



**TEN YEARS SINCE
THE RESOLUTION:
HOW ARE WE DOING?
12 OCTOBER 2024
WORLD HOSPICE & PALLIATIVE CARE DAY**



whpca
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 20 years. Join us on **Saturday 12 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.'

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



The theme for 2024 is **Ten Years Since the Resolution: How are we doing?** The year 2024 marks 10 years since the World Health Assembly (WHO's Governing Body) passed the only stand-alone resolution on palliative care, calling for all countries to "strengthen palliative care as a component of comprehensive care throughout the life course." This is what inspired the theme for 2024. Palliative care is fundamental to improving the quality of life, well-being, comfort, and human dignity for individuals, being an effective person-centred health service that values patients' needs to receive adequate, personally and culturally sensitive information on their health status, and their central role in making decisions about the treatment received. People needing palliative care (PNPC) deserve access to palliative care and essential medicines for medical and scientific purposes manufactured from controlled substances, including opioid analgesics such as morphine, in line with the three United Nations international drug control conventions. This contributes to the realisation of the right to the enjoyment of the highest attainable standard of health and well-being.

It's important to recognise that **more than 60 million people currently require palliative care every year**, foreseeing the increased need for palliative care with ageing populations and the rise of non-communicable and other chronic diseases worldwide, considering the importance of palliative care for children, and in respect of this, acknowledging that Member States should have estimates of the quantities of the internationally controlled medicines needed, including medicines in paediatric formulations.

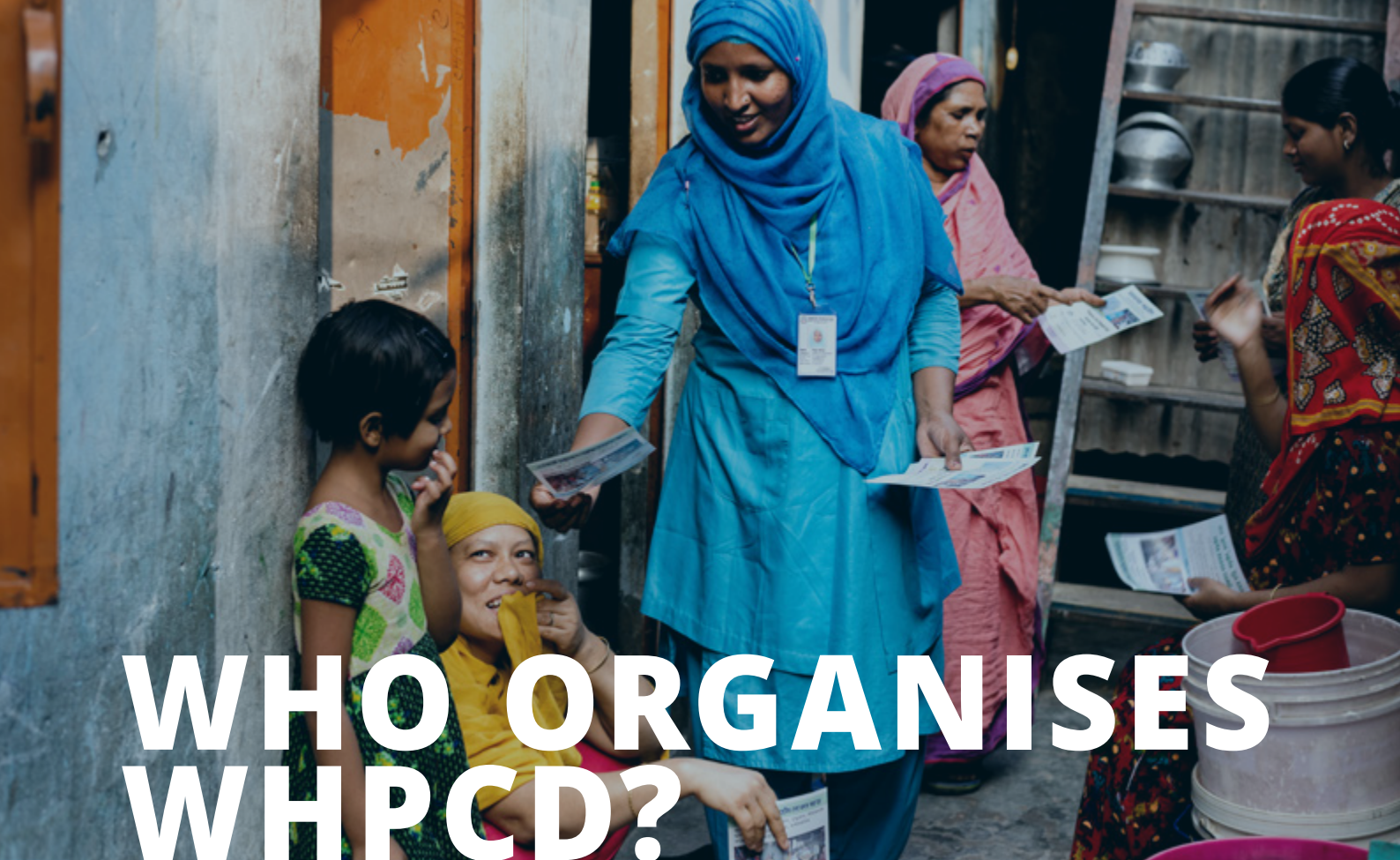
Furthermore, integrating palliative care into healthcare systems is integral to the achievement of Universal Health Coverage (UHC) including financial risk protection. Further access to quality essential healthcare services and access to safe, effective, quality, and affordable essential medicines for all is essential. The world and key stakeholders need to realise the urgent need to include palliation across the continuum of care, especially at the primary care level, recognising that inadequate integration of palliative care into health and social care systems is a major contributing factor to the lack of equitable access to such care.



