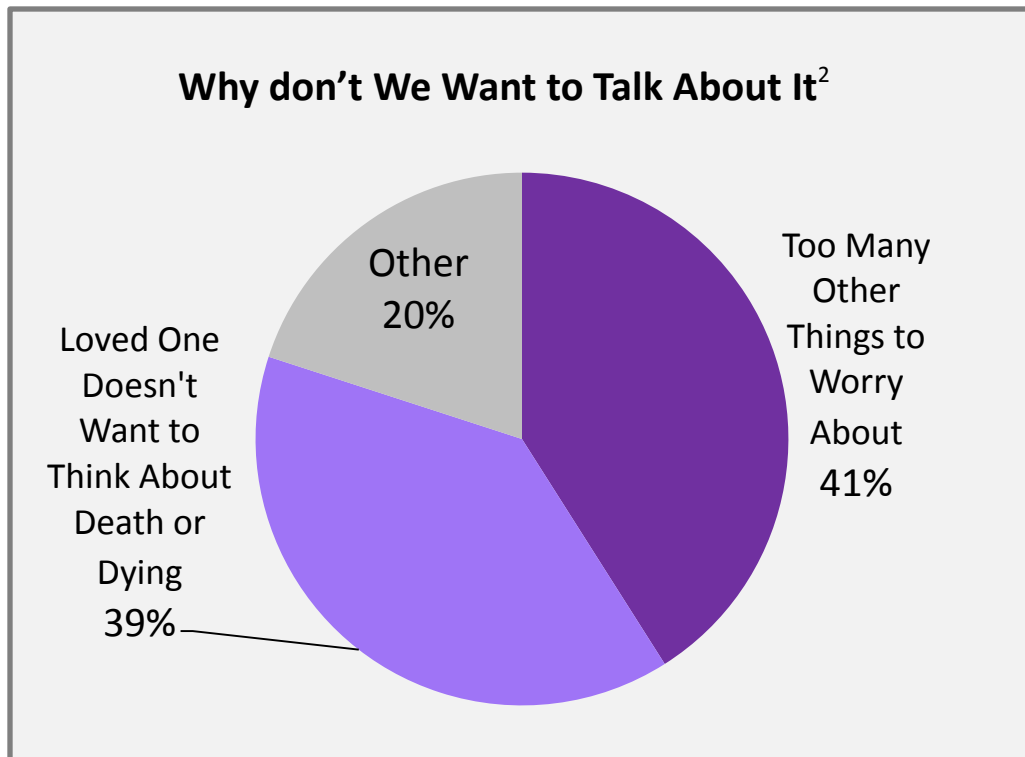
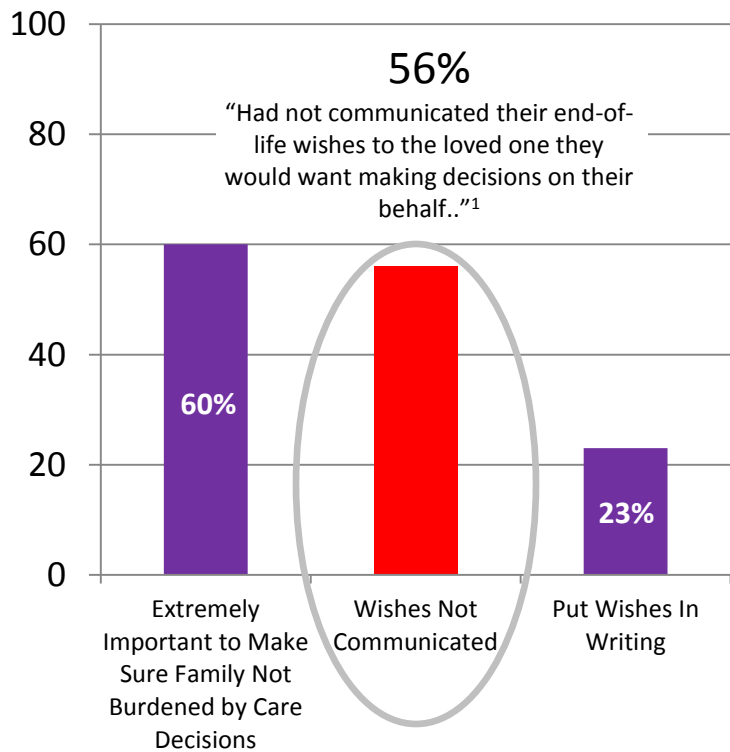
## The Purple Elephant

A Mascot/Marketing Campaign/Icebreaker for  
Beginning the Conversation on End-of-Life Care

# What Problem does the Purple Elephant hope to Solve?

- No one really wants to talk about death and dying.
- It's the "elephant in the room."

