

National Palliative Care Week  
21–27 May

Matters of  and death



Supporter  
toolkit

# Introduction



## About Palliative Care Australia

Palliative Care Australia (PCA) is the national peak body for palliative care. We represent all those who work towards providing high-quality palliative care for Australians.

We raise awareness about palliative care, improve access to palliative care services for people of all ages with life-limiting illness and support the workforce who play a critical role in providing quality care.

We encourage the Australian community to talk about and engage with conversations and planning surrounding death and dying.

## About palliative care

Palliative care is high quality health care and support for people living with a life-limiting illness and their families. Palliative care helps people to live as well as they can by managing pain and symptoms to ensure their quality of life is maintained as the illness progresses.

Palliative care identifies and treats symptoms and issues associated with life-limiting illness which may be physical, emotional, spiritual or social. Palliative care is a family-centred model of care, meaning that family, loved ones and carers can also receive practical and emotional support.

Palliative care is about maintaining quality of life. The aim of palliative care is neither to hasten nor postpone death. Rather, the focus is on living as well as possible, for as long as possible.

Palliative care may include:

- Relief of pain and other symptoms
- Medication management
- Food and nutrition advice and support
- Care and education to support better mobility and sleeping
- Planning for future medical treatment decisions and goals of care
- Resources such as equipment needed to aid care at home
- Assistance for families to come together to talk about sensitive issues
- Links to other services such as home help and financial support
- Support for people to meet cultural obligations
- Support for emotional, social and spiritual concerns
- Counselling and grief support for the person with the illness and their family and carers
- Referrals to respite care services
- Bereavement care to the family and carers once the person has died.

# About National Palliative Care Week 2023

The [National Palliative Care Community Survey](#) conducted by PCA in 2022 suggests that although 90% of Australians believe that it is important to think about and plan for their care if they were to become seriously or terminally ill, only 4 in 10 Australians have done anything about it. Therefore, it is critical to motivate and support the Australian community to take that next step, to have the conversations and make the plans that empower and inform the palliative care and quality of life they experience in the last chapter of life.

National Palliative Care Week (NPCW) 2023, held from Sunday 21 May to Saturday 27 May 2023, is Australia's largest annual initiative to raise awareness about palliative care, increase understanding of its services, and recognise the palliative care workforce.

## Matters of life and death

In 2023, NPCW seeks to inspire conversations about 'Matters of life and death' and build awareness and recognition of the 'people at the heart of quality palliative care'.

Death and dying is a difficult subject matter for people to talk about and engage with. As a result, palliative care is not thought about or fully understood by the community, and indeed other parts of the health sector. That lack of awareness often means palliative care services are misunderstood.

Palliative care professionals, volunteers and carers, as well as people receiving palliative care, and their loved ones are the 'people at the heart of quality palliative care' and they are well placed to help the wider community better understand palliative care.

During NPCW, these people will share what they know, they will address the most important questions about life and death and in doing so, build a deeper understanding of palliative care, and encourage the community to take action.

Throughout NPCW 2023, videos on 'Matters of life and death' will introduce Australians to the world of palliative care from the perspective of these people through powerful and inspiring storytelling. The 'people at the heart of quality palliative care' will share their personal stories and important takeaways from their experiences.

## Live the life you please

['Live the life you please'](#), is a first of its kind feature length documentary that will take the conversation further. It's world premiere on 22 May 2023 at Parliament House, Canberra will launch NPCW. The film aims to improve awareness about palliative care, advocate for increased access to essential palliative care and related health care services for all Australians and help start important conversations.

The film will make you smile, laugh, laugh harder and occasionally shed a tear as the stories of a diverse range of Australians experiencing their last chapter of life unfolds before you.

Stories include Australians of all ages, different stages of disease and a variety of geographical locations, cultural, socio-economic and personal circumstances.

Film screenings are being planned around the country by PCA members, but any organisation or group can host their own local screening of 'Live the life you please' – its affordable, accessible, and can be used as a fundraiser. [Talk to Moonshine Agency for details.](#)

## What's in this toolkit and how to use it?

To help us reach as many Australians as possible, we need your help to spread the word during NPCW.

This toolkit provides individuals and organisations with information and campaign materials that can be used to promote NPCW 2023 in workplaces, on community billboards, in corner shops, media interviews, on social media – wherever your ideas take you.

