



COMPASSIONATE COMMUNITIES Together for Palliative Care **14 OCTOBER 2023** WORLD HOSPICE & PALLIATIVE CARE DAY



DIGITAL TOOLKIT

whoca
worldwide hospice
palliative care alliance

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ABOUT WHPCD

World Hospice and Palliative Care Day (WHPCD) is a unified day of action in support of hospice and palliative care. Palliative care is an interdisciplinary caregiving approach that optimises quality of life and mitigates health related suffering among people with very serious illnesses and their carers. WHPCD has been marked every year for the last 19 years. Join us on **Saturday 14 October** to advocate for better hospice and palliative care services around the world. With one accord, we will raise our voices and do what we can in our different contexts to send the message 'There is no Universal Health Coverage (UHC) without palliative care integration into healthcare systems across the globe.'

The theme for 2023 is **Compassionate Communities: Together for Palliative Care**. Compassion is defined as a strong feeling of empathy for people who are suffering and a desire to help them. The 'true meaning' of compassion is to recognise the suffering of others and then actually take action to help. There is a continued need to come together to support communities and each other now more than ever. Palliative care is a shared responsibility. Palliative care improves the quality of life of people facing serious illnesses, not just at the end of life but throughout the whole trajectory of the illness right from diagnosis. It also encompasses the health and well-being of caregivers which includes grief and bereavement support.

Compassionate communities care for people, assist people to live in the place they call home, connect people to services, and raise awareness about end-of-life issues. We will engage governments and key stakeholders in a health promotion approach to palliative care, aiming to support solidarity among community members throughout their life course up to and at the end of life. In recent years, hundreds of compassionate communities have been developed all around the world. We believe that palliative care working alongside compassionate communities multiplies the ability to respond to the needs of the most vulnerable in our communities.

Health promotion strategies based on community strengthening and policies need to be consolidated.

In addition, integrating palliative care into healthcare systems is integral to the achievement of Universal Health Coverage (UHC) including financial risk protection. Further access to quality essential healthcare services and access to safe, effective, quality, and affordable essential medicines for all is essential. The **charter of compassion** states that we should honour the inviolable sanctity of every single human being, treating everybody, without exception, with absolute justice, equity, and respect.

Figure 1. Patients and Families at the Centre of Community Caring





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 about 12% of the nearly 60 million adults and children in need of palliative care services receive it. Some 18 million people die every year with pain and suffering, due to lack of access to palliative care and pain relief.

Palliative care development should follow the public health model developed by the WHO that emphasises policy, education, medication availability, community empowerment, research, and implementation. There are many barriers to achieving each of these components.

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





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 450 organisational 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 by bringing together the global palliative care community.

WHPCD is undertaken 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 14, 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



Compassion is in us to give:

- Compassion is the foundation of a healthy community, and we all have a role to play to support each other through life.
- A compassionate community comes together to help and support others experiencing death, dying, suffering, and loss, with a shared goal to improve serious illness care and bereavement support for everybody through kindness, compassion, and action.
- By becoming more compassionate, we help others and fulfill our need for purpose and belonging, feeling empowered to work together to create compassion-based solutions to support the community.



Compassion is equity:

- Increase in access to hospice and palliative care services continues to be a challenge in different parts of the world, especially in low and middle-income countries.
- The compassionate communities charter encourages, facilitates, supports, and celebrates care for each other in life's testing moments. This includes people living with serious illnesses, the elderly, those experiencing grief and bereavement, dementia and chronic disability, and the challenges of long-term care.
- Governments, policymakers, and palliative care providers should work together to develop and implement national palliative care strategies. Collaborating with regional partners is key to integrating change and creating lasting change that directly affects the community.
- Millions of people endure serious health-related suffering each day. According to the United Nations (UN) agencies about 80% of the world's population live in areas where there is short supply or no provision of pain relief medication even though morphine, the mainstay of pain relief for moderate and severe pain is inexpensive and one of the key elements of the WHO Essential Medicines List.