End-of-life care is important, and there are great tools for organizing our wishes, but it's difficult to talk about.



<sup>1,2</sup> Data Source: The source for both of these charts is the the reference to the [2012 study](http://healthcareexperiencedesign.com/eolc/) of Californians' attitudes and experiences with death and dying, as presented on the End-of-Life Care Challenge web page (<http://healthcareexperiencedesign.com/eolc/>, accessed 5/9/2013, 12:17pm)

# Why the Purple Elephant as Mascot/Icon?

The story of the Purple Elephant is *our story* too.

- **End-of-Life Care is an “Elephant in the Room” –**

Definition from Wikipedia (Source: [http://en.wikipedia.org/wiki/Elephant\\_in\\_the\\_room](http://en.wikipedia.org/wiki/Elephant_in_the_room)) –

“**Elephant in the room** is an English metaphorical idiom for an obvious truth that is either being ignored or going unaddressed. The idiomatic expression also applies to an obvious problem or risk no one wants to discuss.

It is based on the idea that an elephant in a room would be impossible to overlook; thus, people in the room who pretend the elephant is not there have chosen to avoid dealing with the looming big issue.”<sup>1</sup>

- **African Folklore on Elephants and Dying**

There is folklore that elephants, with their long white “wisdom sticks” (tusks), know when they are going to die. They plan for this and seek out a place in the jungle as their final resting spot. Just like the elephants plan for their end-of-life care, humans need to too.

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<sup>1</sup>Source: Wikipedia ([http://en.wikipedia.org/wiki/Elephant\\_in\\_the\\_room](http://en.wikipedia.org/wiki/Elephant_in_the_room), accessed 5/9/2013, 1:21pm)

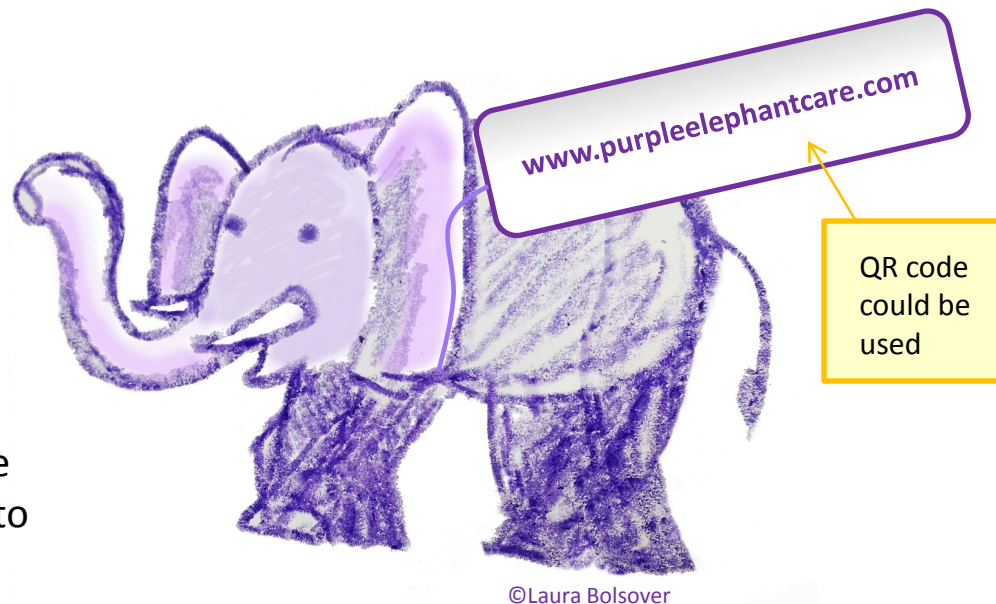
<sup>2</sup>Source: The folklore tale on the elephant was found on the following web page: (<http://roadtravelafrica.com/2011/05/05/african-myths-legends-about-elephants/>, accessed 5/9/2013, 1:07pm)

# How Would the Purple Elephant Be Used?

Use the Purple Elephant as a logo and as a key focus of an extensive marketing campaign. The story of the elephant is a key component of the campaign – the wise elephant plans for the end of its life and we should too. The existing materials and tools would get the Purple Elephant branding.