**In the next pages, we will be sharing the following resources:**

- Key messages for NPCW 2023
- Communication materials to promote and support NPCW 2023
- Tips on how to engage with your audiences
- Key statistics

# Key messages for NPCW 2023



- Palliative care is person and family-centred care provided to people of all ages with life-limiting illness, aimed to help people live as well as possible, for as long as possible.
- Access to palliative care from the time of diagnosis of a life-limiting illness can ensure that you receive the holistic end-of-life care that you deserve.
- Palliative care can be delivered by General Practitioners, Registered Nurses, Nurse Practitioners, Allied Health Practitioners, Volunteers and Carers, as well as specialist palliative care services. They all play a critical role in delivering exceptional care and optimising quality of life.
- Palliative care helps people manage pain and symptoms to ensure their quality of life is maintained as the illness progresses. Care is person centred and covers the physical, emotional, spiritual and social needs of the patient and their loved ones.
- The nurses, doctors, allied health professionals, volunteers, and carers involved in palliative care help people of any age living with a range of life-limiting illness – dementia, heart and kidney disease, cancer, and many more.
- Palliative care can be accessed in a range of settings including at home, in hospital, in a hospice or in a residential aged care facility, so you can live the life you choose comfortably for as long as possible.
- Palliative Care Australia and its members around the country have developed a road map of actions to increase access to palliative care for all Australians. Show your support and share it with your network – [Palliative Care Australia Roadmap 2022-2027](#).
- How can you help? Perhaps you could share your story and experience to open conversations about death and dying and show your support for our workers and volunteers. If you're keen to share your story on social media, please use #MattersOfLifeAndDeath.
- What does quality of life look like to you? Start the conversation today. There are a range of tools available on the PCA website to support the thinking and planning involved for the quality of end-of-life. Visit [palliativecare.org.au](https://palliativecare.org.au).
- We are grateful for the dedication, passion, and skill of the palliative care workforce and volunteers who provide holistic care to people with life-limiting illness as well as grief and bereavement support to their loved ones.
- Caring for someone during the last chapter of life can be a challenging and emotional experience. Caring for yourself so that you can care for others is really important. Explore the self-care and professional development ideas on the PCA website.
- If you work in health or care services and want to increase your skills and understand of palliative care, explore the range of accessible education resources on the PCA website – [palliativecare.org.au](https://palliativecare.org.au).



# Promote and support NPCW 2023



## Overview

The [KPMG Palliative Care Economic Report, 2020](#) reveals that the demand for palliative care will increase by 50% between now and 2035, and double by 2050 as Australia's population ages and the level of chronic disease in our community grows. It is more imperative than ever to raise greater awareness about the services and benefits of quality palliative care and show appreciation to the workforce and volunteers.

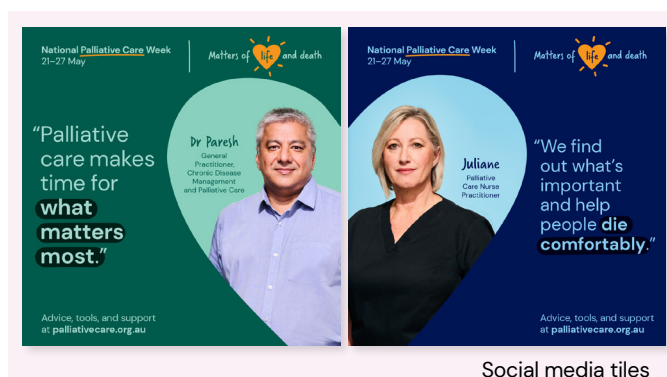
NPCW provides the opportunity for individuals and organisations to value the impact of palliative care and recognise the workforce and volunteers for the role they play in delivering quality palliative care.

## Digital resources

The [NPCW 2023 digital resources](#) can be used to communicate and spark conversations about palliative care. The resources include logos, posters, social media tiles, website and social media banners, email signature block, and media release template.

## Merchandise

Please contact PCA to request NPCW merchandise, including our orange heart lapel pins, seed packets of Everlasting Daisies, and 'Matters of Life and Death' pens to show your support. Email the quantity required and your postal address to [pca@palliativecare.org.au](mailto:pca@palliativecare.org.au).



Social media tiles



Posters



Pen

Lapel pin

## Resources

### Download a poster, social media image, EDM banner or email signature block

National Palliative Care Week 2023

[digital resources](#) are available for download.

We encourage you to share these resources to help us spread the word. You can choose to support the campaign in one or more of the following ways:

- Print posters\* to showcase in your workplace or share within your networks.
- Share NPCW tiles and banners on your organisation's social media platforms using the #MattersOfLifeAndDeath hashtag.
- Share NPCW EDM banners in your emails with an embedded link to [palliativecare.org.au](http://palliativecare.org.au).
- Update your email signature to show your organisation's support for NPCW with an embedded link to [palliativecare.org.au](http://palliativecare.org.au).

