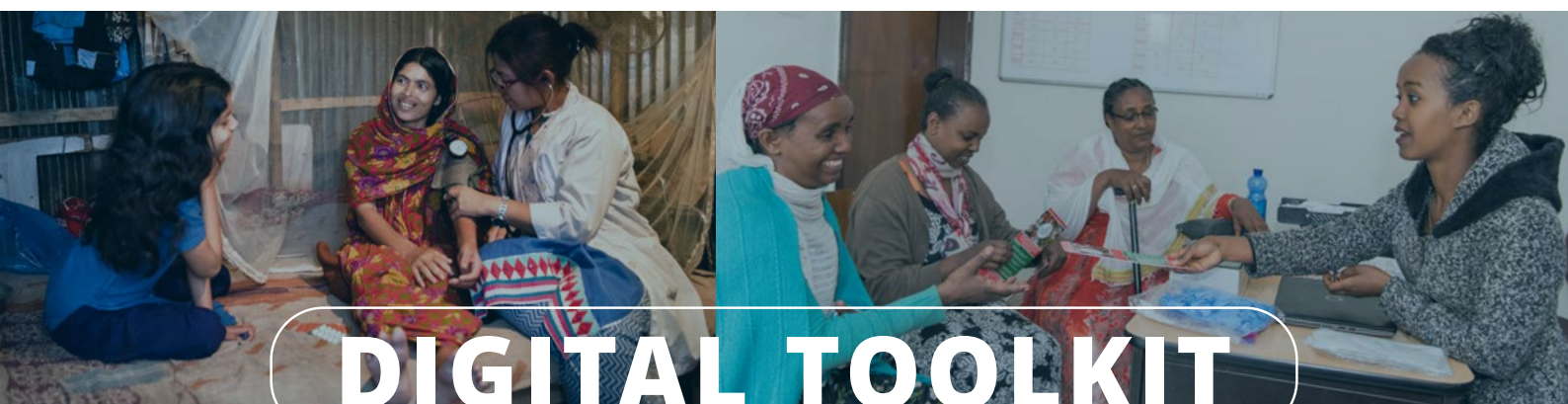




HEALING HEARTS & COMMUNITIES

WORLD HOSPICE &
PALLIATIVE CARE DAY

8 OCT 2022



DIGITAL TOOLKIT



whoca
worldwide hospice
palliative care alliance

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ABOUT WHPCD

Join us on **Saturday, October 8, 2022**, for World Hospice and Palliative Care Day, an annual unified day of action in support of hospice and palliative care. With one voice, we will celebrate the importance of palliative care to quality of life, and advocate for equitable access for all.

The **WHPCD theme for 2022** is *Healing Hearts and Communities*, recognizing that **the experience of grief and the need to heal unites humans worldwide**. With more than **six million** deaths worldwide during the COVID-19 pandemic resulting in tremendous strain on healthcare systems and unprecedented grief and suffering for health workers and caregivers. In addition, several conflicts and wars are taking place around the globe, resulting in millions of families and caregivers grieving the deaths of family and friends, experiencing social isolation and property destruction.

Advocacy for WHPCD 2022 includes a call for national strategies for the inclusion of grief and bereavement care, which are essential to support the healing process. Through our collective efforts, we will engage governments and policymakers on the importance of *'Healing Hearts and Communities'* by recognising that death, dying, and grief, are inseparable, and that best practice palliative care includes grief and bereavement support for adults and children.

The pandemic's disproportionate impact on the world's poorest and most vulnerable populations has increased the grief burden in countries with the least access to palliative care services.

Our collective efforts will increase awareness that palliative care is a component of the right to health and is based upon a philosophy that supports communities to alleviate suffering.

WHY IS WHPCD NEEDED?

Palliative Care is a major unmet need across the world. Our work with the World Health Organization (WHO) on the *Global Atlas of Palliative Care* showed that only 12% of the nearly 60 million adults and children in need receive palliative care services receive it. Some **18 million people die every year** with pain and suffering, due to lack of access.

Much of the problem of lack of care is caused by a lack of awareness of all that a palliative care approach encompasses including home based care and why it is important.



World Hospice and Palliative Care Day is a vital opportunity to raise awareness and support for palliative care from communities and governments.



WHO ORGANISES WHPCD?

World Hospice and Palliative Care Day is organised by the Worldwide Hospice Palliative Care Alliance, an international charitable organisation focusing exclusively on hospice and palliative care development worldwide, with input from the global palliative care community and people with lived experience of palliative care. With organizational members in more than 100 countries, WHPCA's mission is to improve well-being and reduce unnecessary suffering for those in need of palliative care globally.