## Ways to Use the Purple Elephant

- Logo for website and marketing materials
- Table tent display at doctors' offices/health care facilities
- Purple elephant stuffed animals with tags that explain the story and link to the website – the Purple Elephant Care portal (the care portal would link out to existing resources)
- Subway and bus ads, billboards
- Brochures
- Social Media (e.g., Facebook page)



# Why Would the Purple Elephant Work?

- **The purple elephant creates issue recognition.**

If the purple elephant comes to be associated with end-of-life care, it can later serve as an important icebreaker for broaching the topic.



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- **Can give a physical representation to an emotional topic.**

By creating tangible Purple Elephant products – brochures, stuffed animals, etc. It helps other people to bring up the topic – (e.g., “I noticed you have a purple elephant...” )

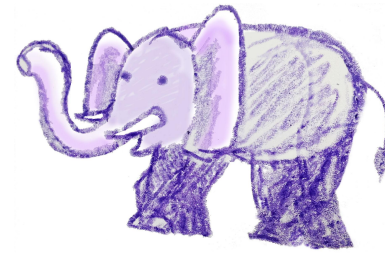
- **Can create a language for discussing end-of-life care issues.**

The Purple Elephant can give a euphemism to the topic and may make it easier to bring up:

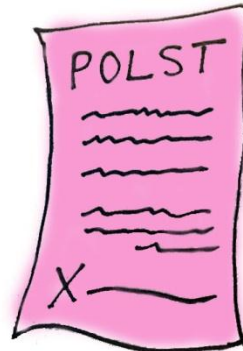
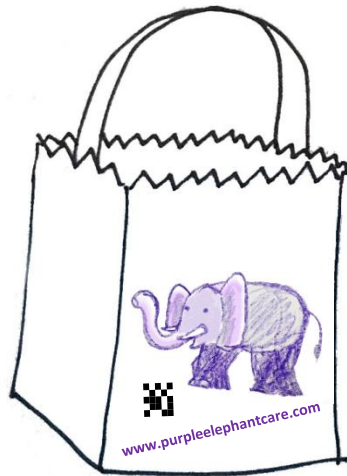
“I hate to bring up the ‘purple elephant’, but I want to be sure that your wishes are respected when the time comes.”

# How Will the Purple Elephant Campaign Help With POLST?

- By having Purple Elephant brochures, educational materials and Purple Elephant Care Kits (with Purple Elephant stuffed animals) **available in physicians offices** it will encourage early discussion of POLST.