\*To obtain print-ready files for professional printing, please contact [pca@palliativecare.org.au](mailto:pca@palliativecare.org.au)



EDM banners



Social media tiles



Email signature blocks

## Engage on social media

- Please follow Palliative Care Australia on [Facebook](#), [Twitter](#) and [LinkedIn](#) to join the conversation.
- Tag our social media channels while sharing your content.
- Use our campaign hashtag #MattersOfLifeAndDeath on your posts so we can re-share your messages.
- While posting your content, we encourage you to prompt your users to visit [palliativecare.org.au](http://palliativecare.org.au).

We have provided some sample social media posts to help you communicate with your audiences and support PCA to raise awareness about palliative care:

- Palliative care provides person and family-centred care to people of all ages with life-limiting illness to help them live as well as possible, for as long as possible. #MattersOfLifeAndDeath
- Palliative care can be accessed from diagnosis of a life-limiting illness so you can receive the holistic end-of-life care that you deserve. #MattersOfLifeAndDeath
- Palliative Care Australia and its members around the country have developed a road map of actions to increase access to palliative care for all Australians. Show your support by sharing it with your network – [Palliative Care Australia Roadmap 2022-2027](#)
- General Practitioners, Registered Nurses, Nurse Practitioners, Allied Health Professionals, volunteers and carers, as well as specialist palliative care services play a critical role in delivering quality care to people of all ages living with life-limiting illness. We appreciate them for the work they do. #MattersOfLifeAndDeath
- Palliative care helps people manage their symptoms, ensuring quality of life is maintained as illness progresses. Care is person centred and covers the physical, emotional, spiritual and social needs of the patient and their loved ones. #MattersOfLifeAndDeath
- Do you work in health or care services and want to increase your skills and understand of palliative care? Explore the range of education resources available – [palliativecare.org.au](http://palliativecare.org.au) #MattersOfLifeAndDeath
- Palliative care workers and volunteers support quality of life. They deliver exceptional care, and we are grateful for their dedication, skill, and passion. #MattersOfLifeAndDeath
- Open conversations about death and dying can encourage people to access Palliative care and reduce the taboo associated with it. Share your story with us using the hashtag #MattersOfLifeAndDeath
- What does quality of life at the end-of-life look like to you? Visit [palliativecare.org.au](http://palliativecare.org.au) for tools to help your thinking and planning and help make it happen #MattersOfLifeAndDeath
- Caring for someone in the last chapter of life can be an emotional and challenging experience. Please care for yourself so that you can care for others. Visit [palliativecare.org.au](http://palliativecare.org.au) for ideas and support. #MattersOfLifeAndDeath
- Palliative care delivers quality of life and supports loved ones with their grief and bereavement. Visit [palliativecare.org.au](http://palliativecare.org.au) to find out more. #MattersOfLifeAndDeath
- You can access palliative care at home, in hospital, in a hospice or in a residential aged care facility, so you can live the life you choose comfortably for as long as possible. #MattersOfLifeAndDeath

## Include a NPCW 2023 logo on your digital channels

You can feature the NPCW 2023 logo on your website, Facebook page, LinkedIn profile, and Twitter and Instagram account to show your support for palliative care.

The logo is available to download via our [digital resources](#).

## Media release template

You can reach out to your local media with our media release template available to download via our website.

## Tell us your palliative care story

Are you a palliative care worker or volunteer or have experienced or know someone who has or is currently experiencing palliative care. We'd love to hear your story.

You can share your story via your social media account by using the hashtag #MattersOfLifeAndDeath.

Alternatively, you can tell us your story by emailing us at [pca@palliativecare.org.au](mailto:pca@palliativecare.org.au) and we will help you to share your story.

## Share photos and stories from your event

Are you attending or hosting a NPCW 2023 event? You can share photos and stories from your event on social media by using the hashtag #MattersOfLifeAndDeath. We will re-share your event through our channels.

## Share with your network

We encourage you to share this toolkit with any individual or organisation you think would advocate for NPCW 2023 and the impact of palliative care in the community.

