

COMMUNICATIONS TOOLKIT – NPCW

22 to 28 May 2022



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 2022, held from **Sunday, 22 May – Saturday, 28 May**, is Australia's largest annual awareness-raising initiative to increase understanding of the many benefits of 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:

- 2022 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 2022 theme

The theme for NPCW 2022 is: "Palliative Care *It's your right*".

The theme seeks to raise awareness about the rights of all Australians to access high-quality palliative care when and where they need it.

One of the great myths about palliative care is that it is only a synonym for end-of-life care. It is so much more than that. Anyone with a life-limiting illness has the right to access palliative care services that will support them in living as well as possible, for as long as possible.

Palliative care 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 NPCW 2022 messages

- Palliative Care *It's your right*
 - Palliative care helps people 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.
- Palliative care is a universal human right, explicitly recognised under the human right to health.
- 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 face with a life-limiting illness or near the end of their lives. 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:

- The COVID-19 pandemic has meant that 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 provide personal support for seriously ill people and their families.
- Palliative care can assist in preventing and reducing clinical problems in the community and residential aged care and help 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 2022

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

The 2022 NPCW digital [resources](#) can be used to spark important conversations in the community about the benefits of quality palliative care.

The resources, including posters, social media and website tiles, banners and more – [are available on our website here](#).

Please contact your local State or Territory [Member Organisation](#) directly to request available NPCW merchandise (such as pens, bags, notepads and seed packets), as merchandise may vary from state to state.

Promoting NPCW 2022

<p>Download a poster, a social media image, website banner or a signature block</p>	<p>National Palliative Care Week digital resources are available for download from the NPCW page on our website.</p> <p>We encourage you to share these resources as widely as possible. For example, you can:</p> <ul style="list-style-type: none"> - Print posters* for your workplace or share within your networks. - Share NPCW images and banners on your organisation's social media platforms using #NPCW2022 and #palliativecare hashtags. - Add a NPCW2022 banner to your organisation's website - Change your email signature to show your organisation's support of NPCW. <p>* To obtain printed copies of the poster or print-ready files (for professional printing), please contact your local State or Territory Member Organisation or email communications@palliativecare.org.au.</p>
<p>Engage on social media</p> <p>Like or follow PCA on Facebook, Twitter and LinkedIn to join the conversation.</p> <p>@Pall_Care_Aus #NPCW2022</p>	<p>We encourage you to share National Palliative Care Week 2022 messages on social media leading up to and during NPCW.</p> <p>Hyperlink your Tweets to the NPCW 2022 page on the PCA website www.palliativecare.org.au/campaign/national-palliative-care-week-2022 and use our campaign hashtags #NPCW2022 and #palliativecare so we can see and share your messages.</p> <p>Below are some sample tweets to get you going.</p> <ol style="list-style-type: none"> 1. Palliative care is a universal right. It helps people with life-limiting illnesses to live as well as possible, for as long as possible #NCPW2022 #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 #NPCW2022 #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 #NPCW2022 #palliativecare @Pall_Care_Aus 4. Access to timely palliative care allows people with a life-limiting illness to keep doing what they love with friends and family #palliativecare #NPCW2022 @Pall_Care_Aus 5. Palliative care workers understand the difficult situations people face with a life-limiting illness or near the end of life. They are here to help. #NPCW2022 #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

	<p>#NPCW2022 #palliativecare @Pall_Care_Aus</p> <p>7. Palliative care is so much more than end-of-life care! It supports people to spend more time doing the things that matter most to them #NPCW2022 #palliativecare @Pall_Care_Aus</p> <p>8. I care about #palliativecare. Start a conversation today with someone you love about their universal right to #palliativecare #NPCW2022 @Pall_Care_Aus</p> <p>9. What is #palliativecare? Learn more about how #palliativecare helps people with life-limiting illnesses to live as well as possible, for as long as possible #NCPW2022 www.palliativecare.org.au/resource/what-is-palliative-care</p>
Include a National Palliative Care Week logo on your digital media pages	<p>You can select and download a logo tile image to use on your website, Facebook page, Twitter account, Instagram account or LinkedIn profile. Show your support for palliative care by using these images.</p> <p>The logo is available from our website: www.palliativecare.org.au/campaign/national-palliative-care-week-2022-campaign-resources</p>
Reach out to local media	<p>Use our template media release (available on PCA’s website from April 2022) and our tips below to promote your NPCW activities.</p>
Tell us your palliative care story	<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 may share it on our social media accounts. Use the hashtag #NPCW2022 when you post your story on social media 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</p>
Share your event photos and stories	<p>Share photos and stories from your NPCW events on social media (using the hashtag #NPCW2022) so we can promote the work you are doing.</p>
Share with your networks	<p>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 NPCW2022.</p>

Organising events

During May 2022, there will be [NPCW events](#) all around the country.

PCA is interested in keeping a list of events that take place and helping you promote them. If you are organising a national virtual event, register your event on our website [www.palliativecare.org.au/submit-your-event], so we can help share it with others in the sector.

Alternatively, please email details about your event to communications@palliativecare.org.au. You will need to send us the title of the event, start and end date and times, description of the event.

Running a virtual event

We understand that in 2022 it 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).

2) **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?).

3) **Communication and promotion**

- Let your Palliative Care State Member Organisation [www.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 #NCPW2022 hashtag).
- 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.

Tips for contacting your local media

1. You can download various promotional images here: www.palliativecare.org.au/campaign/national-palliative-care-week-2022-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 will be available (from April 2022) to download as a separate document 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.

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.