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| **COMMUNICATIONS TOOLKIT – NPCW**  **23 to 29 May 2021** |

Palliative Care Australia (PCA) represents all those 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 2021, held from **Sunday, 23 May – Saturday, 29 May**, seeks to raise awareness about the many benefits of quality palliative care.

**In this toolkit**

This toolkit intends to provide individuals and organisations with access to campaign resources they can use to promote National Palliative Care Week (NPCW) in their workplaces and on social media platforms.

In it you will find:

* 2021 National Palliative Care Week theme and key messages
* Communication materials you can access and share
* Tips on engaging your audiences through traditional and online media.

**National Palliative Care Week 2021 theme**

The theme for NPCW 2021 is:“Palliative Care *It’s more than you think.*” The theme highlights that palliative care is more than only end-of-life care and physical symptom management. It is so much more than that. Palliative care is care that helps people (from babies to older adults) live their life as well as possible for as long as possible, when living with a life-limiting or terminal illness. It is person and family-centred care that considers the individual’s physical, emotional, social and spiritual needs, as well as the needs of their loved ones and carers.

**Key messages**

The key messages for 2021

* Palliative Care *It’s more than you think****.*** – it’s not just physical symptom management.
  + Palliative care is care that helps people to live as well as possible, for as long as possible when living with a life-limiting or terminal illness. Palliative care identifies and treats symptoms which may be physical, emotional, spiritual or social.
* Accessing palliative care early can help ensure a person’s values, beliefs and goals for their care are known and respected.
* Palliative care is available to people with a serious or life-limiting illness and their families, to assist in managing their symptoms and improve their quality of life.
* Palliative care workers have a deep understanding of the difficult situations people near the end of their life or with a life-limiting illness are facing. They are there to help.
* The palliative care community in Australia is comprised of clinicians from across the full spectrum of the clinical disciplines who care for people who are dying or living with a life-limiting illness.
* Palliative care workers can support the loved ones of people near the end of their life and help them live with their grief and bereavement.

COVID-19 specific messages:

* In the context of the COVID-19 pandemic, palliative care is more important than ever.
* Palliative care is an essential component of the frontline response to COVID-19.
* Palliative care can help manage severe shortness of breath, physical symptoms and distress, and provides personal support for people who are seriously ill or, dying and their families.
* Palliative care can assist in the prevention and reduction of clinical problems in the community and residential aged care, and help to ensure that vulnerable people can avoid unnecessary emergency department presentations and hospitalisation.
* Palliative care can contribute innovative solutions to personal connections despite extenuating circumstances.

*Note: The COVID-19 messaging is to be used in support of the main messaging, only if needed*

**How you can help support and promote National Palliative Care Week 2021**

We are excited about the opportunity NPCW provides to raise greater national awareness about the many benefits of quality palliative care.

The 2021 NPWC digital [resources](https://palliativecare.org.au/national-palliative-care-week-2021-campaign-resources/) – which include posters, social media and website tiles, and banners and more – [are available on our website here](https://palliativecare.org.au/national-palliative-care-week-2021-campaign-resources/), and can be used to spark important conversations in the community about the benefits of quality palliative care.

Please contact your local State or Territory’s [Member Organisation](https://palliativecare.org.au/members) directly to request available NPWC merchandise (such as pens and ribbons), as merchandise may vary from state to state.