## National Palliative Care Week 21–27 May



## National Palliative Care Week 21–27 May



Logos

A media release template form with a header section containing the text "Media Release", "National Palliative Care Week 21–27 May", and the "Matters of life and death" logo. The main body of the form includes fields for "Title of media release", "Introduction text", "Normal text" (with a placeholder for a quote), "Contact" information, and a footer section with a placeholder for a signature and the Palliative Care Australia logo and website address.

Media release template



# How to engage with your audiences



## Host a screening of 'Live the Life you Please'

'Live the life you please' is a first of its kind feature length documentary that will take the conversation further. It's world premiere on 22 May 2023 at Parliament House, Canberra will launch NPCW. The film aims to improve awareness about palliative care, advocate for increased access to essential palliative care and related health care services for all Australians and help start important conversations.

Film screenings are being planned around the country by PCA members, but any organisation or group can host their own local screening of 'Live the life you please' – its affordable, accessible, and can be used as a fundraiser. [Talk to Moonshine Agency for details.](#)

## Tips for contacting your local media

- Prepare a media release using the [media release template](#) available to download on our website. Feel free to include additional information about your organisation and event.
  - PCA would love to receive a copy of the media release so please send it to [pca@palliativecare.org.au](mailto:pca@palliativecare.org.au).
- Most media outlets have their contact details on their website and can also be reached via social media. You can either call or email the media release to the journalist to pitch your event for potential coverage.
- Contact your local radio station and ask for a slot to speak about your event.
- Invite the journalist to attend your event. You can also provide interview and photo opportunities with key stakeholders from your organisation. Think about who your spokesperson/s is before hand and have them ready.
- Make sure you take good images of the event, or screen captures of your virtual event to share it with your local media post-event.

# Key statistics



Refer to key industry statistics below:

- The [National Palliative Care Community Survey](#) conducted by PCA in 2022 suggests that although 90% of Australians believe that it is important to think about and plan for their care if they were to become seriously or terminally ill, only 4 in 10 Australians have done anything about it.
- The [KPMG Palliative Care Economic Report](#), 2020 reveals that the demand for palliative care will increase by 50% between now and 2035, and double by 2050 as Australia's population ages and the level of chronic disease in our community grows.
- According to PCA Survey of Sector, 2022, it is conservatively estimated that demand for palliative care services has risen by 30% as a result of the COVID-19 pandemic, due to delayed diagnoses on the back of lockdowns and community anxiety.
- The [Australian Institute of Health and Welfare \(AIHW\)](#) reveals that dementia has overtaken coronary heart disease as the leading cause of disease burden among older Australians – 400,000 Australians are currently living with dementia. Other diseases among the 5 leading causes of deaths for males and females are – cerebrovascular disease (which includes stroke), lung cancer, breast cancer (for females) and prostate cancer (for males). Palliative care has a significant role to play in delivering quality of life for people living with all these illnesses.
- The [Palliative Care Services in Australia Report](#) by AIHW suggests that in 2020, there were 300 palliative medicine physicians and 3,800 palliative care nurses employed in Australia. The Palliative Care Service Development Guidelines set a benchmark of 2.0 full-time equivalent Specialist Palliative Medicine Physicians per 100,000 population. This means that by 2030, with an expected population of 30 million, Australia should be aiming for 600 Specialist Palliative Medicine Physicians. This is more than double the current number.
- The above report also reveals that in the five years to 2020, palliative care-related hospitalisations increased by 18%, a steeper rate than that for hospitalisations for all reasons (6%) over the same period. Additionally, the average length of stay for palliative care-related admissions was almost twice as long compared with all other hospitalisations.
- The weight of the Royal Commission into Aged Care Quality and Safety continues to highlight the positive impact palliative care can have. Commissioners made 12 recommendations pointing to the need for palliative care to be embedded within aged care. Staff training opportunities are critical in delivering on this.
- The [Strengthening Medicare Taskforce Report 2022](#) provided a number of recommendations to improve Medicare. Palliative Care Australia believes these recommendations would greatly improve the provision of palliative care by primary care professionals – particularly in regional and rural communities.
- The [KPMG Palliative Care Economic Report](#), 2020 suggests that investing in high quality palliative care delivers a very high return on investment. It does this because people who receive care from palliative care health professionals have their pain and symptoms managed. This means less visits to Emergency Departments, reduced Intensive Care Unit admissions and usage, less emergency calls to ambulances and less days spent in hospital.

**Thank you for helping Palliative Care Australia  
raise awareness, and spark conversations.**

We also appreciate your support in recognising  
and celebrating the incredible dedication  
of the **'people at the heart of quality  
palliative care'** across Australia.

**National Palliative Care Week**  
21–27 May

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