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 **less than 15% 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 485 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 12, 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



Access to palliative care is everyone's business.

- **Less than 15% of those in need receive care, especially in LMICs.** Palliative care uses an interdisciplinary approach to address the needs of patients and their families, and the delivery of quality palliative care is most likely to be realised where strong networks exist between professional palliative care providers, support care providers (including spiritual support and counselling, as needed), volunteers and affected families, as well as between the community and providers of care for acute illness and the elderly.
- Recognise the need for palliative care across disease groups (noncommunicable diseases, and infectious diseases, including HIV and multidrug-resistant tuberculosis), and across all age groups
- Include palliative care in the definition of Universal Health Coverage and emphasise the need for health services to provide integrated palliative care equitably to address the needs of patients in the context of universal health coverage



Train all health professionals in palliative care

- Avoidable suffering of treatable symptoms is perpetuated by the lack of knowledge of palliative care, and highlighting the need for continuing education and adequate training for all hospital and community-based health care providers and other caregivers, including nongovernmental organisation workers and family members.
- Basic training and continuing education on palliative care should be integrated as a routine element of all undergraduate medical and nursing professional education, and as part of in-service training of caregivers at the primary care level, including health care workers, caregivers addressing patients' spiritual needs and social workers
- Specialist palliative care training should be available to prepare health care professionals who will manage integrated care for patients with more than routine symptom management needs



Pain relief for all in palliative care

- **80% of countries lack adequate access to essential medicine.** There should be availability and appropriate use of internationally controlled medicines for medical and scientific purposes, particularly for the relief of pain and suffering, remains insufficient in many countries
- There is a need for adequate funding mechanisms for palliative care programmes, including for medicines and medical products, especially in developing countries.
- Assess domestic palliative care needs, including pain management medication requirements, and promote collaborative action to ensure an adequate supply of essential medicines in palliative care, avoiding shortages



1

Develop, strengthen, and implement palliative care policies to support the comprehensive strengthening of health systems

- Ensure that palliative care is an integral component of all relevant global disease control and health system plans, including those relating to non-communicable diseases and Universal Health Coverage, as well as being included in country and regional cooperation plans
- Develop and strengthen, where appropriate, evidence-based guidelines on the integration of palliative care into national health systems, across disease groups and levels of care, that adequately address ethical issues related to the provision of comprehensive palliative care



Provide basic support, including through multisectoral partnerships

- Foster partnerships between governments and civil society, including patients' organisations, to support, as appropriate, the provision of services for patients requiring palliative care



Review and where appropriate, revise national and local legislation and policies for controlled medicines, with reference to WHO policy guidance

- Update or develop, as appropriate, evidence-based guidelines and tools on palliation, including pain management options, in adults and children, including the development of WHO guidelines for the pharmacological treatment of pain, and ensure their adequate dissemination
- Explore ways to increase the availability and accessibility of medicines used in palliative care through consultation with Member States and relevant networks and civil society, as well as other international stakeholders, as appropriate

THE KEY ASK

Don't let palliative care progress fall further behind. Ensure that the palliative care resolution is effectively realised over the next decade. Demand that governments include palliative care and relief of suffering in plans for universal health coverage.