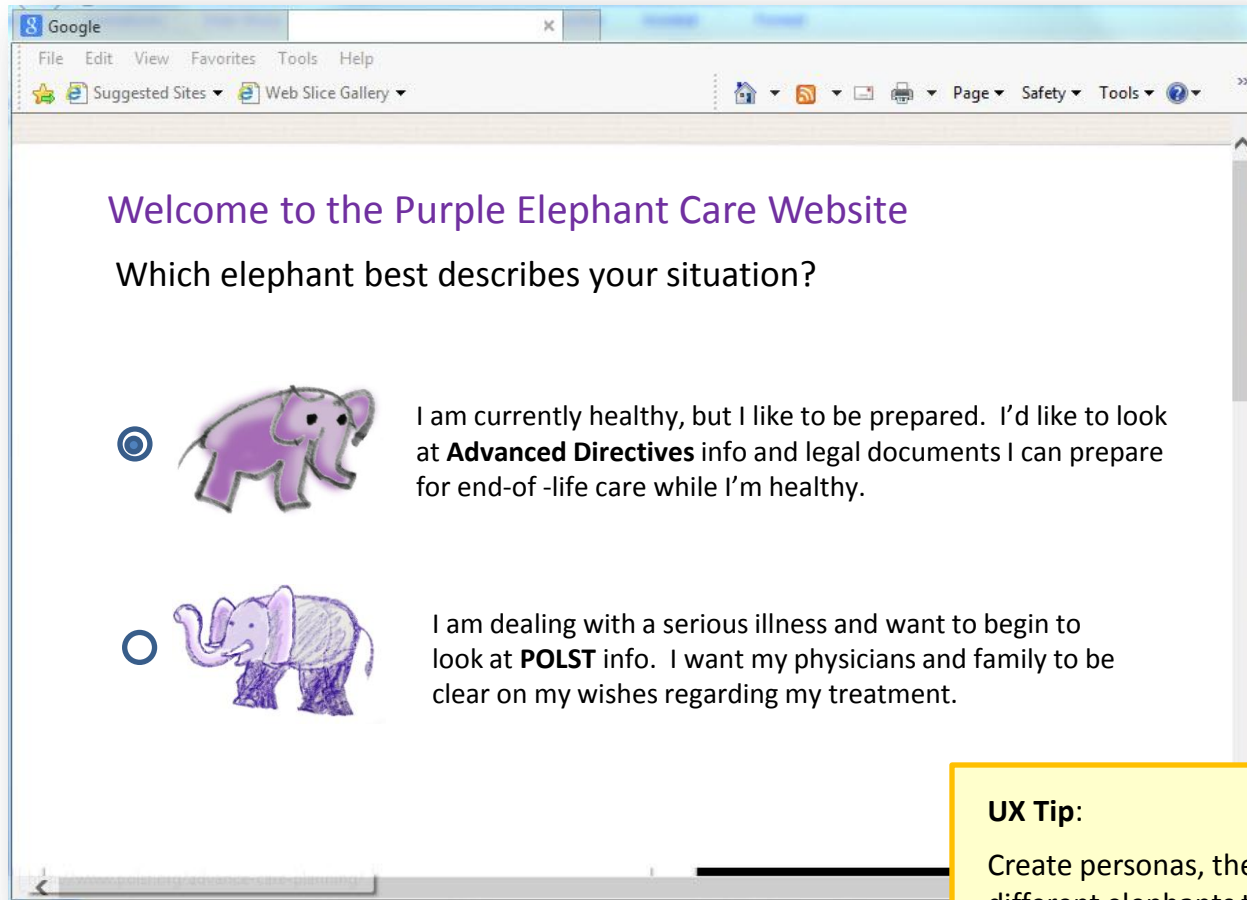
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**Action:**  
Logging into website

The Purple Elephant with the pink form.  
Purple, Pink, POLST.

# How Will the Purple Elephant Campaign Help with Advanced Directives?



Info on the **Purple Elephant** materials will direct you to a website where you can choose the situation that best matches yours.



**Think about it while you are healthy.**

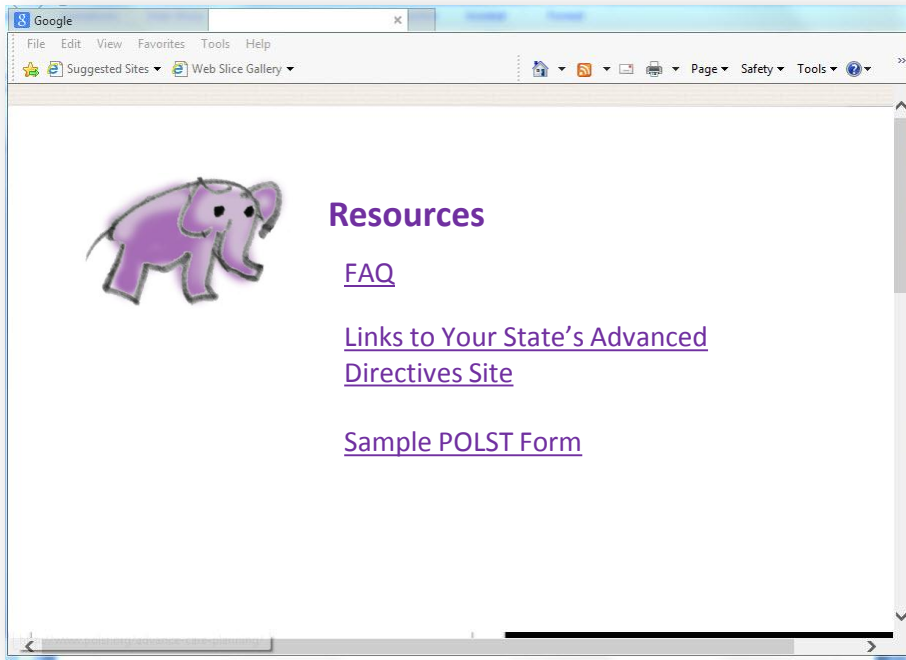
## UX Tip:

