



ACHIEVING THE PROMISE: UNIVERSAL ACCESS TO PALLIATIVE CARE

11 OCTOBER 2025

WORLD HOSPICE AND
PALLIATIVE CARE DAY



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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, 11 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 2025 is **Achieving the Promise: Universal Access to Palliative Care**. The year 2024 marked 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 year, we decided to hold all stakeholders accountable in achieving this promise. Palliative care is fundamental to improving the quality of life, well-being, comfort, and human dignity for individuals and is an effective person-centred health service that values patients' needs to receive accurate, personal and culturally sensitive information on health status, and to have a central role in making decisions about the treatment received. People needing palliative care (PNPC) deserve access to palliative care and essential medicines 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 **73 million people currently require palliative care every year**. The need for palliative care is increasing with ageing populations and the rise of non-communicable and other chronic diseases worldwide. Palliative care for children must be included as they constitute at least 14% of the need for care. Also, countries should have accurate estimates of the quantities of internationally controlled medicines needed for palliative care, 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 are 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.

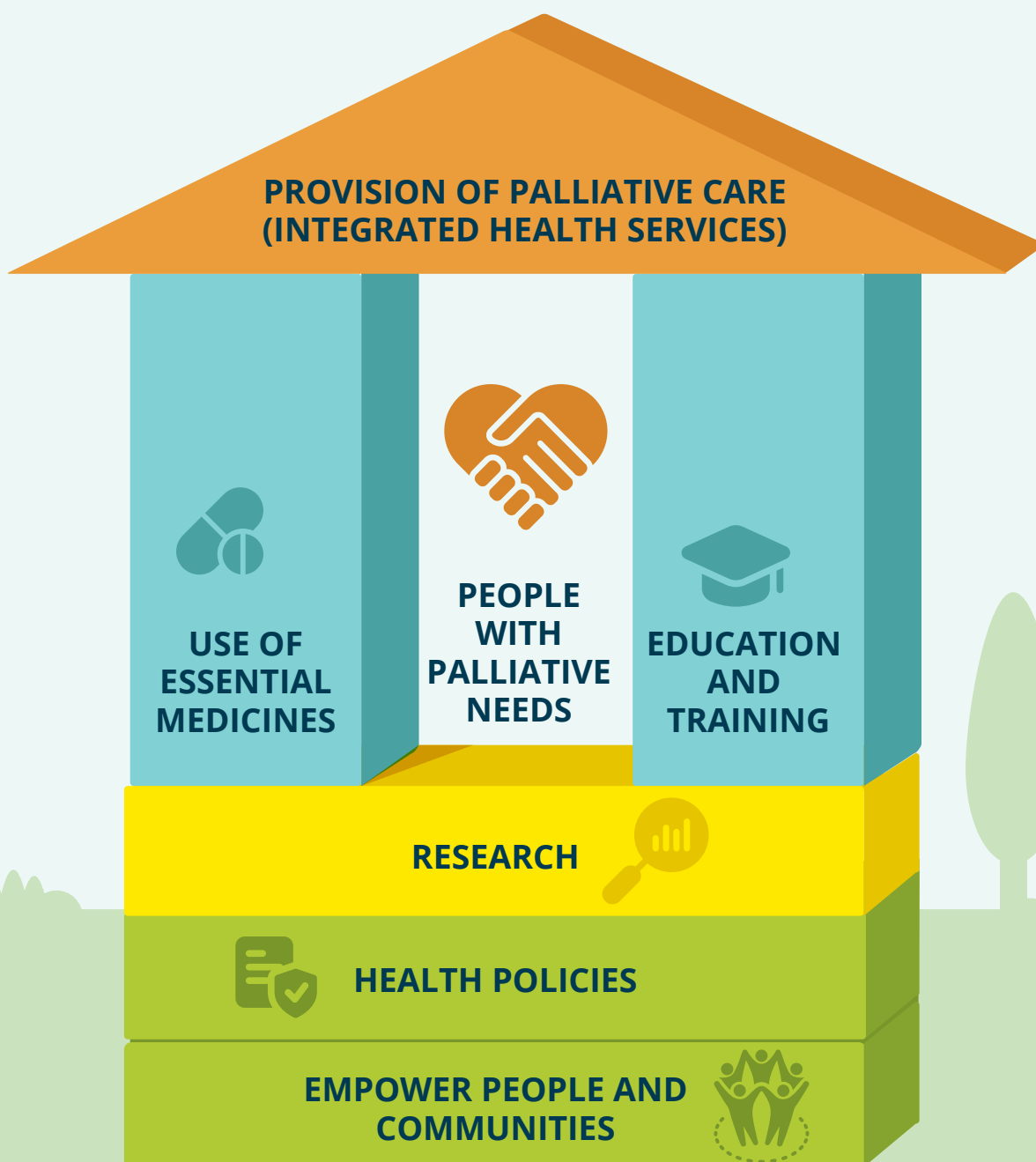


WHY IS WHPCD NEEDED?

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 only 14% of the over 73 million adults and children in need of palliative care services receive it. Some 20 million people die every year in 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.