WHPCD is done in collaboration with the International Children's Palliative Care Network (ICPCN), Palliative Care in Humanitarian Aid Situations and Emergencies (PallCHASE), and the International Association for Hospice and Palliative Care (IAHPC).



On October 8, we will speak out, sharing compelling stories that make us laugh, cry and reflect.

Thank you for planning to be part of this important global initiative.



WHPCD SUB-THEMES

Never alone: United in grief and humanity

We are all connected through the universal experience of grief, yet dying and death are often uncomfortable topics many people are reluctant to talk about. Community support and everyday acts of compassion for adults and children living with serious illness at end-of-life are essential to improved quality of life. This includes families that need bereavement support. WHPCD participants will share 'Good Grief' stories from around the world to help normalize the experience of grief and showcase experiences and innovations from compassionate communities worldwide that honour and bring healing and hope.

Honouring life and grief through investment in community-based bereavement support

Honouring life and grief normalises what makes us human and unites us in compassion to support each other during difficult times. Hospice and palliative care services are essential in supporting people throughout illness including providing grief and bereavement care to prevent a mental health burden that can lead to decreased health for patients, families, and caregivers.

Investing in community resources is critical, as the vast majority of people will benefit from compassionate communities that prevent isolation and foster social cohesion during serious illness, grief, and bereavement. In fact, only a small percentage of the population need professional grief services.



CAMPAIGN KEY MESSAGES

1

The experience of grief and the need to heal unites humans worldwide.

- Access to hospice and palliative care for both adults and children is a component of the right to health and is based upon a philosophy that unites communities.
- Palliative care is the active holistic care of individuals across all ages with serious health-related suffering due to severe illness, and especially of those near the end of life. It aims to improve the quality of life of patients, their families and their caregivers.
- Palliative care provides support to the family and the caregivers during the patient's illness, and following death by including bereavement support,

2

Global events have resulted in an increased burden of grief among families and healthcare providers.

- With more than 6 million deaths worldwide (at time of publication) due to the COVID pandemic, millions of families and caregivers are grieving the loss of family and friends who may not have had the opportunity to 'say goodbye.'

- It is estimated that for each death, up to 9 people are directly affected by the loss. Given that about 120 million people died over the past two years (including over 6 million from COVID), Then over a billion people are experiencing bereavement by one or more deaths of people significant to them in the past two years.
- The tremendous strain on healthcare during the pandemic has resulted in unprecedented grief and suffering for staff who continue to provide care.

3

Fostering a healthy grief experience is essential to resilience, building wellness, and improving health inequities in communities.

- Hospice and palliative care services are essential in providing grief and bereavement services to prevent a mental health burden that can lead to decreased health.

4

Community-based bereavement support is the foundation of a compassionate community. Investment in professional and community services to support grief and healing are critical.

- While professional services for grief may be required by a small percentage of the population, the vast majority of people will benefit from compassionate communities that prevent isolation and foster social cohesion.
- The pandemic's disproportionate impact on vulnerable populations has increased the grief burden in countries with the least access to palliative care services. This includes people living in countries with limited resources, undemocratic political hierarchies, and policies that contribute to poor health.



THE KEY ASK

Through this Global Day of Advocacy, we call upon governments, policymakers and providers to prioritize and implement national strategies for bereaved populations based on a public health approach.

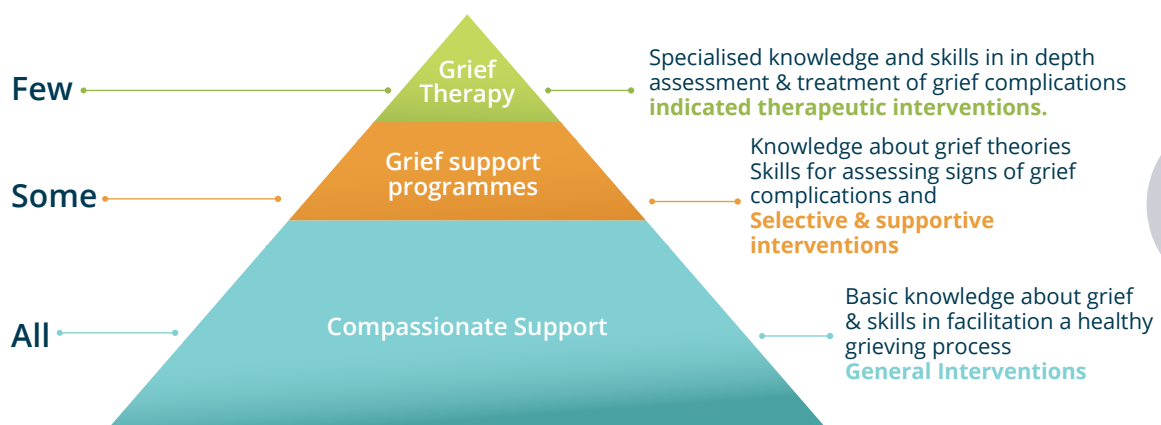
National strategies for bereaved citizens including:

- Primary, secondary, and tertiary education and support
 - Primary education campaign for public about grief (national day, media awareness resource sharing)
 - Secondary support for the bereaved including
 - > Social support, group support, individual counseling
- Tertiary support for prolonged grief disorder, humanitarian emergencies & disasters

Compassionate Communities

- Workplace support
 - Flexible bereavement leave policies, education programs for employees
- Community engagement and involvement in support for bereaved
- Increased access to hospice and palliative care programs/services

Public health approach to bereavement



(Killikelly et al.,2021;Jordan, 2021)

SAMPLE SOCIAL MEDIA MESSAGES

Let's harness the power of social media together to amplify World Hospice and Palliative Care Day 2022 and share the need to **Healing Hearts and Communities** globally.

Below are sample messages to share on social media channels. The use of hashtags is an essential part of the message to help target audiences you seek to engage. In addition to the hashtags below, please add your local hashtags to the global conversation.



FACEBOOK: Facebook makes sharing content easy for you to connect with supporters and influencers, sharing engaging content, and news about World Hospice and Palliative Care Day. Use Facebook to gather support around your event, share your personal story, and even harness donations. Follow the [Worldwide Hospice Palliative Care Alliance](#) on Facebook for updates about World Hospice and Palliative Care Day and sign up to the World Hospice and Palliative Care Day Facebook Event.



TWITTER: Follow the [@whpca](#) Twitter account, and tweet to show your support for the day. Use the World Hospice and Palliative Care Day draft tweets below, or tweet your own message. Remember to include the hashtags

Some accounts you may want to tag to your tweets: @DrTedros @UHC2030 @CSO4UHC @UHCPolicyCentre @NCDA @UICC @WHO @ICPCN @IAHPC @PallCHASE + Your local policymakers, national palliative care associations and media.



YOUTUBE: You can also use YouTube to upload videos with key messages and document your World Day events. You can follow the [Worldwide Hospice and Palliative Care Alliance](#) YouTube channel.



LINKEDIN: LinkedIn is a great way to share content with other professionals, organisations and potential sponsors for local World Day events. Facebook content and adapt it for your LinkedIn audience. Remember to use hashtags and follow The Worldwide Hospice and Palliative Care Alliance on LinkedIn.



INSTAGRAM: Instagram specialises in photo and video sharing and is most popular among teens and young adults. As a visual social media platform, eye-catching images and photos are essential to engagement. Note that it is not possible to include links in Instagram posts unless you have a business account. Alternatively, links can be included in your bio, and refer to it in the post. You can follow [@thewhpca](#) on Instagram.



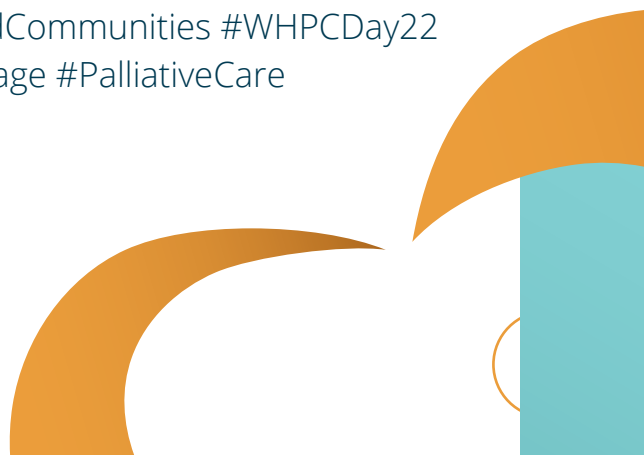
MAIN HASHTAGS: #HealingHeartsandCommunities #WHPCDay22 #GoodGrief

