

# COMMUNICATIONS TOOLKIT



Palliative Care Australia (PCA) represents people who work towards high-quality palliative care for all Australians. We raise awareness of palliative care and encourage the Australian community to talk about the important issues surrounding death and dying. National Palliative Care Week is our annual time to focus media and others on this important issue.

## **In this toolkit**

The tool kit intends to provide individuals and organisations with access to materials they can use to promote National Palliative Care Week.

In it you will find:

- The 2018 National Palliative Care Week theme and key messages
- Communication materials you can access
- Ideas for holding an event
- Tips on engaging your own audiences through traditional and online media

## **National Palliative Care Week 2018 Theme**

The theme for National Palliative Care Week 2018 is: 'What Matters most?' The theme addresses the need for Australians to plan ahead for their end-of-life care and discuss it with their loved ones and health professionals.

PCA will highlight how palliative care can help people with a life-limiting illness to have a high quality of life, right to the end of life.

## Key messages

The key messages for 2018:

- Palliative care is care that helps people live their life to the fullest when living with a life-limiting or terminal illness. Palliative care identifies and treats symptoms which may be physical, emotional, spiritual or social.
- Palliative care is available to all people with a serious illness and their families, to assist in managing their symptoms and improve their quality of life.
- Everyone's priorities at the end of life will be slightly different. By sharing what matters most to you, you will be more likely to receive the kind of care and treatments you desire.
- People should be proactive and tell their care team about what matters most to them, so their treatment can be aligned with their goals.
- It is important for people to talk about their end of life with loved ones and doctors.
- Our [Dying to Talk Discussion Starter](#) and [card game](#) helps you work out what matters most to you and then helps you talk to your loved ones and health professionals.
- Talking about dying won't kill you.

## Engagement Campaign – Dying to Talk Discussion Starter: Working out what's right for you

Our call to action in 2018 is to encourage people to talk about their end-of-life care wishes before it is too late. PCA have developed a [Dying to Talk Discussion Starter and card game](#) that can be completed online and can be used by anyone.

We ask Australians to work through our discussion starter guide to begin to think, talk and document what is important to them, including the care they want at the end of their lives. To help with this conversation, the Dying to Talk card game is a fun and interactive way to understand what matters most to people. Visit the [Dying to Talk website](#) to play.

## How you can help support and promote National Palliative Care Week 2018

<b>Download a poster</b>	National Palliative Care Week posters are available for download from the NPCW page on our <a href="#">website</a> .
<b>Complete the Dying to Talk Discussion Starter</b>	We want as many people as possible to complete our Dying to Talk Discussion Starter and Card Game. Gather a group of friends or family and complete it together. You can access the guide at <a href="http://www.dyingtotalk.org.au">www.dyingtotalk.org.au</a>
<b>Post it and tweet it</b>  <a href="#">@Pall Care Aus</a> #dyingtotalk #NPCW18	Please feel free to post on Facebook or tweet a National Palliative Care Week 2018 message to promote the cause.  Use our campaign hashtags so we can see and share your messages – Dying to talk (#dyingtotalk) and National Palliative Care Week 2018 (#NPCW18).

