Launching World Day 2022 in your community

WELCOME

Launching World Day 2022 in Your Community

WEBINAR

Wednesday, June 29, 2022
Palliative Care:
A major unmet need around the world.

Dr. Stephen Connor
Executive Director
Worldwide Hospice Palliative Care Alliance (WHPCA)
The need for palliative care: a global perspective

- Almost 57 million need palliative care (Pre-Covid)
- 69% Non-Communicable Disease (NCD)
- 76% Low & Middle-Income Countries (LMIC)
- 67% 50 years of age or older/7% children
- Families (at least 2-4 people each)
- Approximately 12% of need for palliative care met
- At least 18 million die in pain
Overview of World Day

• 2005 First World Hospice & Palliative Care Day
  • Linked w Voices for Hospice
• Unified day of action celebrating hospice and palliative care
• Raising awareness and support for palliative care providers
• Different theme each year based on current issues
• Done in partnership w ICPCN, IAHPC, & PallCHASE
• Events in up to 70 countries
World Day 2022: Exploring the theme

HEALING HEARTS & COMMUNITIES
WORLD HOSPICE & PALLIATIVE CARE DAY 8 OCT 2022

Edo Banach
President & CEO
National Hospice and Palliative Care Organization (NHPCO)
1. **Never alone: United in grief and humanity**

- We are all connected through the universal experience of grief
- 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.
- Let’s talk about grief and bereavement to normalize it as a part of life.
2. Honouring life and grief through investment in community-based bereavement support

- Grief and bereavement care can help prevent a mental health burden that can lead to decreased health for patients, families, and caregivers.

- Only a small percentage of the population need professional grief services.

- 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.
Grieving: A global perspective

Grief is a major consequence of humanitarian crises

- It is estimated that for each death, up to 9 people are directly affected by the loss. (Verdery, et al., 2020).
- Given that about 120 million people died over the past two years (including more than 6 million deaths 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.
- Prolonged grief (disorder) approximately 40M?
Public health approach to bereavement

- Few: Grief Therapy
  - Specialised knowledge and skills in in-depth assessment & treatment of grief complications indicated therapeutic interventions.
- Some: Grief support programmes
  - Knowledge about grief theories
  - Skills for assessing signs of grief complications and selective & supportive interventions
- All: Compassionate Support
  - Basic knowledge about grief & skills in facilitating a healthy grieving process
  - General Interventions

(Killedly et al., 2021; Jordan, 2021)
World Day: Essential Advocacy

Dr. Stephen Watiti

Chairman
National Forum of People Living with HIV/AIDS Networks in Uganda (NAFOPHANU)

Trustee, WHPCA
Call to Action: National Strategies

World Day advocacy includes a call for national strategies for the inclusion of grief and bereavement care, which are essential to support the healing process.


Advocacy: canadiangriefalliance.ca
Policy Recommendations for Governments

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
Policy Recommendations for Governments

• Compassionate Communities
  • Workplace support
    • Flexible leave policies, education programs for employees
    • Community engagement and involvement in support for bereaved
    • Increased access to hospice and palliative care programs/services
Getting the word out: Effectively Communicating World Day 2022

Howard Kinyua
Communications Manager
Worldwide Hospice Palliative Care Alliance (WHPCA) &
International Children’s Palliative Care Network (ICPCN)

Roxanne Torbiak
Principal
The End Game Communications
Communications plan

- Communications planning is an essential step for non-profit organizations wanting to raise awareness of a cause and advocating for change.
- An effective advocacy campaign has measurable goals and an integrated communication approach that includes print, multimedia and interactive content that is appealing and engaging to all stakeholders involved.
Key messages

1. The experience of grief and the need to heal unites humans worldwide.
2. Global events have resulted in an increased burden of grief among families and healthcare providers.
3. Fostering a healthy grief experience is essential to resilience, building wellness, and improving health inequities in communities.
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.
Identifying target audiences

● Defining your target audiences is a very important step in any communications strategy because it will help you get the best results and build meaningful, ongoing relationships.

● Your target audience are the individuals, groups and communities that have influence and perhaps decision-making power that can support our vision for improving palliative care access including:

  ○ people living with palliative care needs, donors, activists, celebrities, media, bloggers, influencers, policy makers, politicians, regional government and health systems, national organizations and governments
Identifying target audiences

Determine your primary and secondary audiences and develop measurable goals for each:

- Who needs to hear your message?
- Who are the influencers?
- Who must be moved to action?
- Who has the greatest impact on the campaign’s outcome?
- Who is missing from the conversation?
Spokespeople

- Choose an individual who has authority and credibility in your field and can help in your advocacy efforts.
- Interest in your campaign activities
- Good communication skills
- Ability to stay calm under pressure and/or handle negativity.
- Provide media training using key messages in toolkit
The power of storytelling

- Grief and bereavement are universal human experiences. When we share stories, we humanize facts and statistics. We connect emotionally which can fuel the need for change.

- Find people who are interested in sharing their story to bring awareness and attention to palliative care and the need for grief and bereavement services.

- Good Grief stories - an opportunity to share your story with the world
Creating a media release

- Create an eye-catching headline

- Include the key information in the first paragraph. Remember the five ‘W’s: What is your news? Where will it happen? When will it happen? Who is involved? Why should people be interested?

- Include quotes from key spokespeople that reinforce key messages.


- Keep it short. Press releases should be one page long.
Working with media

When to use targeted media pitch instead of a media release.

Is there an opportunity to work with the editorial board at a media outlet?

Can your spokesperson/spokespeople write an opinion piece and pitch it to media?
Social media

- Understand the goal of the campaign.
- Decide how to promote the campaign on each channel.
- Create a content calendar for the WHPCD week/month.
- Create and use WHPCD supporting visual content.
- Schedule posts.
- Monitor and respond.
- Follow up after the WHPCD campaign, if necessary.
- Analyze response and adjust as required.
Event Planning

- Start planning early
- Set SMART goals for the event
- Establish your budget
- Consider the guidelines for event planning considering the COVID-19 protocols
- Assign responsibilities/delegate
- Do a run through a few weeks before WHPCD
- Register your event in the WHPCA events map as soon as possible
  
  https://www.thewhpca.org/world-hospice-and-palliative-care-day/add-event
Fundraising

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

- Set Clear Goals
- Understand Your Giving Event
- Utilize Partnerships
- Sustain Momentum
- Use the fundraising tip sheet from the WHPCD resources on the WHPCA website https://www.thewh pca.org/world-hospice-and-palliative-care-day/resources-2022/category/fundraising-toolkit
World Day Communications: Best practices & lessons learned

Alex Daniels
Education Coordinator
International Children’s Palliative Care Network (ICPCN)

Laurel Gillespie
Chief Executive Officer
Canadian Hospice Palliative Care Association (CHPCA)

Dr. Ednin Hamzah
Chief Executive Officer
Hospice Malaysia

Dr. Julie Ling
CEO
European Association for Palliative Care (EAPC)
Sharing and Discussion: What are your World Day experiences?
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Good Grief stories: Due September 10
Register your events on our website as soon as possible

Questions?
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