My Care
My comfort

WORLD HOSPICE & PALLIATIVE CARE DAY
10 OCTOBER 2020/#MYCAREMYCOMFORT

Digital toolkit

World Hospice & Palliative Care Day 2020
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About World Hospice & Palliative Care Day

On Saturday, 10 October 2020, something extraordinary is going to happen.

People from around the world who have been impacted by a life-limiting illness – either personally or by supporting a loved one – will be making their voices heard. They will ask policy makers to ensure an essential package of palliative care services for all who need them and that this care is included within countries’ plans and budgets to build back better as part of Universal Health Coverage.

Further, people who have been standing in solidarity with them – local leaders, volunteers, advocates, clinicians – will be volunteering their time to amplify this public message: Palliative Care: it’s “My Care, My Comfort.”

Find out more about World Hospice and Palliative Care Day 2020, and access resources to support your celebration of the day here: http://www.thewhpca.org/world-hospice-and-palliative-care-day

Download and adapt the campaign resources to suit your country, language and context.

World Hospice and Palliative Care Day is a unified day of action to celebrate and support hospice and palliative care around the world.

What are the aims of World Hospice and Palliative Care Day?

• To share our vision to increase the availability of hospice and palliative care throughout the world by creating opportunities to speak out about these issues
• To raise awareness and understanding of the needs – medical, social, practical, spiritual – of people living with a life limiting illness and their families
• To raise funds to support and develop hospice and palliative care services around the world.
Key Messages

1. With palliative care, I can access the best standard of care and the highest level of comfort as I experience a serious health condition.

2. Palliative care ensures caregivers and family members receive the best support to provide care and comfort for their loved ones at home or in care facilities.

3. Health workers require the psychological, social and spiritual care and comfort that comes with palliative care services and training.

4. To ensure the best care and comfort is available to all, palliative care must be mainstreamed into my country’s health care system, including through Universal Health Coverage reforms.

5. Palliative care is an essential service to relieve pain and suffering related to COVID-19 and pre-existing health conditions.

The key ask is this:
Show your support for palliative care in building stronger health systems, with palliative care funded and included in Universal Health Coverage.
With palliative care, I can access the best standard of care and the highest level of comfort as I experience a serious health condition

• My Care, My Comfort is: accessing palliative care at an early stage in my illness journey so that I can live with my illness in the best possible way, for as long as possible. Palliative care should not just be about providing care as I reach the end of my life.
• My Care, My Comfort is: the provision of holistic care that enhances my quality of life and makes me want to live as long as possible despite my serious illness
• My Care, My Comfort is: compassion, kindness and respect from my caregivers, both health care workers and others, as a person, not just an illness
• My Care, My Comfort is: providing equipment that optimises my physical comfort and promotes independence
• My Care, My Comfort is: psychological and spiritual support to enable me to live with my illness with equanimity
• My Care, My Comfort is: spiritual support that is based on my needs and beliefs, not those of my caregivers
• My Care, My Comfort is: optimal management of pain even if complete relief from pain isn’t always possible
• My Care, My Comfort is: as much continuity of professional care as possible to enable me to build a sustained relationship with health care workers
• My Care, My Comfort is: a fundamental human right to be free from pain, to enjoy a good quality of life, to enjoy interaction with my loved ones, and to carry out the activities that give me pleasure

• My Care, My Comfort is: my right to be accompanied, not to have to face the disease or the end of life alone or in an inhospitable, unfamiliar and unwelcoming place
• My Care, My Comfort is: my right to dignity, to respect for my beliefs or absence of them, to recognise that my principles and values should guide the decision-making process
• My Care, My Comfort is: respecting my autonomy even in the fragility of the disease and the end of life
• My Care, My Comfort is: my right to live my illness the way I want to, not the way others think I should
• My Care, My Comfort is: my right to preserve my humanity and not be engulfed by the disease
• My Care, My Comfort is: to continue to grow as a person in spite of serious illness
• My Care, My Comfort is: the ability to choose how I would like my condition to be managed. I am able to choose what and who I feel comfortable with in my care team. This provides me with the comfort of knowing I am in control.
• My Care, My Comfort is: the provision of professional carers appropriate for my needs in the context of my health condition and my caregivers’ physical, psychological and financial needs
• My Care, My Comfort is: enabling me to manage my illness largely at home, only requiring hospital visits when absolutely necessary. This includes use of telephone and/or video consultations in place of face to face meetings where appropriate and home visits when necessary.
Palliative care ensures caregivers and family members receive the best support to provide care and comfort for their loved ones at home or in care facilities