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| Download a **poster, a social media image, website banner or a signature block** | National Palliative Care Week digital resources are available for download from the NPCW page on our [website](https://palliativecare.org.au/national-palliative-care-week-2021-campaign-resources/).  We encourage you to share these resources as widely as possible. For example, you can:   * Print posters\* for your workplace or share within your networks * Share NPCW images and banners on your organisation’s social media platforms using #NPCW2021 and #morethanyouthink hashtags * Add a NPCW banner to your organisaton’s website * Change your email signature to show your organisation’s support of NPCW   \* To obtain copies of the poster files with 3mm bleed (for professional printing), please contact [communications@palliativecare.org.au](mailto:communications@palliativecare.org.au). |
| **Engage on social media**  Like or follow PCA on [Facebook](http://www.facebook.com/palliativecareaustralia), [Twitter](http://www.twitter.com/Pall_Care_Aus) and [LinkedIn](http://www.linkedin.com/company/palliative-care-australia) to join the conversation.  [@Pall\_Care\_Aus](https://twitter.com/Pall_Care_Aus)  #morethanyouthink  #NPCW2021 | We encourage you to share National Palliative Care Week 2021 messages on social media leading up to and during NPCW.  Hyperlink your tweets to the PCA website **palliativecare.org.au** and use our campaign hashtags so we can see and share your messages Palliative Care *It’s more than you think.* (#morethanyouthink), National Palliative Care Week 2021 (#NPCW2021).  **Below are some sample tweets to get you going.**   1. Palliative care helps people with life-limiting illnesses to live as well as possible, for as long as possible #NCPW2021 #morethanyouthink #palliativecare @Pall\_Care\_Aus 2. Palliative care provides support for physical, emotional, spiritual and social needs of people with a life-limiting illness and their loved ones #NPCW2021 #morethanyouthink #palliativecare @Pall\_Care\_Aus 3. Palliative care is available to people with a serious or life-limiting illness and their families, from the initial diagnosis #NPCW2021 #morethanyouthink #palliativecare @Pall\_Care\_Aus 4. Palliative care allows people with a life-limiting illness to keep doing what they love with friends and family #palliativecare #morethanyouthink #NPCW2021 @Pall\_Care\_Aus 5. Palliative care workers understand the difficult situations people near end-of-life or with a life-limiting illness are facing. They are here to help #morethanyouthink #NPCW2021 #palliativecare @Pall\_Care\_Aus 6. Palliative care workers support loved ones of people near the end of their life and help them live through their grief and bereavement #NPCW2021 #morethanyouthink #palliativecare @Pall\_Care\_Aus 7. Palliative care is so much more than end-of-life care! It supports people to spend more time doing the things matter most to them #palliativecare #NPCW2021 #palliativecare #morethanyouthink @Pall\_Care\_Aus 8. I care about #palliativecare. Start a conversation today with someone you love, about what matters most to them. #NPCW2021 #palliativecare #morethanyouthink @Pall\_Care\_Aus |
| Include a National **Palliative Care Week logo** on your digital media pages | You can select and download a tile image to use on your website, Facebook page, Twitter account or LinkedIn profile. Show your support for palliative care by using these images.  The image is available from ourwebsite: <https://palliativecare.org.au/national-palliative-care-week-2021-campaign-resources/> |
| Reach out to **local media** | Use our template media release and our tips below to promote your NPCW activities. |
| Tell us **your palliative care story** | 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 may share it on our social media accounts. Use #NPCW2021 and #morethanyouthink on Twitter or post your story to Facebook during National Palliative Care Week. Alternatively, if you have a story to tell, PCA would be honoured to help you tell it. Contact us via communications@palliativecare.org.au |
| **Share** your event photos and stories | Share photos and stories from your NPCW events on social media (using the hashtag #NPCW2021) so we can promote the work you are doing. |
| **Share** with your networks | We are grateful for your support and would appreciate you sending this toolkit to any individuals and organisations interested in sharing the information and resources of NPCW2021. |
| Complete the Dying to Talk **Discussion Starter** | Whilst the theme of the campaign has changed this year, we still want as many people as possible to complete our Dying to Talk Discussion Starters to help identify what is important at the end of your life. You can access the Discussion Starters at https://dyingtotalk.org.au/discussion-starters/ |

**Events**

There will be [NPCW events](http://palliativecare.org.au/events/) all around the country.

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

**Organising events:**

PCA 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 [communications@palliativecare.org.au](mailto:%20communications@palliativecare.org.au). You will need to send us the title of the event, start and end date and times, description of the event, key event contact and an image.

We understand that 2021 may still be tricky to organise live events, but virtual events can be just as engaging and can be done with a small budget.

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

1. **Ask:** Who, What, When, Where and Why?

* **What** kind of event are you holding? (e.g., workshop, webinar, panel event etc.)
* **Why** are you holding the event? (e.g., to promote National Palliative Care Week)
* **Where** are you holding the event (Facebook live? Zoom? Webinar platform?) – Your choice will depend on your budget, technical capacities and need for interactivity.
* **When** is the event?
* **Who** will be involved? (e.g., community organisations, aged care workers, local members of parliament).

1. **Plan**

* Plan a budget and allocate resources (inquire about sponsorships and / or partnerships).
* Organise a timetable, both for the event organisers and the day.
* Organise insurance if necessary (mainly for live events, if any).
* Sometimes, things can go wrong! Do you have ‘Plan B’? (e.g. what if connectivity is poor or your key speaker cannot make it?)

1. **Communication and promotion**

* Let your Palliative Care State Member Organisation [<https://palliativecare.org.au/members>] and PCA 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 #NCPW2021 and (#morethanyouthink hashtags!)
* Pitch your event to your local media outlets (see below for tips)

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

**Tips for contacting your local media**

1. You can download various promotional images [here](https://palliativecare.org.au/national-palliative-care-week-2021-campaign-resources/).
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 to your virtual event! 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. Make sure you take good quality photographs or at least screen captures of your event, as most media require pictures to run a story.
5. 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](https://palliativecare.org.au/download/18484/) from the PCA website.
* Feel free to add additional information about your organisation and event.

PCA would love to receive a copy of your release, please send it to [communications@palliativecare.org.au](mailto:communications@palliativecare.org.au).

Thank you for helping Palliative Care Australia spark important conversations in the community about the benefits of quality palliative care. We hope you will join us in celebrating the amazing dedication of all those working and volunteering in palliative care across Australia.