WHAT CONCRETE ACTION WILL YOU TAKE TO REALISE THIS ASK?



PLAN FOR ACTION



SAMPLE SOCIAL MEDIA MESSAGES

Let's harness the power of social media together to amplify World Hospice and Palliative Care Day 2024. 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 for 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: #WHPCDay24 #10YearsOn #PalliativeCare

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



Suggested Messages:

- Palliative care is an approach that improves the quality of life of patients (adults and children) and their families who are facing the problems associated with life-threatening illness
- Access to palliative care and essential medicines contributes to the realization of the right to the enjoyment of the highest attainable standard of health and well-being
- Palliative care is an ethical responsibility of health systems, and it is the ethical duty of healthcare professionals to alleviate pain and suffering
- More than 60 million people currently require palliative care every year
- Include palliation across the continuum of care, especially at the primary care level for equitable access to such care
- Avoidable suffering of treatable symptoms is perpetuated by the lack of knowledge of palliative care
- The delivery of quality palliative care is most likely to be realised where strong networks exist between professional palliative care providers, support care providers, volunteers, and affected families, as well as between the community and providers of care for acute illness and the elderly
- Specialist palliative care training should be available to prepare healthcare professionals who will manage integrated care for patients with more than routine symptom management needs
- Implement and monitor palliative care actions included in WHO's global action plan for the prevention and control of noncommunicable diseases

ADDITIONAL RESOURCES

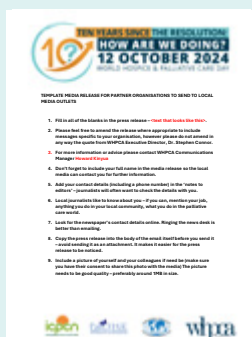
You can download resources to help you spread the word about your event and World Hospice and Palliative Care Day.

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

It includes:



LOGOS



MEDIA RELEASE TEMPLATES



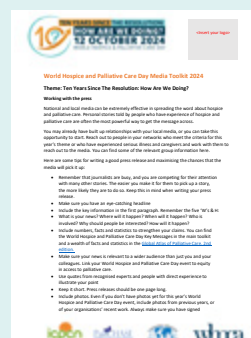
GOVERNMENT PETITION LETTER TEMPLATE



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

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 media members and key government stakeholders to attend. **Be sure to list your event on the WHPC Day map and share your stories.**

3

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.

**4**

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.

**5**

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.

**6**

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 “Ten Years Since the Resolution: How are we Doing?” 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 2024 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: #10YearsOn #WHPCDay24 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.

The WHPCA and the Global Palliative Care Community Need your Support to Keep World Hospice and Palliative Care Day Going

The Worldwide Hospice Palliative Care Alliance (WHPCA) launched a special fundraising campaign to support World Day. WHPCA, in cooperation with our other international partners, does all the organising, theme planning, Toolkit development, design, promoting web management, and a lot of other work that is not funded.

Over the years, we have tried hard to get a sponsor for World Day (let me know if you know of anyone who might be interested) without success, so we are relying on you the global palliative care community to help keep World Day going by making an easy donation to the campaign.

Let's come together in the spirit of solidarity and keep World Day advocacy going. Share this information widely with your stakeholders, members, contacts, and everyone who will be celebrating or participating in WHPCD. Together we can do more.



Support the campaign [HERE](#)



[Download and use the Global Atlas of Palliative Care as an advocacy resource](#)





CAMPAIGN BRANDING

LOGO



Landscape



Icon

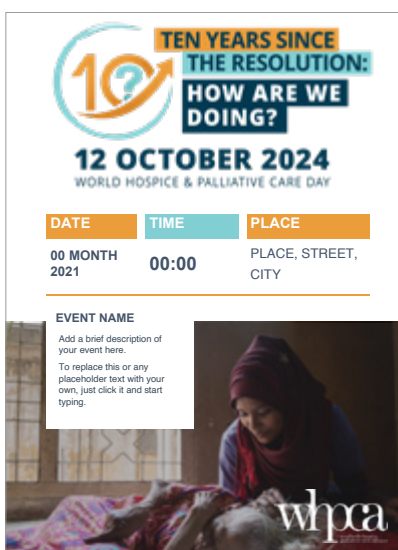


Portrait



EVENT FLYER/POSTER

Available as an editable Word Document



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

For general enquiries: info@thewhpca.org

Communications Manager: Howard Kinyua hkinyua@thewhpca.org

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34-44 Britannia Street, London, WC1X 9JG

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www.thewhpca.org



info@thewhpca.org



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