**Key Messages for BC**

***Advance Care Planning*** *involves talking with others about your wishes for your future health care and deciding who speaks on your behalf if you cannot.*

**Key Facts** about Advance Care Planning are already listed on our website at <http://www.bc-cpc.ca/cpc/about-acp/> -- feel free to link to these on your website or send media to this resource.

**Key Messages** are the 3 top messages for you to use in a news release, when doing an interview with media, or when talking with the public and wanting to explain why Advance Care Planning Day is important.

# Key Messages

## Promoting BC’s public campaign theme of “How well do you know me?”

1. When it comes to planning for your future health care, you need to check in and find out from those close to you: How well do you know me? (Usually, it’s your family or friends and your health-care providers). These people may need to make decisions for you if you cannot. You may be surprised at what they don’t know about you! Confirm you are on the same page by having a *How Well Do You Know Me* conversation.
2. Advance Care Planning conversations are a gift to the people close to you who can support and honour your health-care wishes. This way, in a time of health crisis, if you’re able to communicate, you will make your own health-care decisions; but if you cannot communicate, they already know your wishes. Don’t wait – start the *How Well Do You Know Me* conversation.
3. When it comes to a health crisis, you may think those close to you know what *you* want. But do they? Start with the *How Well Do You Know Me* conversation -- go to our resource library for tools that will help you at [www.bc-cpc.ca/acp](http://www.bc-cpc.ca/acp).