Other key hashtags: #UHC #UniversalHealthCoverage #PalliativeCare #Health #HealthCare #Hospice #HumanRights #UHC2030 #MentalHealth #PalliCovid #compassion #CompassionateCommunities



SUGGESTED MESSAGES:

- We need national strategies for the bereaved population #PalliativeCare #GoodGrief #HealingHeartsandCommunities #WHPCDay22 #MentalHealth #HumanRights
- Fostering a healthy grief experience is essential to resilience, building wellness and improving health inequities in communities. #HealingHeartsandCommunities #WHPCDay22 #GoodGrief #UHC2030 #HumanRights #PalliativeCare
- Community-based bereavement support is the foundation of a compassionate community #HealingHeartsandCommunities #WHPCDay22 #GoodGrief #MentalHealth #HumanRights #UHC
- Investment in professional and community services to support grief and healing are critical. #HealingHeartsandCommunities #WHPCDay22 #GoodGrief #UHC #UniversalHealthCoverage #PalliativeCare #UHC2030 #MentalHealth



- I'm proud to support my loved ones in their right to care. But I need the support of a team: Palliative care is a partnership of patients, medical specialists, social workers, volunteers counsellors, and family
#HealingHeartsandCommunities #WHPCTDay22 #GoodGrief #UHC
#UniversalHealthCoverage #PalliativeCare #HumanRights #UHC2030
#Hospice
- We advocate for workplace support. Flexible leave policies, education programs for employees about dying and grieving
#HealingHeartsandCommunities #WHPCTDay22 #GoodGrief #PalliativeCare
#MentalHealth #Health
- There is a dire need for Increased access to hospice and palliative care programs/services to ensure a holistic approach to the patients and bereaved
#HealingHeartsandCommunities #WHPCTDay22 #GoodGrief
#UHC #UHC2030
- Children have the right to access holistic palliative care and their voices, feelings, and emotions should be addressed including grief
#HealingHeartsandCommunities #WHPCTDay22 #GoodGrief #PalliativeCare
#Health #HealthCare #Hospice #MentalHealth
- There is a dire need for increased access to hospice and palliative care programs/services for children and young people to ensure a holistic approach to the patients and bereaved.
#HealingHeartsandCommunities #WHPCTDay22 #GoodGrief #PalliativeCare #Health #HealthCare #Hospice
#MentalHealth
- We advocate for primary education for the public about dying and grieving
#HealingHeartsandCommunities #WHPCTDay22 #GoodGrief #Health
#HealthCare
- Everybody who needs tertiary support for prolonged grief disorder, humanitarian emergencies & disasters should have access to it
#HealingHeartsandCommunities #WHPCTDay22 #GoodGrief #PalliativeCare
#MentalHealth #UHC2030
- Covid has shown how resilient, inventive, and compassionate communities can be: support those in need.
#HealingHeartsandCommunities #WHPCTDay22
#GoodGrief #PalliativeCare



ADDITIONAL RESOURCES

You can download resources to help you spread the word about your event and World Hospice and Palliative Care Day.

It includes:



LOGOS



MEDIA RELEASE TEMPLATES



GOVERNMENT PETITION LETTER TEMPLATE



FUNDRAISING TOOLKIT



FILM YOURSELF TECH TIPS



WORKING WITH MEDIA



7 WAYS TO PARTICIPATE

1

Show solidarity

Add campaigning messages to your personal and/or organization's Facebook and Twitter profiles. Here's how:

- Click upload to Facebook and/or Twitter. (Uploading Twibonns and using frames for profile pictures)
- Consider posting multiple times during the day using scheduling features for convenience.

2

Good Grief - share your community's best practices

We are inspired by experiences and innovations from compassionate communities worldwide that honour and bring healing and hope.

WHPCA World Day includes Good Grief, stories, and profiles from around the world showcasing successful grief support programs and memorialization initiatives. To participate, simply tag @whpca, #GoodGrief and #WHPCDay22, or email info@thewhpca.org.

GOOD GRIEF: Share your community's best practices - Call for submissions

WHPCA World Day 2022 will feature Good Grief – stories of compassion, experiences and innovations from communities worldwide that honour and bring healing and hope.

Submit your 250 word (maximum) Good Grief profile and photo (if possible) showcasing your community's successful grief support programs and memorialization initiatives to

info@thewhpca.org to be featured on our website,

ehospice and World Day 2022 social media.

Together, we can build compassion in our communities.