Create personas, then different elephants to match personas.

The Purple Elephant is about *all* end-of-life care resources.

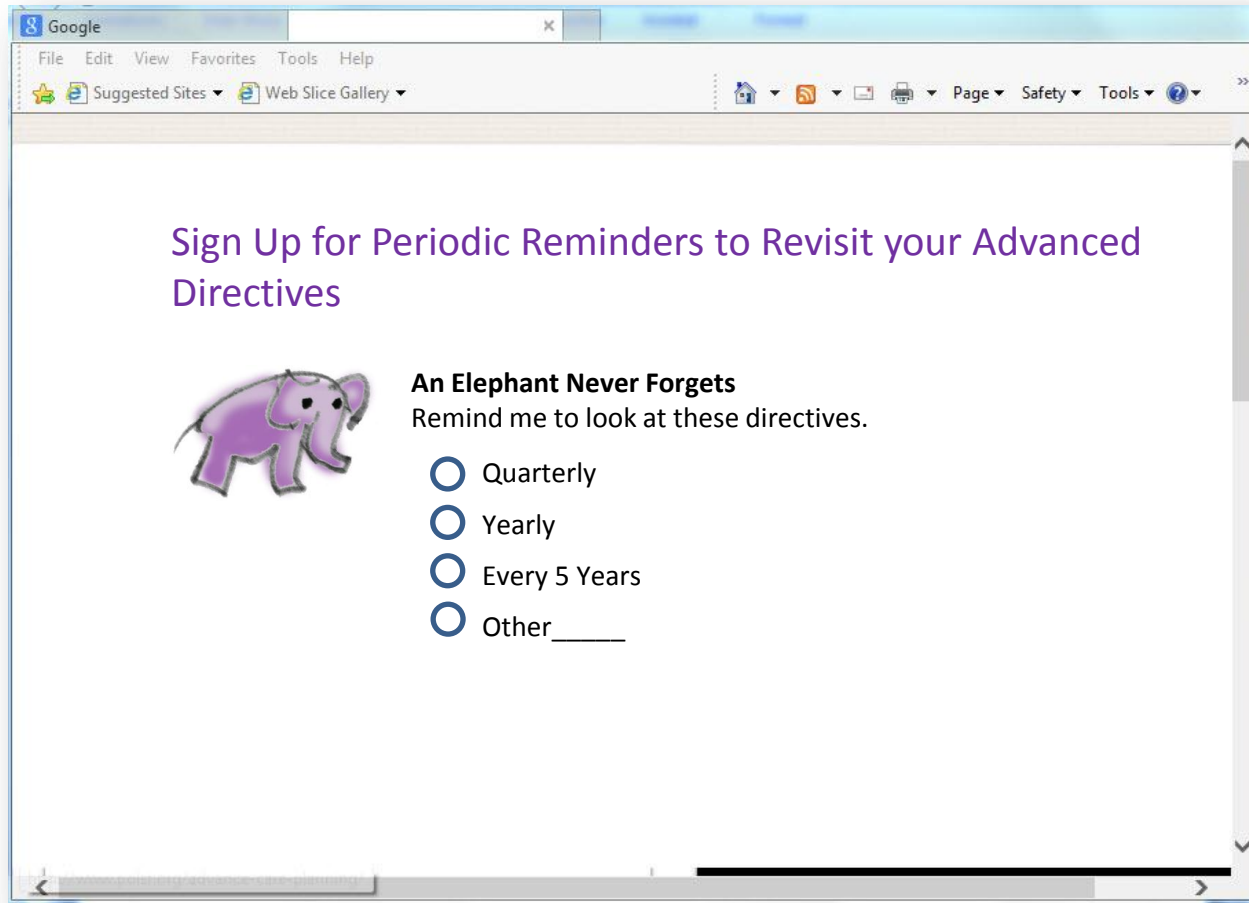
# How Will Existing Materials Be Incorporated?