	<p>Follow @Pall_Care_Aus and mention us in your tweets, so we can retweet your event.</p> <p>Below are some sample tweets to get you going.</p> <ol style="list-style-type: none"> <li>1. People of all ages have a right to palliative care #NCPW18 #dyingtotalk #palliativecare</li> <li>2. What matters most to you? Palliative care can make a difference. Learn more for #NPCW18 <a href="http://www.palliativecare.org.au">www.palliativecare.org.au</a></li> <li>3. Have you asked your doctor about what matters most to you? Talking about dying won't kill you #NCPW18 #dyingtotalk</li> <li>4. Thank you to all the great Australian volunteers in palliative care #NPCW18</li> <li>5. Dying to talk: Australians should have the hard talks to make the tough times easier #dyingtotalk</li> <li>6. Celebrate life; talk about death this #NPCW18</li> <li>7. Palliative care impacts us all at some point. What are you doing for #NPCW18? #dyingtotalk</li> <li>8. We only have one chance to die well. Let's talk about it #dyingtotalk #NPCW18</li> <li>9. What care do you want at end of life? Talking about dying won't kill you #dyingtotalk #NCPW18</li> <li>10. Improve your life, have a plan #palliativecare #NCPW18</li> </ol> <ul style="list-style-type: none"> <li>• I'm a <i>[insert the role you play in palliative care]</i> #NPCW18</li> <li>• <i>[Insert why you think palliative care is important]</i> #NPCW18</li> </ul>
<p>'Like' the PCA Facebook page</p>	<p>Come and join the conversations on our Facebook page: <a href="http://www.facebook.com/palliativecareaustralia">http://www.facebook.com/palliativecareaustralia</a></p> <p>Remember to share your palliative care stories with us so that we can highlight them during National Palliative Care Week.</p>
<p>Include a National <b>Palliative Care Week logo</b> on your digital media pages</p>	<p>You can download a tile image to use on your website, Facebook page or Twitter account. Show your support for palliative care by using these images.</p> <p>The image is available from our website: <a href="http://palliativecare.org.au/national-palliative-care-week/">http://palliativecare.org.au/national-palliative-care-week/</a></p>
<p>Reach out to <b>local media</b></p>	<p>Use our template media release and our tips below to promote your National Palliative Care Week activities.</p>
<p>Tell us <b>your palliative care story</b></p>	<p>Do you work in palliative care? Have you had a recent experience of palliative care and want to share it? Tell us your palliative care story and we will share it on our social media accounts. Use #NPCW18 and #dyingtotalk on Twitter, or post your story to Facebook during National Palliative Care Week.</p>

Share your photographs	Share your photographs from events on Facebook so we can promote the work you are doing.
Share	We are grateful for your support and would appreciate you sending this tool kit to any individuals and organisations interested in sharing the information and resources of National Palliative Care Week 2018.

## Events

There will be a number of events around the country. You can see them on our [events page](#).

Let us know about your event and we will post it on our website: [pcainc@palliativecare.org.au](mailto:pcainc@palliativecare.org.au)

## Organising events:

Palliative Care Australia is interested in keeping a list of events that take place and help you promote them. To let us know about your event please email [pcainc@palliativecare.org.au](mailto:pcainc@palliativecare.org.au)

Here are a few useful hints for planning a community event:

- 1) **Ask:** Who, What, When, Where and Why
  - **What** kind of event are you holding? (e.g. workshop, seminar, panel event etc.)
  - **Why** are you holding the event? (e.g. to promote National Palliative Care Week)
  - **Where** are you holding the event?
  - **When** is the event?
  - **Who** will be involved? (e.g. community organisations, aged care workers, local members of parliament).
  
- 2) **Plan**
  - Plan a budget and allocate resources (inquire about sponsorships and / or partnerships).
  - Organise a timetable, both for the event organisers and for the day.
  - Organise insurance if necessary.
  - Sometimes, things can go wrong! Do you have 'Plan B'? (e.g. what if rains and the event is held outside, or a speaker cancels last minute?)
  
- 3) **Communication and promotion**
  - Let your palliative care state member organisation and Palliative Care Australia know what you are doing and send through some photos and a report of your event afterwards.
  - Promote your event on social media (be sure to use the NCPW hashtags!)
  - Pitch your event to your local media outlets (see below for tips)

**How did you go?** We're really interested in hearing about how your event went, so remember to send us a summary and pictures to [pcainc@palliativecare.org.au](mailto:pcainc@palliativecare.org.au).

## Tips for contacting your local media

1. You can download various promotional images [here](#).
2. Most media outlets have their contact details on their website, and can also be reached via social media. Call or email them to pitch your event as a potential story.
3. Invite the media! If outlets are interested in covering the event, give them credentials for access, as well as opportunities for interviews (make sure you organise these with people who are willing to be interviewed beforehand)
4. Contact your local radio station and see if you can get a spot to talk about your event. Most community radio outlets are looking for stories like these.

## Template Media Release

- A template media release is available to download as a separate document from the [PCA website](#).
- Feel free to add additional information about your own organisation and event. PCA would love to receive a copy of your release, send it to [pcainc@palliativecare.org.au](mailto:pcainc@palliativecare.org.au).
- Remember to send through details of your event to [pcainc@palliativecare.org.au](mailto:pcainc@palliativecare.org.au) and post to our [Facebook page](#).

## Letter for MP/Senator

- A template letter for your local politician or senator is available as a separate document from the PCA website.
- Customise the letter with your details and send it to your local politician to encourage them to make a statement in parliament about palliative care.