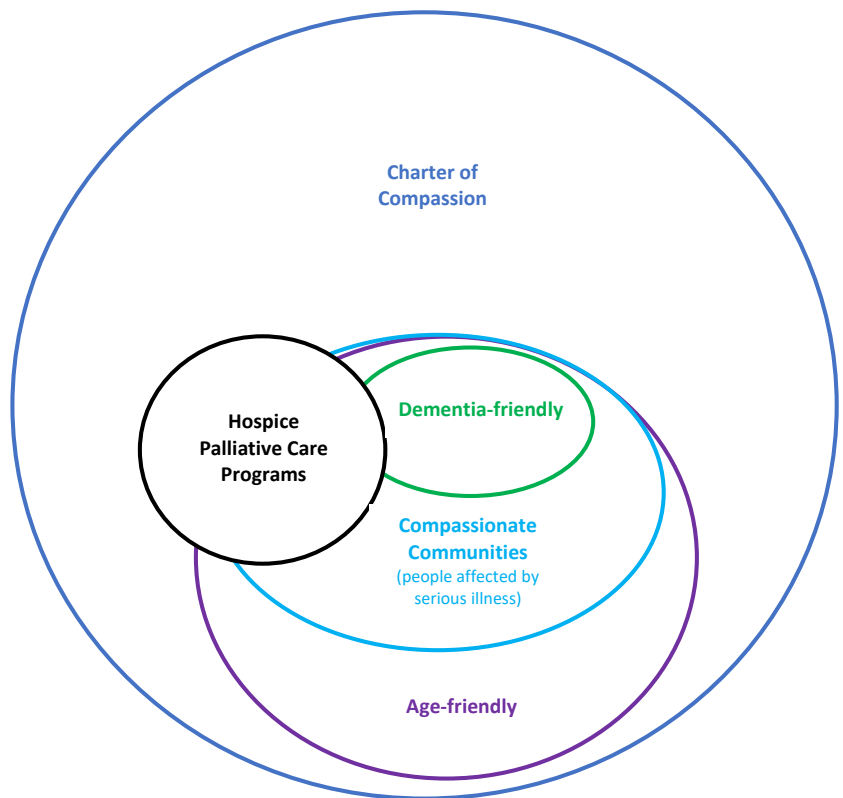
Compassion is care:

- Too often there is no available care for people living with serious illness and their caregivers. We need more home-based care and primary care workers with palliative care skills.
- Caring for others is an act of kindness. Compassion entails empathy. Sharing in other people's feelings helps in gaining an understanding and compassion of how they feel.
- Compassionate caregivers are empathetic to the pain and suffering of their patients which is vital to their well-being. Compassionate care makes people living with palliative care needs more comfortable when they are in pain, feeling ill or suffering from emotional, or psychological stress.

There are a number of compassionate community initiatives going on worldwide

- The Charter of Compassion
- Age Friendly Cities (WHO)
- Dementia Friendly
- Compassionate Communities

Figure 2.
We are working most closely with **Public Health and Palliative Care International** the home for Compassionate Communities



The Compassionate Communities' Relationship With Other Community Action Initiatives Venn diagram was co-developed by Pallium Canada, BC Centre for Palliative Care and Hospice Palliative Care Ontario, a part of the Pan-Canadian Compassionate Communities Evaluation Project. This diagram shows how other community action initiatives in Canada overlap. The overlapping offers opportunities to collaborate for a more significant impact and how Compassionate Communities initiatives can form using different approaches.

Citation: 'Pallium Canada, BC Centre for Palliative Care, Hospice Palliative Care Ontario (2021). Compassionate Communities' Relationship With Other Community Action Initiatives. Canada.'





CAMPAIGN KEY MESSAGES

1

Compassionate communities as a way to complement existing palliative care services:

- Compassionate communities and compassionate cities recognise the central role that chronic ill health and related mortality plays in the minds, behaviours, and social meanings that people develop when confronted with experiences of serious illness, ageing, caregiving, and loss. Compassionate communities aim to enhance traditional health promotion with health promotion specifically aimed at addressing issues related to serious illness, loss and bereavement.

2

Compassionate communities promote a holistic definition of health:

- The holistic approach must go beyond the simple treatment of symptoms to include psychological, spiritual, social, and practical well-being.
- Emphasis should focus on the strengthening of social capital, mutual aid relationships, and the ability of citizens to actively participate in the development of their communities, to create social connections, and care for each other.
- Partnerships between stakeholders should be built to support community capacity-building and resilience in issues surrounding dying, death, and bereavement, with a focus on health inequalities, diversity, and social inclusion.