PUBLIC HEALTH MODEL OF PALLIATIVE CARE





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 512 organisational members in more than 100 countries, WHPCA's mission is to improve well-being and prevent 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 11, 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



Empowering people and compassionate communities

- Empowering people with knowledge and choice improves quality of life in palliative care. Studies show that when patients are actively involved in decision-making about their palliative care, they report higher satisfaction and improved quality of life. Early palliative care leads to better patient understanding, reduced non-beneficial treatments at end-of-life, reduced unplanned hospitalizations and emergencies, and improved emotional well-being.
- Compassionate communities reduce isolation and enhance end-of-life support. The Compassionate Communities model, developed by public health advocate Allan Kellehear, encourages community involvement in end-of-life care, leading to better psychosocial outcomes. Community-based networks significantly reduce caregiver burden and social isolation for people receiving palliative care. "Palliative Care is Everyone's Business."
- Community-based palliative care reduces hospital admissions and healthcare costs. Community-based palliative care leads to fewer emergency visits and hospitalisations.
- The Compassionate Communities movement is sponsored by Public Health and Palliative Care International (PHPCI).





Implement palliative care policies to improve access

- National policies significantly increase access to palliative care services. Countries with national palliative care strategies have broader service availability and integration across healthcare levels. According to the Global Atlas of Palliative Care (2020) by WHPCA and WHO, over 80% of countries with national palliative care policies report greater access to essential medicines, trained providers, and community-based services.
- Policy implementation ensures access to essential palliative care medications. WHO data shows that access to pain relief is uneven globally, with over 80% of the world's population lacking adequate access to opioids like morphine due to policy, regulatory, or supply barriers. Countries that implemented opioid access policies, such as Uganda and Mexico, saw a measurable increase in morphine availability and appropriate use for pain management.
- Integration of palliative care into health systems improves equity in underserved populations. Government-led palliative care programs in low- and middle-income countries increased access among rural, low-income, and aging populations.



Integrate palliative care fully into healthcare systems through UHC

- Palliative care integration into UHC strengthens health system efficiency and patient outcomes. According to the World Health Organization, integrating palliative care into UHC ensures continuity of care, improves patient satisfaction, and reduces unnecessary hospitalizations and costs. Health systems with integrated palliative care reduce intensive care use at the end of life, promoting both patient dignity and cost-effective care.
- Inclusion of palliative care in UHC expands access to essential services and equity. Over 73 million people experience serious health-related suffering annually, 80% of whom live in low- and middle-income countries. Universal Health Coverage that includes palliative care can help close the vast global inequity, ensuring that people, regardless of income or geography, receive pain relief and supportive care.
- Policy and financing under UHC packages of care make palliative care scalable and sustainable. Countries like Chile, Kenya, and Mongolia have successfully included palliative care in national UHC benefit packages, resulting in broader access and improved service delivery. Countries with UHC mechanisms covering palliative care reported higher service uptake and greater availability of trained providers compared to those without integration.



CAMPAIGN KEY MESSAGES

1

Palliative Care is a Human Right—Let's Make It Universal.

- Global health authorities recognize palliative care as a human right. The World Health Organization (WHO) states that palliative care is “an ethical responsibility of health systems” and should be part of every country’s universal health coverage (UHC) strategy. The UN Human Rights Council affirmed that access to pain relief and palliative care is a component of the right to health, especially for those with life-limiting conditions.
- Over 85% of the global need for palliative care remains unmet. Low- and middle-income countries (LMICs) bear 80% of the global need but receive only about 4% of the available palliative care services.

2

No One Should Suffer Without Support—Universal Access Now

- Palliative care improves quality of life, reduces suffering, and supports families. Early palliative care interventions lead to improved quality of life, reduced symptom burden, and better patient and caregiver outcomes. Many patients with advanced cancer who received palliative care lived longer and experienced significantly better mood and quality of life.
- Delays or lack of access cause unnecessary suffering and stress. WHO reports that over 5.5 billion people live in countries with little or no access to controlled medicines for pain management. Lack of timely palliative care leads to greater emergency room and unplanned hospitalization use and physical distress in the final months of life.

3

Health for All Includes Care Until the End—Integrate Palliative Care into UHC.

- Integrating palliative care into UHC reduces costs and improves health outcomes. Integrating community-based palliative care into UHC models can reduce hospital admissions and save lives. Countries that include palliative care in their UHC scheme report improved patient satisfaction and decreased hospital overcrowding.
- Policy inclusion ensures access to essential medicines and trained providers. The Global Atlas of Palliative Care (2020) states that national-level inclusion of palliative care in UHC leads to better access to opioids and specialist training.

A man with dark hair and a beard is lying in a hospital bed, looking directly at the camera with a thoughtful expression. He is covered up to his chest with a grey and white patterned blanket. The bed has a yellow and brown patterned pillowcase and a matching blanket. A yellow blanket is also visible on the bed. The background is a plain, light-colored wall.

THE KEY ASK

Full integration of palliative care into healthcare systems in the next five years.