- All existing materials can be used; links to existing materials can be made available off of the Purple Elephant Care website.

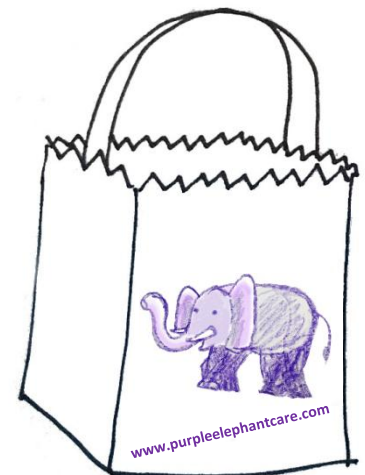




# Reminders

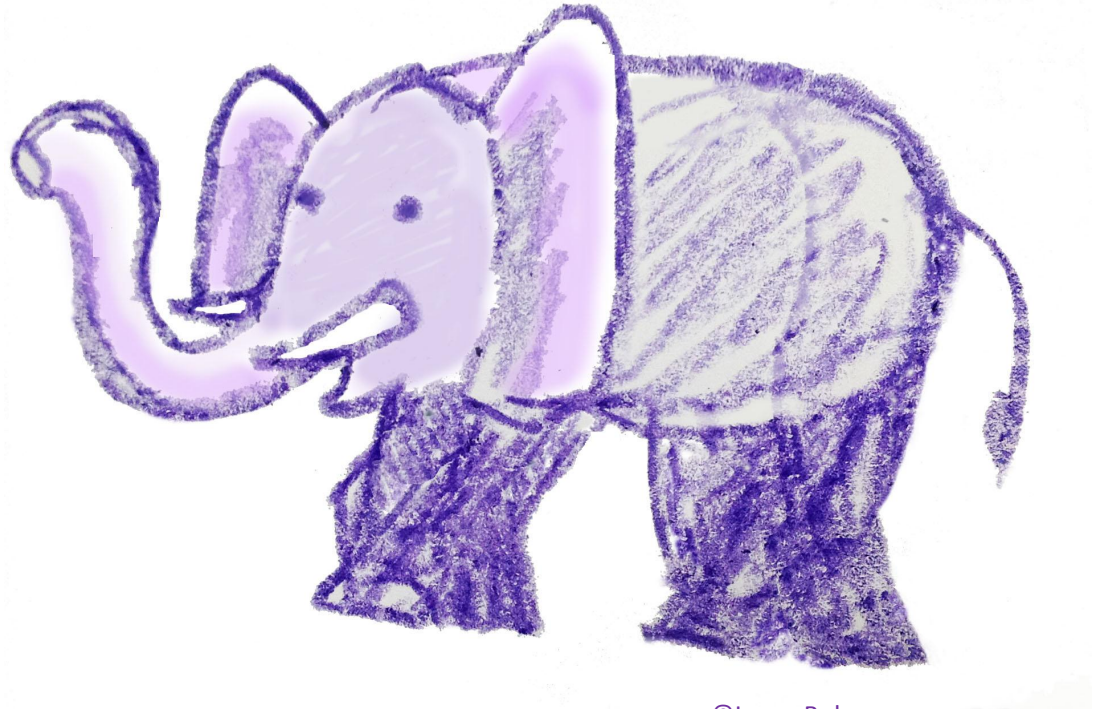


The Purple Elephant marketing materials/advertising will serve as a reminder, but the website could email you reminders as well.