3

Compassionate communities are rooted in a health promotion approach to palliative care:

- The goals of health-promoting palliative care are to provide education, and information for health, well-being, and care from diagnosis and also at the end-of-life.
- Compassionate Communities is a globally recognised approach to improving the end-of-life experience for people by mobilising local networks, groups, and services to be more conscious, aware, and equipped to offer support.
- The naturally occurring supportive networks surrounding the patient can provide both hands-on care and support to those providing care.
- Addressing the needs of patients who have serious illnesses and their families is often complex and covers multiple domains of symptom control, social environment and care, psychological and emotional distress, and spiritual care. A variety of ways should exist to elicit which areas are most important to patients and families, with multiple quality-of-life measures.
- Development of compassionate communities offers an opportunity to address demographics such as age, religion, economic status, cause of illness, and so forth.

Figure 3. Compassionate Communities Makeup



THE KEY ASK

We call upon governments, policymakers, health professionals, community activists, volunteers, people with palliative care needs, and others to come together to encourage the growth of compassionate communities and cities, linked with palliative care all over the world.



COMPASSIONATE CITIES CHARTER

Public Health and Palliative Care International (PHPCI), the home for the Compassionate Communities Movement, has a public health approach to end-of-life care and views the community as an equal partner in the long and complex task of providing quality healthcare. PHPCI is the hub of major community development initiatives associated with global palliative care known as **Compassionate Cities**.

Allan Kellehear - From K. Wegleitner, K. Heimerl, A. Kellehear (2016)
Compassionate Communities: Case studies from Britain and Europe. Abingdon, Routledge, 2016, (80-82)

THE COMPASSIONATE CITY

- A CHARTER OF ACTIONS -

Compassionate Cities are communities that recognize that all natural cycles of sickness and health, birth and death, and love and loss occur everyday within the orbits of its institutions and regular activities. A compassionate city is a community that recognizes that care for one another at times of crisis and loss is not simply a task solely for health and social services but is everyone's responsibility.

Compassionate Cities are communities that publicly encourage, facilitate, supports and celebrates care for one another during life's most testing moments and experiences, especially those pertaining to life-threatening and life-limiting illness, chronic disability, frail ageing and dementia, grief and bereavement, and the trials and burdens of long term care. Though local government strives to maintain and strengthen quality services for the most fragile and vulnerable in our midst, those persons are not the limits of our experience of fragility and vulnerability. Serious personal crises of illness, dying, death and loss may visit any us, at any time during the normal course our lives. A compassionate city is a community that squarely recognizes and addresses this social fact.

Through auspices of the Mayor's office a compassionate city will - by public marketing and advertising, by use of the cities network and influences, by dint of collaboration and co-operation, in partnership with social media and its own offices - develop and support the following 12 social changes to the cities key institutions and activities.

1. Our **schools** will have annually reviewed policies or guidance documents for dying, death, loss and care
2. Our **workplaces** will have annually reviewed policies or guidance documents for dying, death, loss and care
3. Our **trade unions** will have annually reviewed policies or guidance documents for dying, death, loss and care
4. Our **churches and temples** will have at least one dedicated group for end of life care support
5. Our city's **hospices** and **nursing homes** will have a community development program involving local area citizens in end of life care activities and programs
6. Our city's major **museums and art galleries** will hold annual exhibitions on the experiences of ageing, dying, death, loss or care
7. Our city will host an **annual peacetime memorial parade** representing the major sectors of human loss outside military campaigns - cancer, motor neuron



SAMPLE SOCIAL MEDIA MESSAGES

Let's harness the power of social media together to amplify World Hospice and Palliative Care Day 2023 and share the need for **Compassionate 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 the 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 @WHPCA @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. Use 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: #WHPCDay23 #CompassionateCommunities #PalliativeCare

Other Key Hashtags: #UHC #UniversalHealthCoverage #Health #HealthCare #Hospice #HumanRights #UHC2030 #Compassion #WHO #Care



Suggested Messages:

- Compassionate communities take a health promotion approach to palliative care, aiming to ensure solidarity among community members at the end of life. **#CompassionateCommunities #WHPCDay23 #PalliativeCare**
- We urgently need to make compassion a clear, vocal, and dynamic force for Palliative Care and relief of health-related suffering **#CompassionateCommunities #HumanRights**
- Individual and community compassion enhances quality of life, relief of suffering, and empathy **#CompassionateCommunities #WHPCDay23 #PalliativeCare #Hospice**
- Compassionate Cities are made up of communities that publicly encourage, facilitate, support, and celebrate care for one another during life's most testing moments **#CompassionateCommunities #Compassion #WHO**
- The **Compassionate Cities Charter** includes 13 steps that cities, towns or villages may take to publicly recognise the dying, caregivers and the grieving and to make their localities a supportive and open space **#CompassionateCommunities #PalliativeCare #Hospice #Care**
- We all have a role to play to support each other through life, by working together to create compassion-based solutions to support the community **#Compassion #CompassionateCommunities #Care #WHPCDay23**
- Compassionate communities emphasise the strengthening of social capital, mutual aid relationships and the ability of citizens to actively participate in the development of their communities **#CompassionateCommunities #WHO #Care**



ADDITIONAL RESOURCES

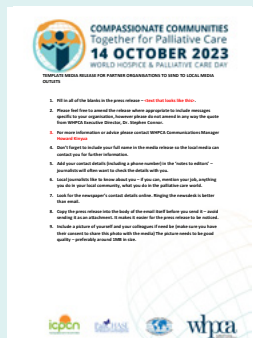
You can download resources to help you spread the word about your event and World Hospice and Palliative Care Day.

Resources include: logos, media release templates, government petition letter templates, fundraising toolkit, and working with the media

It includes:



LOGOS



MEDIA RELEASE TEMPLATES



GOVERNMENT PETITION LETTER TEMPLATE



FUNDRAISING TOOLKIT



FILM YOURSELF TECH TIPS



WORKING WITH MEDIA



WAYS TO PARTICIPATE

1

Solidarity

Add campaigning messages to your personal and/or organization's Facebook and Twitter profiles. Here's how: Consider posting multiple times during the day using scheduling features for convenience.

2

Compassionate Communities activities

Compassionate communities address a holistic definition of health that goes beyond the simple treatment of symptoms to include psychological, spiritual, social, and practical well-being. You can take some of your time to be involved in compassionate community work in your area.

Suggested activities:

- Reach out to members of the community with serious illness or who are near the end of life, and their families if you can. Show them that you care.
- Educate your city, town, village, or neighbours about compassionate communities and compassionate cities and explain the health promotion approach to palliative care
- You can form Compassionate Communities and Compassionate Cities as strategies for implementing palliative care services.
- Turn communities into a compassionate communities by meeting the [13 steps](#)

3

Engage your community to participate in WHPCD

Coordinate an event with patients, families, and people in your communities. Organise an event to draw attention to palliative care as a component of Universal Health Coverage and invite people to share their experiences. Invite your communities and media members and key government stakeholders to attend. Be sure to list your event on the WHPC Day map and share your stories.

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. Ask WHO and other leaders to speak at your event.

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 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 “Compassionate Communities: Together for Palliative Care” 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 for the day, creating t-shirts or caps with the 2023 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 and tag 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: #CompassionateCommunities #WHPCDay23 and #PalliativeCare



Be sure to register your event on the WHPCD Website Map by going here



RAISING FUNDS



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

Help Us Close the Access Abyss to Palliative Care Campaign:

Over forty million people and their families living in a low or middle-income countries are not able to access palliative care each year, causing unnecessary suffering for the most seriously ill. The Worldwide Hospice Palliative Care Alliance has members in over 100 countries. We need your support to help our members close this 'access abyss'.

Lack of access to palliative care and pain relief is a global public health crisis. Every year over 60 million people experience serious health related suffering, They, their families, and carers need palliative care, yet only about 7 million are able to access the care they need. The majority of these are adults over 60 but at least 7% are children. 78% of the need for palliative care is in low-and middle-income countries.

Support the campaign Here

Download and use the Global Atlas of Palliative Care as an advocacy resource

CAMPAIGN BRANDING



LOGO



COMPASSIONATE COMMUNITIES
Together for Palliative Care
14 OCTOBER 2023
WORLD HOSPICE & PALLIATIVE CARE DAY

Landscape



COMPASSIONATE COMMUNITIES
Together for Palliative Care
14 OCTOBER 2023
WORLD HOSPICE & PALLIATIVE CARE DAY

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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