



National Palliative
Care Week 2015
24-30 May

*talking about dying
won't kill you*

National Palliative Care Week 24- 30 May 2015 COMMUNICATIONS TOOL KIT

Palliative Care Australia (PCA) represents the represent all those who work towards high quality palliative care for all Australians. Each year we raise awareness of palliative care and encourage the Australian community to talk about the important issues of death and dying during National Palliative Care Week.

In 2015 we encourage you to join with PCA to help raise awareness of palliative care, and encourage all Australians to talk about their wishes at the end of life.

In this tool kit

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

In it you will find:

- 2015 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
- A template media release.

National Palliative Care Week Theme

The theme for National Palliative Care Week 2015 is: Dying to talk; talking about dying won't kill you. In 2015 PCA aims to engage the broader community in talking about and thinking about palliative care. We all know the benefits of receiving high quality palliative care. To make sure all Aussies receive it we want them to engage in a conversation about their wishes at the end of life. If they do not say what they want, we cannot advocate for that care when they most need us to. We want Aussies to get together, celebrate life and talk about death this NPCW.

This year the theme looks outside of palliative care to use humour to engage a broader audience. Palliative care will impact us all at some point in our lives and a difficult conversation now will save family and friends from difficult choices at a very stressful time, and talking won't kill you.



PalliativeCare
AUSTRALIA

Who is the audience?

NPCW is particularly focussed on the broader community in 2015. PCA aims to engage those outside of palliative care with a view to raising awareness of palliative care and how it might impact them.

Key messages

The key messages for 2015:

- We only have one opportunity to ensure Australians to die well, we should do all we can to ensure that happens
- Palliative care is more than a box of tissues and a cup of tea
- Talking about dying is hard, it's sad, but it won't kill you. Not having a chance to express your wishes is much harder for all concerned

Engagement Campaign – celebrate life, talk about death

Our call to action in 2015 is to ask Australians to come together, over a meal or a coffee, to celebrate life, family and friends and to talk about death.

There will be a number of opportunities to do this around the country – several states are holding Death Cafes and there will be a trivia night held in most capital cities under this theme.

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

How you can help support and promote National Palliative Care Week 2015

Download a poster	National Palliative Care Week posters are available for download from the NPCW page on our website .
Post it and tweet it #dyingtotalk #NPCW15	<p>Please feel free to post on Facebook or tweet a National Palliative Care Week 2015 message. Below are some sample tweets to get you going.</p> <p>Use our campaign hash tags so we can see and share your messages – Dying to talk (#dyingtotalk) and National Palliative Care Week 2015 (#NPCW15).</p> <p>Dying to talk: Australians must have the hard talks to make the tough times easier #dyingtotalk Celebrate life, talk about death this #NPCW15 Many thanks to all the great Australians volunteer in palliative care #NPCW15 Haven't you heard? Death is the new black #dying to talk #NPCW15 Palliative care impacts us all at some point. What are you doing for #NPCW15? #dyingtotalk We only have one chance to die well #dyingtotalk #NPCW15 What care do you want at end of life? Talking about dying won't kill</p>

	<p>you #npcw #dyingtotalk</p> <ul style="list-style-type: none"> • I'm a <i>[insert the role you play in palliative care]</i> #NPCW15 • <i>[Insert why you think palliative care is important]</i> #NPCW15
'Like' the PCA Facebook page	<p>Come and join the conversations on our Facebook page: http://www.facebook.com/palliativecareaustralia</p> <p>Remember to share your palliative care stories with us so that we can highlight them during National Palliative Care Week.</p>
Include a National Palliative Care Week logo on your digital media pages	<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: http://www.palliativecare.org.au/Ourwork/NationalPalliativeCareWeek.aspx</p>
Reach out to local media	<p>Use our template media release and our tips below to promote your National Palliative Care Week 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 will share it on our social media accounts. Use #npcw15 and #dyingtotalk or post to Facebook during National Palliative Care Week.</p>
Share your photographs	<p>Share your photographs from events on Facebook so we can promote the work you are doing.</p>
Share	<p>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 2015.</p>

Organising events:

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

1. Before you start, think about the following:
 - What is the event about?
 - Why are you holding the event?
 - Where and when will the event be held?
 - Who will be involved in the event? Are there other community organisations you can partner with in holding the event?

