

A decorative header featuring a background of vertical wooden planks in various colors including red, purple, green, yellow, orange, and blue. A solid blue horizontal band is overlaid on the right side of this background, containing the title text.

LGBT Outreach

Toolkit & Resource Guide



Care and Choice at the End of Life

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I. Introduction

Dear Compassion & Choices Outreach Worker:

The LGBT Outreach Toolkit and Resource Guide contains valuable educational materials and practical tools to advance the end-of-life choice movement. This guide helps Compassion & Choices staff and volunteers conduct effective outreach to lesbian, gay, bisexual and transgender (LGBT) individuals across the nation.

The aging baby boomer generation is considered to have the largest number of openly LGBT people in U.S. history. As this generation ages, end-of-life concerns will continue to grow as a topic of importance.

Aging can be particularly difficult for members of the LGBT community. Estranged family situations, under-recognition of LGBT relationships and unequal treatment under the law are just some of the additional challenges that people in nontraditional relationships can face at the end of life. It is critical that LGBT patients have a legal framework to discuss all healthcare options, including end-of-life issues and choices, with their physicians and healthcare providers.

The LGBT community is already one of the most supportive aid-in-dying constituency groups in the country, with current studies indicating over 90% support for aid in dying. Now it is important to leverage that support by heightening awareness of end-of-life issues that limit individual care options and steps patients can take to ensure their choices for end-of-life care and dying are honored.

Contained within are tools and resources to help you start the conversation with LGBT individuals, their families, their communities, their healthcare providers and others they turn to for support. We hope that you will find the resources helpful in your educational efforts and use them to better serve LGBT individuals and their families – in ways that honor and respect their wishes.

With pride,

Mark Dann
Regional Campaign & Outreach Manager

At Compassion & Choices, we

SUPPORT

individuals and families facing important end-of-life decisions.

EDUCATE the public, healthcare professionals, lawmakers and the media on end-of-life issues.

ADVOCATE for compassionate end-of-life care in legislatures, in courtrooms and at bedsides.

II. LGBT Outreach: What You Need to Know

Before engaging the LGBT population through outreach, it is important to understand some of the barriers and challenges that LGBT individuals and their partners face when planning or preparing for the end of life. State marriage and default surrogate selection laws are two very important things that outreach workers should be aware of when working with this population.

a. Understanding the Law

Advance Directives and End-of-Life Planning

An advance healthcare directive is a legal document in which a person specifies what actions should be taken for their health if they are no longer able to make decisions for themselves because of illness or incapacity. It is the right and duty of every American adult to create an advance healthcare directive and the obligation of every hospital to honor these documents.

End-of-life Planning: Who Decides?

Without an advance healthcare directive, end-of-life care decisions are often left for spouses or close family members to determine and carry out. For patients in same sex relationships, the state in which they reside may not recognize their marriage or their unmarried partner as fitting one of those categories. Decision making authority that would be automatic in heterosexual relationships may be actively denied in same sex relationships, and life partners may be prevented access to one another at the end of life.

While much progress has been made toward marriage equality in recent years, the rights of LGBT couples are still recognized in varying degrees across the United States. Historically, this unequal treatment under the law has created confusion and distress at a very difficult time.

What are Default Surrogate Selection Laws?

When there is no appointed guardian or advance healthcare directive in place, a doctor or the healthcare team may select a surrogate medical decision-maker. State default medical decision-making laws contain prioritized lists of individuals who are best situated to control the course of medical care for incapacitated patients. Usually the most appropriate surrogate is deemed to be the spouse of the incapacitated individual.

But these laws also vary between jurisdictions as to who can be included on the list. If LGBT couples are not legally married, their partners may not be recognized as default surrogates. Many states provide for a “close friend” category, but usually it is at the bottom of the prioritized list. Many other states limit the priority list to only those related to the patient by blood or marriage, and have no category for “close friends.”

