

**FOR IMMEDIATE RELEASE**

**December 8, 2025**

**Contact: Cindy Bramble | [info@projecttalktrial.org](mailto:info@projecttalktrial.org)**

**Project Talk Fulfills its Mission  
to Engage Communities Across U.S. in Advance Care Planning Discussions**

WASHINGTON—The Project Talk Trial, an advance care planning (ACP) research project of Penn State University College of Medicine, Hospice Foundation of America, and University of Kentucky, has wrapped up 5 years of extensive field work after recruiting more than 1,799 participants in 78 communities across 32 states and the District of Columbia.

Analyses of the trial outcomes, based on pre-and-post surveys and interviews with participants, are ongoing. Funded by the National Institutes of Health, Project Talk is evaluating the impact of several approaches to promote ACP in community settings.

“This is the largest study of its kind, and it will provide important information that will shape how we approach advance care planning in the U.S.” said Dr. Lauren J Van Scoy, principal investigator of the research project at Penn State College of Medicine. “We are excited to analyze our extensive dataset to help inform how best to engage the public in advance care planning conversations at the community level.”

Advance care planning allows individuals to express values and preferences for their future medical care and has been shown to have numerous benefits, including reduced caregiver burdens, reduced hospitalizations, and increased use of hospice services.

“Hospice Foundation of America (HFA) is proud to have recruited an unprecedented number of communities for this ACP research project,” said Amy Tucci, HFA’s president and co-principal investigator for Project Talk. “Each community brought unique perspectives, strengthened local networks, and amplified the importance of end-of-life planning. We believe that the Trial outcomes will influence ACP policy and practice for years to come.”

The tools used in the Trial included:

- *Hello*—An end-of-life conversation game that prompts players to share their values, goals, and beliefs about end-of-life issues using a booklet of 32 questions.
- The Conversation Project Conversation Starter Guide—An 11-page guide with open-ended prompts that encourages people to talk about their wishes for end-of-life care, share their wishes, consider their values and preferences, and rank their priorities.
- TableTopics—A popular, commercially available game that consists of question cards to prompt social engagement through light-hearted and fun conversations.

Community hosts accepted into the Trial completed an extensive application, met project criteria, and received training, resources, and a \$300 stipend to support marketing and event expenses. Trial participants received gift cards after attending events and completing interviews.

###