

LIVING WELL 22–28 May **WITH CHRONIC ILLNESS** National Palliative Care Week 2016

COMMUNICATIONS TOOLKIT

Palliative Care Australia (PCA) represents 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 of death and dying. National Palliative Care Week is our annual time to focus media and others on this important issue.

In this toolkit

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:

- 2016 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

National Palliative Care Week 2016 Theme

The theme for National Palliative Care Week 2016 is: Living well with chronic illness.

The most recent AIHW statistics show most people accessing palliative care in Australia have cancer. In fact many people with chronic illnesses should also be able to access the range of services including, pain and symptom management, that palliative care provides.

Although PCA will continue to build community awareness of palliative care on a broad basis, we have decided to focus on educating those involved in chronic disease care and management about the need for broader access to palliative care. This includes health professionals, carers and patients themselves.

Who is the audience?

NPCW is particularly focussed on Australians living with a chronic illness in 2016. PCA aims to raise awareness of palliative care and how it can assist them to have a higher quality of life.

Key messages

The key messages for 2016:

- Talking about dying won't kill you
- It is important to talk about dying with those closest to you before it's too late
- Anyone with a chronic illness needs to talk about their end-of-life wishes with their loved ones and doctors. Doing so means you will receive the care you want and your family will know care you want (or something like that)
- Our [Dying to Talk Discussion Starter](#) makes having those conversations easier

Engagement Campaign – Dying to Talk Discussion Starter: Working out what's right for you

Our call to action in 2016 is to get people to talk about their end-of-life care wishes before it is too late. PCA have developed a [Dying to Talk Discussion Starter](#) that will be launched at the start of NPCW. The discussion starter can be used by anyone and everyone, including those with chronic illness.

We ask Australians to work through our discussion starter guide to begin to think, talk and document what is important to them, including the care they want at the end of their lives. It will be available on www.dyingtotalk.org.au from the beginning of NPCW.

How you can help support and promote National Palliative Care Week 2016

Download a poster	National Palliative Care Week posters are available for download from the NPCW page on our website .
Do our Discussion Starter	We want as many people as possible to complete our new Dying to Talk Discussion Starter. Gather a group of friends or family and complete it together. You can download the guide from www.dyingtotalk.org.au from the beginning on NPCW.
Post it and tweet it #dyingtotalk #NPCW16	<p>Please feel free to post on Facebook or tweet a National Palliative Care Week 2016 message.</p> <p>Use our campaign hashtags so we can see and share your messages – Dying to talk (#dyingtotalk) and National Palliative Care Week 2016 (#NPCW16).</p> <p>Below are some sample tweets to get you going.</p> <ol style="list-style-type: none">1. Dying to talk: Australians should have the hard talks to make the tough times easier #dyingtotalk2. Celebrate life; talk about death this #NPCW163. Many thanks to all the great Australian volunteers in palliative care #NPCW16

	<p>4. Palliative care impacts us all at some point. What are you doing for #NPCW16? #dyingtotalk</p> <p>5. We only have one chance to die well. Let's talk about it #dyingtotalk #NPCW16</p> <p>6. What care do you want at end of life? Talking about dying won't kill you #npcw #dyingtotalk</p> <ul style="list-style-type: none"> • I'm a <i>[insert the role you play in palliative care]</i> #NPCW16 • <i>[Insert why you think palliative care is important]</i> #NPCW16
'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://palliativecare.org.au/national-palliative-care-week/</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 #npcw16 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 2016.</p>

Events

There will be a number of events around the country. You can see them on our [events calendar](#).

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

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 and we can add it to our events calendar if you let us know in time
 - 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 from our website 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](#).