Careful end-of-life planning is essential for LGBT patients so that they know and understand their options for end-of-life care. As outreach workers, know the laws in your state and educate others on the importance of completing their advance healthcare directive to ensure their surrogates are named and wishes are honored.

NOTE: *Marriage equality laws are changing quickly in states across the nation and should impact default surrogate laws to be more inclusive of LGBT spouses. For up-to-date information on state and national laws impacting same-sex couples and their end-of-life options, visit the Human Rights Campaign website at <http://hrc.org>.*

b. LGBT Partners and Allies

As a part of LGBT outreach, Compassion & Choices is building relations with national and local affiliates of the following organizations. As outreach efforts grow, Compassion & Choices will look to obtain letters of support and will seek specific sponsorship activities.

Compassion & Choices staff and volunteers who are members of these organizations should inform them of the importance of end-of-life choices and encourage them to support our efforts.

- **GLMA** - Health Professionals Advancing LGBT Equality (previously known as the Gay & Lesbian Medical Association) is an association of healthcare professionals advancing equality in healthcare for LGBT individuals. GLMA has officially endorsed aid in dying legislation in Massachusetts and New Jersey. www.glma.org
- **SAGE** - Services and advocacy for gay, lesbian, bisexual and transgender elders. www.sageusa.org
- **Human Rights Campaign** - A civil rights organization working to achieve equality for LGBT Americans. www.hrc.org

- **Association of Gay and Lesbian Psychiatrists** - A community of psychiatrists that educates and advocates on LGBT mental health issues. www.aglp.org
- **National Organization of Gay and Lesbian Science and Technical Professionals, Inc.** - Empowers LGBT individuals in science, technology, engineering and mathematics by providing education, advocacy, professional development, networking and peer support. www.noglstp.org
- **National LGBTQ Task Force** - Advances full freedom, justice and equality for LGBTQ people. www.thetaskforce.org
- **Equality Federation** - A movement builder and strategic partner to state-based organizations advocating for LGBT people. www.equalityfederation.org
- **CenterLink: Community of LGBT Centers** - Exists to support the development of strong, sustainable LGBT community centers and to build a unified center movement - www.lgbtcenters.org



c. Resources

Compassion & Choices Volunteer Resources

People who educate themselves and others are our greatest hope to keep the movement growing. Whether you host a workshop, house party or canvassing event, Compassion & Choices offers various toolkits, resources and trainings on their Volunteer Action Center webpage. In addition, staff can find resources and up-to-date best practices located on the internal Google drive.

LGBT Published Articles

Compassion & Choices has a collection of articles on end-of-life issues and how they impact the LGBT population:

[Healthcare Equality a Must in American Hospitals](#) by Janice Langbehn 6/16/2010

[Two Movements Approach the Tipping Point](#) by Compassion & Choices 3/16/2012

[Medical Organization Endorses Death With Dignity in New Jersey](#) by Compassion & Choices 11/6/2013

[Death, Dignity and the Stonewall Generation](#) by Mark Dann 1/16/2014

[LGBT Activists and End-of-Life Choice Advocates Stand Proud](#) by Mark Dann 4/08/2014

III. Pride Engagement

a. Why Pride?

In June 1969, lesbian, gay, bisexual and transgender persons rioted following a police raid on the Stonewall Inn, a gay bar in New York City. This riot and the protests that followed were considered the birth of the modern LGBT equal rights movement and sparked Pride marches across the country. Initially, the last Sunday in June was celebrated as “Gay Pride Day,” but today, Pride has expanded to a month-long series of events, attracting millions of participants around the world.

Over the years, Pride events have grown from political protests to include positive promotions of self-affirmation, dignity and equal rights; building community, celebrating sexual diversity and gender variance, and increasing LGBT visibility as a social group. Pride events can range from solemn to carnivalesque and include as marches, rallies, commemorations, workshops, symposia, parties, concerts and large festivals.

