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| **COMMUNICATIONS TOOLKIT – NPCW 2020 (insert dates)** |

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 event to focus media and the wider community 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:

* 2020 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 2020 Theme**

The theme for National Palliative Care Week 2020 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. Palliative care is care that helps people live their life to the fullest when living with a life-limiting or terminal illness. It is person-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 2020:

* Palliative Care is more than you think – It’s not just physical symptom management.
  + 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 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 here 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 connection 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 2020**

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| Download a **poster, a social media image, or a signature block** | National Palliative Care Week posters are available for download from the NPCW page on our [website.](https://palliativecare.org.au/national-palliative-care-week-2020-campaign-resources) |
| 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 Starter and Card Game. Gather a group of friends or family and complete it together. You can access the guide at [www.dyingtotalk.org.au](http://www.dyingtotalk.org.au) |
| **Post it** and **tweet it**  [@Pall\_Care\_Aus](https://twitter.com/Pall_Care_Aus)  #morethanyouthink  #NPCW2020 | Please feel free to post on Facebook or tweet a National Palliative Care Week 2020 message to promote the campaign.  Use our campaign hashtags so we can see and share your messages – More than you think (#morethanyouthink) and National Palliative Care Week 2020 (#NPCW2020).  Follow @Pall\_Care\_Aus and mention us in your tweets, so we can retweet your event.  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 #NCPW2020 #morethanyouthink #palliativecare 2. Palliative Care supports physical, emotional, spiritual and social needs of people with a life-limiting illness and their loved ones #NPCW2020 #morethanyouthink #palliativecare 3. Palliative Care is available to people with a serious or life-limiting illness and their families, from the initial diagnosis #NPCW2020 #morethanyouthink #palliativecare 4. 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 #NPCW2020 #palliativecare 5. Palliative care workers support loved ones of people near the end of their life and help them live through their grief and bereavement #NPCW2020 #morethanyouthink #palliativecare 6. Palliative care is so much more than end of life care! #NPCW2020 #palliativecare #morethanyouthink  * I’m a [*insert the role you play in palliative care*] #NPCW2020 * [*Insert why you think palliative care is important*] #NPCW2020 #palliativecare |
| ‘Like’ the PCA Facebook page | Come and join the conversations on our Facebook page:  <http://www.facebook.com/palliativecareaustralia>  Remember to share your palliative care stories with us so that we can highlight them during National Palliative Care Week. |
| Include a National **Palliative Care Week logo** on your digital media pages | You can 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-2020-campaign-resources> |
| Reach out to **local media** | Use our template media release and our tips below to promote your National Palliative Care Week 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 might share it on our social media accounts. Use #NPCW2020 and #morethanyouthink on Twitter, or post your story to Facebook during National Palliative Care Week. |
| Share your **photographs** | Share your photographs from events on Facebook 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 tool kit to any individuals and organisations interested in sharing the information and resources of National Palliative Care Week 2020. |

**Events**

There will be several virtual events around the country. You can see them on our [events page.](http://palliativecare.org.au/events/)

Let us know about your event and we will post it on our website: [pca@palliativecare.org.au](mailto:pca@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 [pca@palliativecare.org.au](mailto:pca@palliativecare.org.au) or fill out the online form here [<https://palliativecare.org.au/national-palliative-care-week-events-2020>]

We understand that 2020 has been 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 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)
* Add your event to the PCA website by filling [this form](https://palliativecare.org.au/national-palliative-care-week-events-2020) (<https://palliativecare.org.au/national-palliative-care-week-events-2020>).

**How did you go?** We’re interested in hearing about how your event went, so remember to send us a summary and pictures to [pca@palliativecare.org.au](mailto:pca@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-2020).
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 pictures or at least screen captures of your event, as most media requires 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 from the [PCA website](https://palliativecare.org.au/national-palliative-care-week-2020). (Link to be inserted)
* Feel free to add additional information about your organisation and event.

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

* Remember to send through details of your event to [pca@palliativecare.org.au](mailto:pca@palliativecare.org.au) and post on our [Facebook page](http://www.facebook.com/palliativecareaustralia).