Deadline for submission:

10 September 2022

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[TO CONTENTS](#)

3

Engage your community to participate in WHPCD

Coordinate an event with patients, families, and people who have experienced grief. Organise an event to draw attention to palliative care as a component of the right to health and invite people who have experienced grief to share their experiences. Invite your communities and media members and key government stakeholders to attend. Ensure you adhere to COVID-19 guidelines in your location.

[Join others in registering your event here](#)

4

Engage the media

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

5

Record a short video

Create a two to three-minute video to encourage the government to support palliative care funding as part of building a stronger health system.

- Select a spokesperson who can share the importance of including palliative care coverage in Universal Health Coverage or national health systems, including bereavement support and mental health support.

6

Engage stakeholders

Send letters to the Ministry of Health in your country, WHO national and 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.

7

Reach out to public figures

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

Tips for organizing an event

- Determine your audience. Who might be interested in your event as a participant or partner? What 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 “HealingHeartsandCommunities” 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, a dress code, creating t-shirts or caps with the 2022 theme logo or an event poster or banner.
- 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 to attend your events or pitch a story that highlights the importance of this year’s theme.
- Record the event with video and photos and share it widely on social media. Remember to tag us at: #HealingHeartsandCommunities #WHPCDay22 and GoodGrief



RAISING FUNDS



World Hospice and Palliative Care Day Fundraising Toolkit 2022

Theme: *Healing Hearts and Communities*

How to use World Hospice and Palliative Care Day - on 8 October - to raise funds for your hospice and palliative care services.

World Hospice and Palliative Care Day is a Global Day of Action to promote hospice and palliative care worldwide. It is an excellent opportunity to launch your fundraising efforts, capturing the energy and interest around this worldwide event, and using the free-to-download graphics, branding and messaging to make your campaign stand out.

Traditionally, World Hospice and Palliative Care Day fundraising events would involve getting people together for face-to-face events to raise much needed money for your organisation and raise awareness of what you do.

Over the past 2 years, COVID-19 has brought us many challenges to fundraising efforts as it has delivered palliative care. Some countries have begun to ease up on COVID restrictions and physical gatherings have resumed to some extent but the continuing uncertainty of COVID-19 is making planning challenging. However, COVID-19 and flexible working conditions have provided a good opportunity for online fundraising as people spend more time on social media and digital platforms.

Building on the strength and ingenuity many of you used last year in the pandemic, here are some of the ways you might consider some tips to make your fundraising efforts successful.

They were compiled from this page which has over 40 ideas to choose from: [40 Virtual Fundraising Ideas for Your Hospice \(updated 2022\)](#) | [hospice.org.uk](#) | [hospice.org.uk](#) | [hospice.org.uk](#)

Remember to always adhere to your local health guidance when fundraising during a pandemic.

1. Virtual walk, run or climb
2. [Sevens Challenge](#)
3. Online auction
4. Hold a non-uniform school day, or dress down day for work
5. Use your crafting or hobby skills
6. Use our fundraising or celebration date (see Facebook Fundraiser link above)
7. Sweepstake
8. Bake
9. Quizzing

If you would like to use World Hospice and Palliative Care Day to raise funds for palliative care, you can download this tip sheet.

Global Giving Campaign for Palliative Care Organizations in Ukraine

The Worldwide Hospice Palliative Care Alliance, International Children's Palliative Care Network (ICPCN) and Palliative Care in Humanitarian Aid Settings or Emergencies (PallCHASE), have launched a Global Giving campaign to support hospice and palliative care programmes in Ukraine. This campaign will support Ukrainian palliative care organizations caring for hundreds of seriously ill children and adults transporting patients to nearby countries for palliative care, including Poland, Romania, and Moldova.

[Support the campaign here.](#)



 **GlobalGiving**

CAMPAIGN BRANDING



LOGO



HEALING HEARTS & COMMUNITIES

WORLD HOSPICE & PALLIATIVE CARE DAY **8 OCT 2022**

Landscape



HEALING HEARTS & COMMUNITIES

WORLD HOSPICE & PALLIATIVE CARE DAY **8 OCT 2022**

Icon



Dark background or image



EVENT FLYER/POSTER

Available as an editable Word Document



TWIBBON



Square:

Round:



TYPE

Headings:

OPEN SANS BOLD
BEBAS NEUE

Subheadings:

OPEN SANS SEMIBOLD
Univers Condensed

Body Copy:

OPEN SANS REGULAR
Univers Condensed

Word Fonts:

Arial
Univers

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



Contact information

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twitter.com/whpca



www.facebook.com/thewpca/