Why Pride? Because having a presence at your state or city Pride event is a great way to build the Compassion & Choices movement. These events draw hundreds of thousands of LGBT leaders, activists and allies. By working with local action teams and volunteers, and coordinating activities with coalition partners, you can expand Compassion & Choices’ reach in the community, recruit new volunteers and gain greater visibility.

b. Planning for Pride Events

Find out if there is a pride event in your area by checking the list below. Once you have identified the type of event (march, festival, workshop) you can determine and plan the appropriate activity(ies). A list of suggested Pride activities, a planning checklist and an evaluation form to measure your impact are provided.



Pride Events by State

The following is a list of Pride events in key states where Compassion & Choices currently has outreach volunteers or staff. Some Pride events are sponsored or hosted by a third-party organization. This Pride guide is not exhaustive, and staff should seek out additional opportunities to participate in LGBT events that offer education, outreach and advocacy.

State	Organization	Website	Pride Event	Pride Event Date
Arizona				
	Phoenix Pride	http://phoenixpride.org	Pride Festival	April 12-13, 2015
	Flagstaff Pride	http://www.flagstaffpride.org	Pride in the Pines	June 26-28, 2015
	Tucson Pride	http://www.tucsonpride.org	Pride Parade	October 10, 2015
	Bisbee Pride	http://www.bisbeepride.com	Magic in the Mountains	June 19-21, 2015
California				
	Anaheim Pride	http://www.gaydaysanaheim.com	Gay Days Disneyland	October 3-5, 2015
	Long Beach Pride	http://www.longbeachpride.com/	Long Beach Pride	May 17-18, 2015
	Los Angeles Pride	http://lapride.org/	Los Angeles Pride	June 6-8, 2015
	Mammoth Lakes Pride	http://www.mammothgayski.com/	Mammoth Gay Ski Week	March 12-16, 2015
	Oakland Pride	http://www.oaklandpride.org/	Oakland Pride	August 31, 2015
	Orange County Pride	http://www.prideoc.com/	Orange County Pride	August 9, 2015
	Palm Springs Pride	http://pspride.org/	Palm Springs Pride	November 8-9, 2015
	Pasadena Pride	http://sgvpride.org/	San Gabriel Valley Pride	September TBA, 2015
	Sacramento Pride	http://www.sacramentopride.org/	Sacramento Pride	June 14, 2015
	San Diego Pride	http://www.sdpride.org/	San Diego Pride	July 16-20, 2015
	San Francisco Pride	http://sfpride.org/	San Francisco Pride	June 28-29, 2015
	San Jose Pride	http://www.sanjosepride.com/	San Jose Pride	August 17, 2015
	San Mateo Pride	https://www.facebook.com/SMCPrideEvent	SMC Pride	June 14, 2015