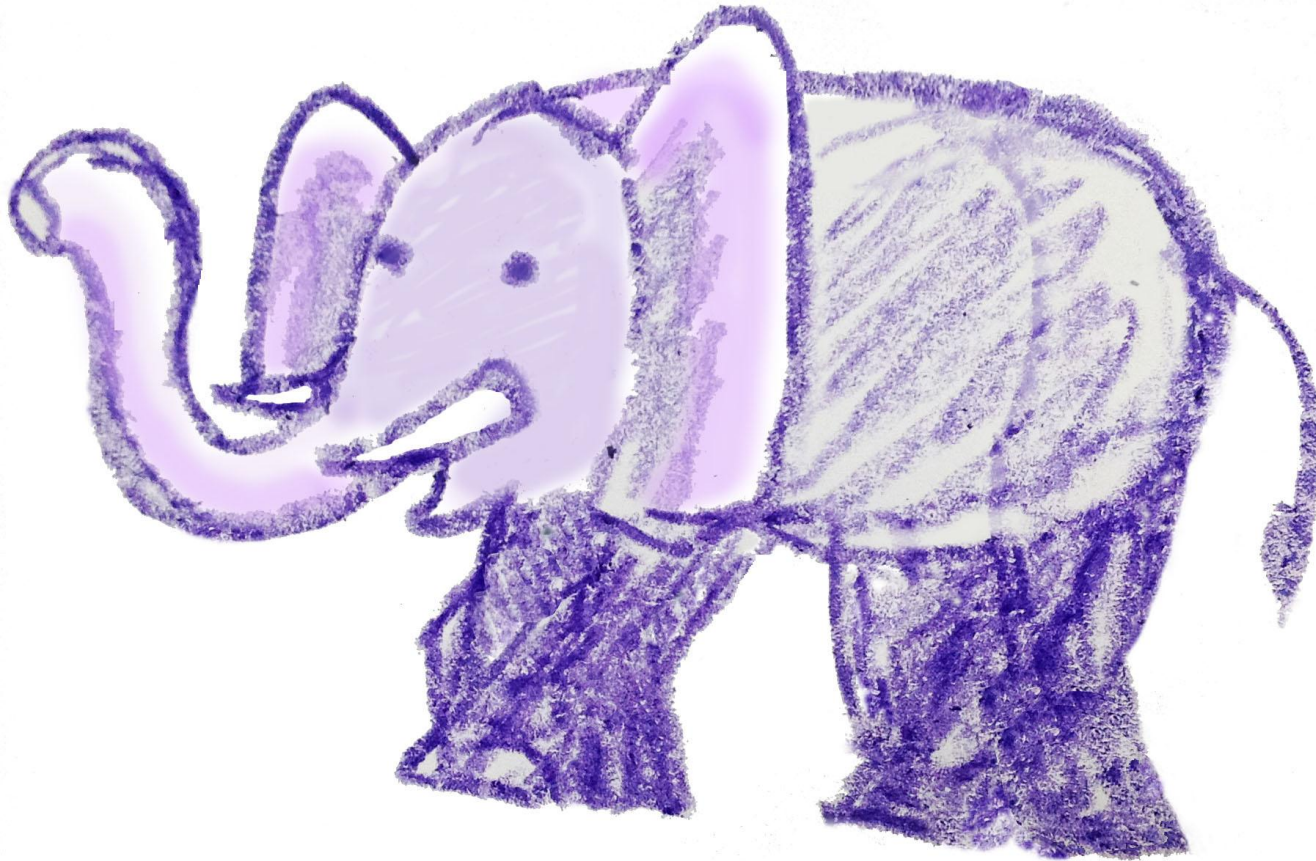
# How does the Purple Elephant Campaign Address Cultural and Ethnic Sensitivities

- Cultural issues and sensitivities around death and dying are diverse. The goal is to use this campaign to create a new culture – the Purple Elephant culture.
- This icon/mascot and it's materials will invite people to think about death/dying in a new way.
- The Purple Elephant and the visual nature of the Purple Elephant end-of-life care materials it contains are designed to accommodate low English literacy audiences.



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## Conclusion



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- There are lots of resources out there but by using the Purple Elephant as an umbrella campaign it unites these resources and efforts.
- The Purple Elephant can help make an emotional, awkward discussion about death and dying a little easier.

*Created by*

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