PLAN FOR ACTION



SAMPLE SOCIAL MEDIA MESSAGES

Let's harness the power of social media together to amplify World Hospice and Palliative Care Day 2025. 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 (X)

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 @thewhpcapca on Instagram.



Main Hashtags: #WHPCDay25 #PalliativeCare

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



Suggested Messages:

- Palliative care is a human right, not a luxury. Let's work together to make it available to everyone, everywhere. #UniversalHealthCoverage #PalliativeCareForAll
- Over 73 million people suffer without access to palliative care every year. That's a crisis we can solve. #HealthEquity #LeaveNoOneBehind
- No one should suffer in pain. Palliative care relieves suffering and supports dignity. #HumanRights #CompassionInCare
- Achieving universal health coverage means caring until the end. Palliative care must be integrated into every health system. #UHC #PalliativeCare
- Compassion is powerful public health. Access to palliative care saves lives and restores dignity. #GlobalHealth #CompassionateCare
- Pain relief is medicine. Denying it is an injustice. Millions die without morphine due to lack of access. #AccessToMedicine #PalliativeCareMatters
- Palliative care is cost-effective, life-enhancing, and essential. It's time we made it universal. #SmartHealth #HealthForAll
- Care doesn't stop with a diagnosis. Palliative care improves life, even when curing isn't possible. #QualityOfLife #EveryLifeMatters
- Community care, global commitment. Universal access to palliative care starts with policy change. #PalliativePolicy #GlobalSolidarity
- Hope. Dignity. Relief. These are the promises of palliative care—and everyone deserves them. #PalliativePromise #UniversalAccessNow

ADDITIONAL RESOURCES

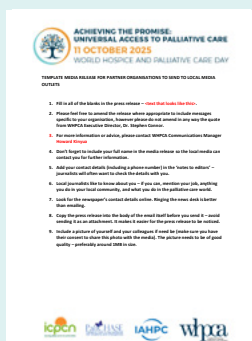
You can download resources to help you spread the word about your event and World Hospice Palliative Care Day.

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

It includes:



LOGOS



MEDIA RELEASE
TEMPLATES



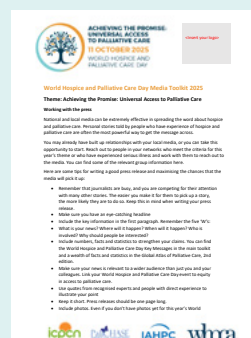
GOVERNMENT PETITION
LETTER TEMPLATE



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 would you like to highlight, and what resources will you need? If you have an existing meeting or a conference planned for your institution, integrate “Achieving the Promise: Universal Access to 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 2025 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: #WHPCDay25 and #PalliativeCare



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

RAISING FUNDS

*We are grateful to
The Y.C. Ho/Helen
& Michael Chiang
Foundation for their
support of WHPCD*



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

WHPCA Campaign as Part of UK BIG GIVE

WHPCA has set up a campaign as part of the UK BIG GIVE for this year's World Hospice & Palliative Care Day.

WHPCD is a day of action to celebrate and support hospice and palliative care across the world, occurring annually, this year on October 11th, 2025. Every year, over 70 million families need palliative care worldwide. At present, only about 14% of this need is being met. Over 80% of the need is in low or middle-income countries.

The donation you make, big or small, will go a long way in closing the access abyss to palliative care services for those who need it most. Here is the link to donate to the WHPCD campaign on the BIG GIVE <https://ow.ly/jbUE50VNMAI>



Support the campaign HERE



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



CAMPAIGN BRANDING

LOGO



**ACHIEVING THE PROMISE:
UNIVERSAL ACCESS
TO PALLIATIVE CARE**

11 OCTOBER 2025

WORLD HOSPICE AND
PALLIATIVE CARE DAY

Landscape



**ACHIEVING THE PROMISE:
UNIVERSAL ACCESS TO PALLIATIVE CARE**

11 OCTOBER 2025

WORLD HOSPICE AND PALLIATIVE CARE DAY

Icon



Portrait



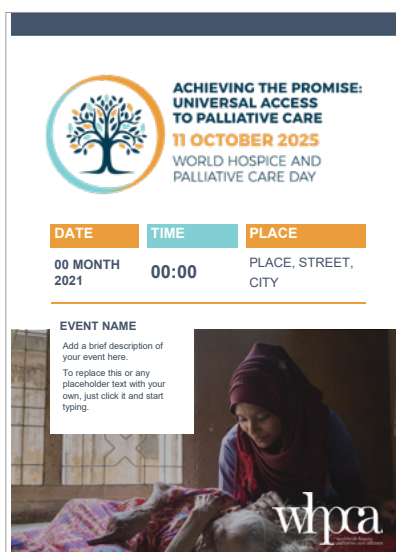
**ACHIEVING THE PROMISE:
UNIVERSAL ACCESS
TO PALLIATIVE CARE**

11 OCTOBER 2025

WORLD HOSPICE AND
PALLIATIVE CARE DAY

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
Medium

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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