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State	Organization	Website	Pride Event	Pride Event Date
	Santa Ana Pride	http://www.prideoc.com/	OC Pride	August 9, 2015
	West Hollywood Pride	http://www.lgbtshirts.com/	Los Angeles Pride	June 6-8, 2015
Colorado				
	The Center (advancing LGBT Colorado)	http://www.glbtcOLORADO.org	Pridefest	June 20-21, 2015
	Denver Pridefest	http://www.glbtcOLORADO.org/pridefest/	Pridefest	June 21-22, 2015
	Aspen Pride	http://gayskiweek.com/	Aspen: Gay Ski Week	January 12-19, 2015
Connecticut				
	Triangle Community Ctr	http://www.ctgay.org/pride		TBD
Florida				
	Fort Lauderdale Pride	http://pridesouthflorida.org/	Pridefest South Florida	March 1-2, 2015
	Jacksonville Pride	http://www.rivercitypride.com/	Jacksonville Pride	October 4-5, 2015
	Key West Pride	http://www.keywestpride.org/	Key West Pride	June 11-15, 2015
	Lake Worth Pride	http://www.compassglcc.com/pf.html	Pridefest Lake Worth/ Palm Beach	March 29-30, 2015
	Melbourne Pride	http://www.spacecoastpride.com/	Space Coast Pride	May 25–June 1, 2015
	Miami Pride	https://www.miamibeachgaypride.com/	Hispanic LGBT Pride	October 4, 2015
	Ocala Pride	http://www.glbtsHIRTS.com/pride/OcalaPride.org	Ocala Pride Festival	October 18, 2015
	Orlando Pride	http://comeoutwithpride.com/	Orlando Pride	October 6-12, 2015
	Pensacola Pride	http://www.sexacolabeach.com/	Sexycola Pride	May 22-26, 2015
	St. Petersburg Pride	http://www.stpetepride.com/	St. Pete Pride	June 27-29, 2015
	Tallahassee Pride	http://pridefest.familytreecenter.org/	Tallahassee Pridefest	April 5-12, 2015
	Tampa Pride	http://www.olivia.com/	Tampa: Olivia Cruise	November 23-30, 2015
Georgia				
	Atlanta Pride	http://atlantapride.org/	45th Annual Atlanta Pride Festival	October 10-12, 2015
	Augusta Pride	http://prideaugusta.org/	Pridefest	June 27-29, 2015

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State	Organization	Website	Pride Event	Pride Event Date
	Savannah Pride	http://www.glbtshirts.com/pride/www.savpride.com	Savannah Pride	September 13, 2015
Iowa				
	Des Moines Pride	http://www.lgbtshirts.com/	Des Moines: Capital City Pride	June 6-8, 2015
Illinois				
	Chicago Pride	http://chicagoprider.goprider.com/	Chicago Pride	June 28-29, 2015
Indiana				
	Indianapolis Pride	http://www.indypride.org/	Indy Pridefest	June 6-14, 2015
Massachusetts				
	Boston Pride	http://www.bostonpride.org/	Boston Pride Week	June 6-16, 2015
	Worcester Pride	http://www.worcesterpride.org/	Worcester Pride	September 6, 2015
Maryland				
	Baltimore Pride	http://baltimorepride.org/	Parade and Pride Festival	June 13-23, 2015
Minnesota				
	Minneapolis Pride	https://www.tcpride.org/	Twin Cities Pride	June 28-29, 2015
	Pine City Pride	http://www.eastcentralminnesotapride.com	East Central Minnesota Pride	June 1, 2015
Montana				
	St. Louis Pride	http://pridestl.org/	Pride St. Louis	June 28-29, 2015
New Mexico				
	Albuquerque Pride	http://abqpride.com/	Pridefest	June 7-13, 2015
	Deming Pride	http://demingpride.org/	Deming Pride	July 18-19, 2015
	Santa Fe Pride	http://www.santafehra.org/	Santa Fe Pride	June 28, 2015
New Jersey				
	Asbury Park Pride	http://www.jerseypride.org/	Jersey Pride	June 1, 2015

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State	Organization	Website	Pride Event	Pride Event Date
New York				
	Pride Center of the Capital Region	http://www.capitalpridecenter.org/	Support Groups	Ongoing
	Brooklyn Pride	http://brooklynpride.org/	Brooklyn Pride Week	June 9-14, 2015
	Buffalo Pride Fest	http://www.buffalopridefestival.com/	Buffalo Pride Fest	May 25-June 1, 2015
	Fire Island Pride	http://www.ascensionparty.com/	Ascension Fire Island	August 15-17, 2015
	Long Island GLBT Services	http://liglbtnetwork.org/pride	Long Island Pride	June 14, 2015
	New York City Pride	http://www.nycpride.org/	New York City Pride	June 27-29, 2015
	Queens Pride	http://WWW.queenspride.org	Queens LGBT Pride	June 1, 2015
	Syracuse Pride	http://dddynasty.wix.com/cnypride	Central New York Pride	June 21, 2015
Oregon				
	Central Oregon Pride (Bend)	http://centraloregonpride.org/	10th Annual Pride Festival	June 28, 2015
	Eugene Pride	http://www.eugenepride.org/	Eugene Pride	August 9, 2015
	Portland Pride	http://pridenw.org/	Pride Northwest	June 14-15, 2015
Vermont				
	Pride Center of Vermont	http://www.pridecentervt.org		September 2015 TBD

Suggested Activities for Pride Events

1. Host an informational booth with educational materials – use staff or trained volunteers to educate the public on end-of-life issues. Compassion & Choices can provide a resource called “Pride in a Box,” which contains literature and promotional items for LGBT events. More information can be found in the “Pride in a Box” section of this guide. To request the resource materials please e-mail volunteer@compassionandchoices.org.
2. Collect Petition Signatures – have a mobile and well-informed advocate(s) engage the crowd to gather petition signatures to advance the end-of-life choice movement.
3. Construct a Float – We suggest coordinating with an LGBT allied organization to select a unified and Pride relevant theme, such as: “My Life, My Death, My Choice.” Floats can be large or small. A float can be built on just about any wheeled structure, including a grocery cart, flatbed trailer, lawn tractor, golf cart or an antique car.
4. Share the Pride Selfie – Use a Compassion & Choices banner or cutout to create a backdrop for selfie photographs. With this fun and trendy activity, individuals or small groups can share their pride experience and support the movement on social media. For more social media activity ideas see the social media toolkit at <https://compassionandchoices.org/userfiles/Social-Media-Kit.pdf>.
5. Promote the Six-word project – Stories and pictures are important in communicating the message of the movement. This project involves capturing a photograph of an individual and a quote that expresses their support of end-of-life choice in six words. To bring the six-word project to Pride events, give participants the time and space to compose their six-word quote. Plan to have a photographer on site or encourage individuals to take a selfie and include the hashtag: #eolc6words.
6. Coordinate activities with allied organizations (i.e. ACLU, American Public Health Association, National Association of Social Workers) – This might include something as easy as checking with allies before reserving tables or booths so you can be in close proximity or next to each other, or maybe run an activity together. Collaborating can save costs, make more efficient use of your resources and volunteer time, and enhance your impact.

c. Pride Marketing and Promotional Ideas

If your budget allows, promote Compassion & Choices in Pride publications (i.e., Pride Guides, newspapers, etc.). To resonate with the LGBT community, you need to tailor the message to your specific audience. For instance, the promotional piece below uses the same language but tailors the message by changing the images to reflect a particular group (i.e. age, lesbian or gay, individual or family, or ethnicity). Also, reach out to Compassion & Choices staff on the availability of t-shirts or promotional giveaways.



Start the Conversation

Quality of life includes a peaceful death, free from suffering.

Compassion & Choices believes people deserve to control their own end-of-life decisions. And we work to ensure those decisions are honored.

We provide end-of-life consultation and advance care planning free of charge.

Contact us at 1-800-247-7421 or compassionandchoices.org.



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Pride in a Box



Care and Choice at the End of Life





IV. Pride in a Box: Description of Contents

Pride in a Box is a Compassion & Choices toolkit comprised of educational materials, LGBT and state-specific information and forms, petitions, and other applicable promotional items to help staff and volunteers conduct effective outreach at Pride events. The following is a description of the toolkit materials. Outreach workers can refer to this to describe each tool and should make sure there is an adequate amount of copies in their box when preparing for their events.