2. Consider some of the items below to help you form a basic event plan. Your event plan will need to cover the following:
 - What type of event do you want to hold– is it a seminar, workshop, display in a shopping centre or a morning tea at your organisation?
 - Budget – do you need to allocate resources to the event – how much? Could you partner with someone or seek sponsorship?
 - Do you need to allocate particular staff to the event or create an event committee? (this will depend on the scale of your event)
 - Do you have all the equipment you need to hold the event (tables, audio visual equipment)?
 - Make up a guest list and leave yourself enough time to receive rsvps. Consider inviting your local MP.
 - What is your timetable – what needs to be done, by when and by whom?
 - How do you want the event to run – what is the main theme, who will be speaking, what else is in the program?
 - Do you need to feed your guests?
 - Promotion – how will you let people know about the event? You can download posters from the PCA website.
 - Risk management – if it is outdoors, do you have a wet weather plan? Do you need additional insurance, or any permits to run the event?
 - Set up and clean up – who will be responsible for these?

3. Once you have written your plan, communicate it to everyone involved. Make sure everyone involved in the event is clear on their roles and responsibilities.
 - Create a running sheet for the day, itemised by time and task.
 - Be flexible – there will always be something that will go wrong!
 - Make sure you 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.
 - Use our tips below to promote your event to local media, and ENJOY it!

Palliative Care Australia is interested in keeping a list of events that take place. To let us know about your event please email pcainc@palliativecare.org.au.

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

Tips for contacting your local media

1. Print the template media release (below) on your letterhead and insert your details where required.
2. Prepare some talking points about the important issues. The key messages for National Palliative Care Week are listed on page two of this tool kit.

3. Call the editor or chief-of-staff of your local newspaper and ask them if they would be interested in writing a story for National Palliative Care Week on your event and on palliative care.
4. Contact the producer of a radio program at your local radio station. Breakfast and afternoon shows are ideal. Ask them if they would like to present a story on palliative care. This can be a good topic for a talkback session.
5. Identify someone for the media outlet to interview. Make sure this person is happy to be involved and write some talking points for them – use the main messaging in this document as a guide. Journalists like case studies – people who can speak from their own experience so identifying someone who fits this criteria may help ‘sell’ your story.
6. Ask for an email address to send further information (for example the campaign posters or information brochures) or drop in copies of the materials.
7. Follow up to ask if any further information is required.

Template Media Release

- This release below 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 to pcainc@palliativecare.org.au.
- Remember to send through details of your event to pcainc@palliativecare.org.au and post to our [Facebook page](#).

Dying to talk – Aussies need to break the last taboo

Talking about dying is the last taboo, but Australians need to break it to ensure they die well, and those closest to them know what their wishes are and what care they want, **says [X, CEO/EO/spokesperson of organisation X]**.

“It’s a tough conversation, and we do not shy away from the fact it is a sad talk to have, but it is necessary. Without knowing what our loved ones want we cannot advocate for it on their behalf. It means more people will live in the way they want until the end, with the help of palliative care.

“In Australia we prepare for births. We encourage families to have a birth plan and to prepare for the process of birth – but we ignore the other side of the birth coin, death.

“We know most Aussies (70%) want to die at home, but that one in two deaths occur in hospital. If we do not make our wishes known to those close to us, how will they know to ask for things such as home or community **care?” [Mr/Ms X] said.**

This National Palliative Care Week Australians are encouraged to discuss death and dying and their wishes for end of life.

“Everyone needs to be an advocate for palliative care. It touches all of us at one point in our lives, as a carer or a patient or friend. It is an essential part of our health system.

“Palliative care is not just for those who are close to the end of their lives, but can be accessed from diagnosis to help people live well for as long as they can. Palliative care offers many things, including pain and symptom management, to give people as much time as possible as they live with their life limiting illness. Palliative care isn’t just for the individual but also supports those people like carers and friends and family and takes care of the whole person.

“Early palliative care has been proven in some circumstances to add years to life as well as life to years for some cancer groups. While it is not the cure that everyone always hopes for, managing pain and psychosocial support for the very ill is very important,”[Mr/Ms X]said.

This National Palliative Care Week [X organisation] will be

National Palliative Care Week runs: 24 – 30 May 2015. For more information about national events, posters or social media icons visit: palliativecare.org.au

For more information about the events run by X organisation visit: