



MY CARE

*My Right.*

World hospice &  
palliative care day

**2019** Campaign  
toolkit



TABLE OF  
**contents**

|          |   |           |                                    |
|----------|---|-----------|------------------------------------|
| <b>3</b> | About World Hospice and Palliative Care Day | <b>9</b>  | Record a video selfie              |
| <b>4</b> | About this year's theme                     | <b>10</b> | How to participate in the Campaign |
| <b>5</b> | Campaign key ask                            | <b>14</b> | Tips for organising an event       |
| <b>6</b> | Branding and tools                          | <b>15</b> | Working with the Press             |
| <b>7</b> | Campaign key messages                       |           |                                    |
| <b>8</b> | Sample Social Media Messages                |           |                                    |



Photo credit: African Palliative Care Association/ Nadia Bettega

## WHAT IS HOSPICE AND PALLIATIVE CARE?

Palliative care is a fundamental part of healthcare - and a human right. It is about relieving suffering and pain at any point in a patient's diagnosis from a life-limiting illness. When a patient and family receive palliative care services, the aim is to improve their quality of life, regardless of their age or stage of the disease.

**The World Health Organization defines palliative care for adults and children as follows:**

"Palliative care is an approach that improves the quality of life of patients and their families facing problems associated with life-threatening illness, through the prevention and relief of suffering, the early identification and impeccable assessment and treatment of pain and other problems, physical, psychosocial and spiritual."

**According to The Lancet Commission on Global Access to Palliative Care and Pain Relief:**

Each year, more than 25.5 million people die with serious physical and psychological suffering as a result of disease, injury or illness. This figure includes 2.5 million children. More than 80% of these cases are in low- and middle-income countries, where access to immediate release morphine, an essential and inexpensive medicine to alleviate pain, as well any other type of palliative care, is severely lacking.

## WHAT IS WORLD HOSPICE AND PALLIATIVE CARE DAY?

World Hospice and Palliative Care Day is a unified day of action to celebrate and support hospice and palliative care around the world.

**When does World Hospice and Palliative Care Day take place?**

World Hospice and Palliative Care Day will be celebrated on October 12, 2019.

World Hospice and Palliative Care Day takes place on the second Saturday of October every year.

**What are the aims of World Hospice and Palliative Care Day?**

- To share our vision to increase the availability of hospice and palliative care throughout the world by creating opportunities to speak out about the issues.
- To raise awareness and understanding of the needs - medical, social, practical, spiritual - of people living with a life limiting illness and their families.
- To raise funds to support and develop hospice and palliative care services around the world.

**Who organises World Hospice and Palliative Care Day?**

World Hospice and Palliative Care Day is organised by a committee of the Worldwide Hospice Palliative Care Alliance, a network of hospice and palliative care national and regional organisations that support the development of hospice and palliative care worldwide.





# MY CARE, MY RIGHT

## About this year's theme

Quality palliative care is a human right that I can demand for myself and my loved ones.

This year's World Hospice and Palliative Care Day theme is: 'My Care, My Right'. This theme speaks to the importance of quality palliative care as a human right that patients and caregivers can demand for themselves and their loved ones within **Universal Health Coverage**.

The theme also seeks to engage decision makers to realize that care is a public health priority and should therefore be budgeted accordingly.

The sub-theme of *My Care, My Right* addresses the importance of mobilizing communities, particularly volunteers, to ensure that patients' right to care is supported. We know that for every patient, there is a community of caregivers and volunteers that provide round-the-clock support for their loved ones. World Hospice and Palliative Care Day is about acknowledging their role.

### TOOLKIT OVERVIEW

This toolkit is organised according to levels of engagement around this year's World Hospice and Palliative Care Day theme: #MyCareMyRight.

It contains key messages, ideas and resources that can be tailored to your preferred level of engagement effort, specifically:

- **Effort level I:**  
I'm interested in showing my personal support.
- **Effort level II:**  
I can dedicate some time to #mycaremyright
- **Effort level III:**  
I'm all in. Let's go for this!

### ▶ FOLLOW THE CAMPAIGN

Follow the campaign on social media and share key messages using the hashtags

#MyCareMyRight  
#WHPCD19 #HealthforAll

### ▶ SHARE THE CAMPAIGN

To translate the campaign resources to suit your language and context, please contact Shelley Enarson, at [senarson@thewhpca.org](mailto:senarson@thewhpca.org)

Whether you are a: patient, caregiver, volunteer, care provider, academic, policy maker or interested citizen - we invite you to add your voice towards our key ask to your policy maker, and those in their circles.

The key ask is this:

**Show your  
support for  
palliative care  
inclusion into  
Universal  
Health  
Coverage.**

# CAMPAIGN BRANDING AND TOOLS

## LOGO

### Primary Logo



### Logo Alternatives



### Logo Translations



## EVENT FLYER/POSTER

### Primary



### Translation



## TWIBBON



## TYPE

Headings:

**BEBAS NEUE**

Subheadings:

**Montserrat**

Body Copy:

**Aleo**

Word Fonts:

**Trebuchet MS**

## COLOUR

### Primary Colours

 **CMYK:** Cyan 6, Magenta 43, Yellow 88, black 0  
**RGB:** Red 235, Green 157, Blue 59  
#eb9d3b

 **CMYK:** Cyan 47, Magenta 0, Yellow 19, Black 0  
**RGB:** Red 129, Green 207, Blue 211  
#81cfd3

 **CMYK:** Cyan 99, Magenta 72, Yellow 45, Black 40  
**RGB:** Red 0, Green 52, Blue 74  
#00344a

 **100% Black**

### Secondary Colours

    **50% tint**

 **Background 15% blue tint**

 **CMYK:** Cyan 6, Magenta 68, Yellow 100, black 0  
**RGB:** Red 230, Green 114, Blue 37  
#e67225

 **CMYK:** Cyan 74, Magenta 0, Yellow 25, Black 8  
**RGB:** Red 129, Green 174, Blue 184  
#00aeb8



# CAMPAIGN KEY MESSAGES

Wherever possible, we encourage direct engagement with patients as spokespersons of the policies that effect their daily lives. The following key messages aim to bridge between a range of campaign participants: policy makers, the media, volunteer and caregiving support groups.

## Targeting policy makers

Palliative care is a human right. People should be able to access hospice and palliative care as soon as they are diagnosed with a life-threatening or life-limiting condition, and not just at the end of life.

We budget for things we care about. Palliative care: It's cost effective in all health care settings and it makes sure every citizen under universal health coverage gets care, whether or not curative treatment is available.

All governments should treat their citizens equitably, providing them with the care they need. They must equitably distribute health services including palliative care for all people, including older people and children, and persons with disability.

Governments must fund palliative care to make it available to all. To strengthen our health system, we need to strengthen palliative care services as a public priority.

Palliative care is a key part of universal health coverage under SDG 3.8, including health promotion - prevention - treatment - rehabilitation - and palliative care, and should be budgeted accordingly.

## Targeting the media

It's news when over 60 million people live in pain and suffering without access to cost effective palliative care each year. Tell your local media and policy makers - palliative care should be budgeted for under Universal Health Coverage.

Public health financing should reflect the priorities of the public. Palliative care is the type of service you'd want for yourself and your loved ones. It deserves a budget. Palliative care is about patients and caregivers living well!

## Targeting patient, caregiver and volunteer support groups

A life limiting illness doesn't have to limit someone's ability to live with high function and quality. That's why I'm asking my government to budget for palliative care [tag health policy makers].

Don't tell me my care is not deliverable (or too expensive) when you'd want the same services for yourself and your loved ones. Palliative care is a human right. It deserves a budget.

It's my right to live my life with appropriate relief from the symptoms, pain, and stress of a serious illness - whatever my diagnosis.

My palliative care team helps me to combat the social isolation I feel due to my illness.

I'm proud to support my loved one in their right to care. But I need the support of a team: Palliative care is a partnership of patient, medical specialists, social workers and counselors, volunteers and family.

# SAMPLE SOCIAL MEDIA MESSAGES

Below are sample message to share on social media channels. The use of hashtags is an important part of the message in addressing the audiences you seek to engage, please add your local hashtags to the global conversation.



- It's my right to live my life with appropriate relief from the symptoms, #pain, and stress of a serious illness - whatever my diagnosis. #mycaremyright #WHPCD2019 #UHC2030 #healthforall #GlobalGoals #SDGs #humanrights
- We budget for things we care about. Palliative care: It's cost effective in all health care settings and it makes sure every citizen under universal health coverage gets care whether or not curative treatment is available. #UHC2030 #healthforall #mycaremyright #WHPCD2019 #UHCHLM
- A life limiting illness doesn't have to limit someone's ability to live with high function and quality. That's why I'm asking my government to budget for palliative care [tag health policy makers]. #mycaremyright #WHPCD2019 #UHC2030 #healthforall #PHC
- I'm proud to support my loved one in their right to care. But I need the support of a team: Palliative care is a partnership of patient, medical specialists, social workers, volunteers counselors and family. #mycaremyright #WHPCD2019 #CHW
- Public health financing should reflect the priorities of the public. Palliative care is the type of service you'd want for yourself and your loved ones. It deserves a budget. Palliative care is about patients and caregivers living well! #mycaremyright #WHPCD2019 #healthfinancing
- #Women, #girls, people with disabilities, #LGBT and other vulnerable groups all face double stigma when they are affected by a serious life-limiting illness and need palliative care. #GenderUHC @womendeliver @womeninGH @IntlWomen
- Every person experiencing health related suffering should be able to access quality health services - including palliative care - without suffering financial hardship. #UHCHLM #HealthforAll #mycaremyright

▶ **Twitter hashtags to use:** #MyCareMyRight #WHPCDay19

▶ **Global hashtags to include:** #Healthforall #UHC2030 #UHC #UHCHLM #SDGs #SDG3 #HumanRights #PHC #globalhealth #NCDs #PalliativeCare #HPMGlobal #Hospice #Health #Healthcare #globalgoals

▶ **Accounts to mention:** @DrTedros @UHC2030 @CSO4UHC @UHCPolicyCentre + Your local policymakers, media and power holders.





## RECORD A SELFIE VIDEO

We will edit your message with others and send it to regional health policy makers.

### WHAT SHOULD I SAY IN A 5 SECOND VIDEO?

1. Please say your name, your country, language and the words:  
**"Palliative Care: My Care, My Right."**
2. Please also mention if you are a patient, caregiver, clinician, citizen, policymaker, advocate etc.

### WHAT LANGUAGE SHOULD I USE?

Your local language!

### WHERE SHOULD I SUBMIT MY VIDEO?

Email the video to: [mycaremyright@gmail.com](mailto:mycaremyright@gmail.com)

### WATCH THE VIDEOS

To view the videos, email [MyCareMyRight@gmail.com](mailto:MyCareMyRight@gmail.com) to subscribe to the campaign newsletter. Or follow: [@worldhospiceday](https://twitter.com/worldhospiceday) [#MyCareMyRight](https://twitter.com/MyCareMyRight) [#WHPCD19](https://twitter.com/WHPCD19)



## HOW TO PARTICIPATE IN THE CAMPAIGN

### EFFORT LEVEL 1

I'M INTERESTED IN SHOWING MY PERSONAL SUPPORT.

#### ► Show solidarity

Add the campaign message to your personal and/or organization's Facebook and Twitter profile. Here's how:

##### WHICH WEBSITE IS EASIEST TO INSERT A FRAME TO MY PROFILE PIC?

<https://twibbon.com/support/my-care-my-right/twitter>

Click upload to Facebook and/or Twitter.

##### HOW DO I INSERT A FRAME THROUGH FACEBOOK?

Click on your profile photo.

- Select "Frames" - type: World Hospice and Palliative Care Day 2019
- Click on the frame and then click "Use as profile picture" at the bottom of the page.

#### ► Share a quote

Answer the following question and we'll share your quote on social media:

##### WHY DO YOU THINK PALLIATIVE CARE SHOULD BE AVAILABLE TO ALL?

Share your experience or a quote here:

<http://www.thewhpc.org/world-hospice-and-palliative-care-day/share-your-story>



# EFFORT LEVEL 2 I CAN DEDICATE SOME TIME TO WORLD HOSPICE AND PALLIATIVE CARE DAY



## ▶ COORDINATE AN EVENT WITH PATIENT CHAMPIONS

Organize an event to draw attention to palliative care as a right by inviting patients to share their experiences of palliative care directly. Invite your community, members of the press and local government stakeholders to attend.

Join others in registering your event here:

<http://www.thewhpc.org/world-hospice-and-palliative-care-day/add-event>

## ▶ ENGAGE THE MEDIA

Talk to your local or national media about the importance of palliative care as a essential part of your health system under Universal Health Coverage, send them a copy of the campaign press release, translated into your own language.

## ▶ WRITE TO YOUR POLICYMAKERS

Write to people in power, telling your story and demanding quality palliative care for all as part of Universal Health Coverage. Email: [senarson@thewhpc.org](mailto:senarson@thewhpc.org) to share your letter.

## ▶ SHARE THE CAMPAIGN

Highlight this year's campaign for World Hospice and Palliative Care Day in your organisation's newsletters, news and events pages on your organization's website.

# EFFORT LEVEL 3

I'M ALL IN - LET'S GO FOR THIS!

01

Ask a well-known patient or celebrity from your region or country to support your event or endorse World Hospice and Palliative Care Day, to increase the media and public attention.

02

Get young people involved! Engage local schools to celebrate World Hospice and Palliative Care Day through theatre, dance, a march or a concert. Host a poster or photography competition to engage young people and let them share what palliative care means to them. Send us a photo of the entries and we will share them globally! Email submissions to: [mycaremyright@gmail.com](mailto:mycaremyright@gmail.com)

03

Hold a march or a walk around your local area to raise awareness and promote discussion. Identify decision-makers and invite target key players linked to healthcare, such as doctors, nurses, health professionals and teachers who have a strong collective voice in health policymaking.

04

Send letters to the Ministry of Health in your country, WHO regional offices, health system providers, local clinics and health professional bodies, calling on them to contact your national health representative to request support for palliative care under Universal Health Coverage.

Join a global community by registering your events on the World Hospice and Palliative Care Day Global Map here:

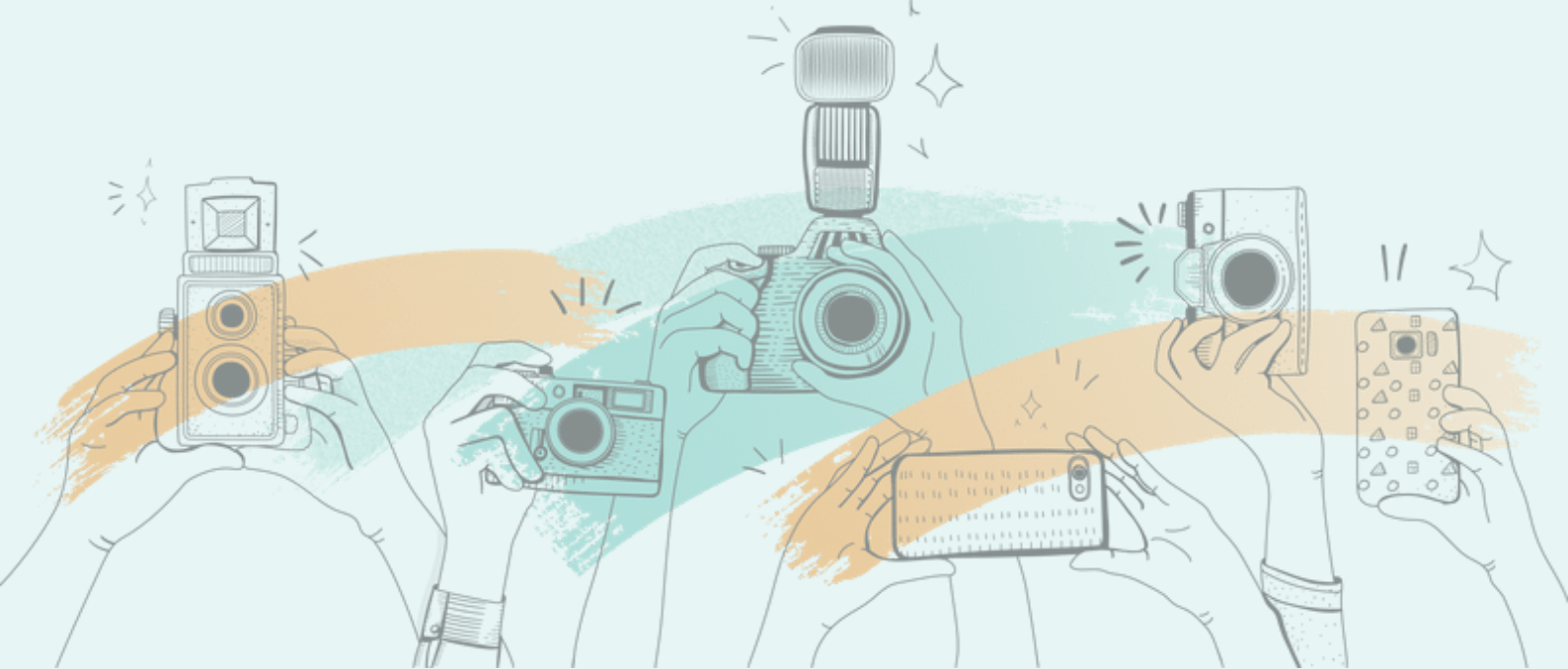
<http://www.thewhpc.org/world-hospice-and-palliative-care-day/add-event>