- **Good-to-Go Resource Guide** – This booklet is full of ideas, inspiration and information on thorough, effective end-of-life preparation.
- **Good-to-Go Toolkit** – This toolkit is a companion piece to the Good-to-Go Resource Guide and contains a collection of materials designed to guide the process of making and communicating your end-of-life decisions.
- **Advance Healthcare Directives** – This set of documents outlines a person’s specific end-of-life wishes. A sample form is included in the Good-to-Go Toolkit. You can find state-specific forms at <https://www.compassionandchoices.org/what-we-do/advance-directive/>

Note: *It is advised that outreach workers make copies of state-specific form(s), if applicable, to include in their Pride in a Box.*

- **How to Talk With My Family** - This one-page fact sheet for LGBT individuals emphasizes the importance of discussing advance directives with their partner, families and loved ones. It should be used as a cover sheet for state-specific advance directive forms.
- **Compassion & Choices membership brochure** – This brochure provides basic information on programs and services, and the benefits of membership.
- **1(800) cards** – These postcards are invitations for individuals to join the movement and become volunteers. It explains what volunteers can do to build the movement and gives outreach workers a way of capturing contact information for follow-up.
- **Sample petitions** – Compassion & Choices uses two basic types of petitions in their advocacy work: general support and legislative petitions. Check with your regional outreach manager or state campaign manager to determine which petition is relevant for your state.
- **Evaluation form** – This one page form tracks the outcomes of your community campaign and documents your success.

In addition, ensure that copies of the following documents, which can be found in the Good to Go Toolkit, are included in LGBT outreach. These forms can be particularly helpful for LGBT individuals and their families, who face unique and special circumstances.

- Dementia Provision – This includes language one can add to any advance directive that advises physicians and family of the wishes of a patient with Alzheimer’s disease or other forms of dementia. Download the Dementia Provision here: https://www.compassionandchoices.org/userfiles/Dementia_Provision.pdf
- My Particular Wishes – This informs the physician, nurse or other care provider of the patient’s consent or refusal of certain specific therapies. Download: <https://www.compassionandchoices.org/userfiles/My-Particular-Wishes.pdf>
- Assisted-Living Facility (ALF) Rider – If a patient is living in an assisted living facility (ALF) and wants to remain there until the end, they can use the ALF contract rider to ensure the home is suited to their choice. Download: <https://www.compassionandchoices.org/userfiles/Assisted-Living-Facility-ALF-Rider.pdf>
- Sectarian Healthcare Directive – This addendum clarifies that admission to a religiously affiliated facility does not imply consent to care mandated by the institution’s religious policies and directs a transfer if the facility will not follow the preferences in an advance directive. Download: <https://www.compassionandchoices.org/userfiles/Sectarian-Healthcare-Directive.pdf>
- Values Worksheet – This worksheet includes questions to consider when making end-of-life decisions and preparing documents concerning ones healthcare preferences. Download: <https://www.compassionandchoices.org/userfiles/Values-Worksheet.pdf>
- Hospital Visitation Form – This gives unmarried couples hospital visitation authorization for their partner. For same-sex couples this form may be necessary to ensure that their partner may visit them in the hospital. Download: <https://www.compassionandchoices.org/userfiles/Hospital-Visitation-Form.pdf>
- A Letter to My Doctor – To ensure that advance directives are communicated to and respected by healthcare providers, individuals may want to use this sample letter to their doctor to discuss their end-of-life wishes. Download: <https://www.compassionandchoices.org/userfiles/A-Letter-to-My-Doctor.pdf>

Event Planning Checklist

- Research local events
- Register for events
- Schedule the date and time
- Schedule staff and volunteers
- Confirm budget
- Establish a theme
- Order Compassion & Choices materials
- Order promotional items
- Take event photographs
- Get out and engage
- Recruit new volunteers and collect signed petitions
- Track interactions and document interest
- Follow up

Event Evaluation

Name of event: _____

Date of event: _____

How many participants? _____

How many new supporters or petitions signed? _____

How many new volunteers signed up? _____

How many signed up for the bi-monthly LGBT email list? _____

Was ally support gained? If So, who? _____

Did C&C have paid advertising for the event (i.e. Pride Guide, local newspaper, etc.)? _____

Did C&C have earned or free media coverage? _____

Were there social media postings about the event? _____

Would you do it again? _____