## Tips for organizing an event

- Consider which partners to involve, which messages you would like to highlight, and what resources you will need. If you have an existing meeting or a conference planned for your institution integrate "My Care, My Right" tools and messaging in your event.
- When sending out invitations, plan one thing that can draw attention to World Hospice and Palliative Care Day, for example everyone wearing one color, or a hat that's created for the day.
- Partner with other institutions and find sponsors to support the event (these could be other organisations, or private sector sponsors).
- Brand and market the event using the campaign logo, print t-shirts and posters with campaign messages that can be distributed widely.
- Market the event on social media and share the posts with key public figures in your region.
- Invite the media by sharing a media advisory and by following up with a phone call.
- Record the event with video and photos and share widely on social media. Remember to tag us at: #mycaremyright



# WORKING WITH THE PRESS

Once you have planned your World Hospice and Palliative Care Day outreach activities, it is important to tell people about it.

**The press and local bloggers can help you to do this.**

Here are some tips to writing a good press release and maximising the chances that the media will pick it up:

- Remember that journalists are very busy. Keep it short. Press releases should be one page long.
- Create a contacts list. Identify which publications are most likely to pick up your story. Have they covered palliative care or related issues in the past?
- The easier you make it for journalists to pick up a story, the more likely they are to do so. Make sure you have an eye-catching headline.
- Include the most important information in **the first paragraph**. Use the 5 'W's:
  - **What is your news? Where will it happen? When will it happen?**
  - **Why should people be interested? Who is involved?**
- Make sure your news is relevant to a wider audience than just you and your colleagues. Link your World Hospice and Palliative Care Day event to larger issues, such as global aging, NCDs, the Sustainable Development Goals, Universal Health Coverage, or other themes relevant to your context.
- Use quotes from recognised experts and people with direct experience to illustrate your point.
- Include photos. If you have photos of patients with their consent, include them. Even if you don't have photos yet for this year's World Hospice and Palliative Care Day event, include photos from previous years, or of your organisations' recent work.
- Remember to proof read your press release to make sure it is grammatically correct and contains no typos.
- Include your contact information.
- Make sure the press release is approved by your CEO, legal team or communications director before sending it out.
- Include a link to the World Hospice and Palliative Care Day page on the WHPCA website:

<http://www.thewhpc.org/world-hospice-and-palliative-care-day/about>

Download sample press releases from the World Hospice and Palliative Care Day resources page:

<http://www.thewhpc.org/resources-and-tools-2019>