• My Care, My Comfort is: psychological and spiritual support as a caregiver, so that I have a place to go with my worries and concerns about my loved one facing a serious illness
• My Care, My Comfort is: Not giving up. Accessing hospice and palliative care means I am ensuring that my loved one gets the care and comfort that they need to improve their quality of life throughout the course of their illness.
• My Care, My Comfort is: providing wonderful comfort and appropriate care and treatment at all stages of my loved one’s illness
• My Care, My Comfort is: ensuring that palliative caregivers and family members are given constant access to medical personnel in the home, hospital and hospice
• My Care, My Comfort is: care for the caregiver as well as the patient, ensuring comfort for all
• My Care, My Comfort is: acknowledging that parents and caregivers of seriously ill children are valued key workers providing excellent, constant care and comfort
• My Care, My Comfort is: ensuring caregivers have good access to medicines, medical equipment and supplies, symptom management, nursing care and supportive respite
• My Care, My Comfort is: asking caregivers what they need to continue providing care and comfort to their loved one
• My Care, My Comfort is: considering comfort for the caregivers too, caring to ask how they are coping, and really listening
• My Care, My Comfort is: continuing to support caregivers to provide palliative care and comfort for their loved ones in palliative care, even through a pandemic or national crisis
• My Care, My Comfort is: choosing the best holistic care for my child or loved one suffering from a serious medical condition.
Healthcare workers require the psychological, social and spiritual care and comfort that comes with palliative care services and training

- My Care, My Comfort is: ensuring health workers are equipped with the training and resources to provide psychological, social, spiritual and physical care and comfort, while taking care of themselves.
- My Care, My Comfort is: providing palliative care through a team of healthcare professionals with a range of skills to help manage life-limiting illness.
- My Care, My Comfort is: working together to meet physical, psychological, social, spiritual and cultural needs of patient and carers.
- My Care, My Comfort is: helping entire families through one of the toughest times any of us will face.
- My Care, My Comfort is: supporting nurses and other frontline health workers and providing them with palliative care training.
- My Care, My Comfort is: investing in and supporting palliative care training, leading to a system-wide transformation in the delivery of healthcare.
- The need for palliative care will increase from 25 million to 48 million for those at the end-of-life in the next 40 years. My Care, My Comfort is: training and supporting nurses and other healthcare workers in palliative care to meet this great need and to relieve the global burden of suffering.
- My Care, My Comfort is: Making sure nurses, doctors and other palliative care workers have access to personal protective equipment to ensure their safety while providing care.
- My Care, My Comfort is: Ensuring that processes are in place to allow nurses, doctors and other palliative care workers to access psychological support, to debrief effectively and prevent burnout.
To ensure the best care and comfort is available to all, palliative care must be mainstreamed into my country’s health care system, including through Universal Health Coverage reforms

- My Care, My Comfort is: building stronger health systems, with palliative care included and funded
- My Care, My Comfort is: policy makers ensuring an essential package of palliative care services for all who need them
- My Care, My Comfort is: making sure that palliative care is included within countries’ plans and budgets to build back better as part of Universal Health Coverage (UHC)
- My Care, My Comfort is: getting appropriate care as a basic human right. It should be integrated into all UHC programmes
- My Care, My Comfort is: my government ensuring that all individuals have access to the care they need
- My Care, My Comfort is: integrating palliative care into national health systems.
Palliative care is an essential service to relieve pain and suffering related to COVID-19 and pre-existing health conditions.

- My Care, My Comfort is: including palliative care as a vital part of national responses for people living with COVID-19 with underlying/ pre-existing health conditions.
- My Care, My Comfort is: developing applications and tools to ensure that healthcare workers and people with palliative care needs can access the care and comfort they need during the COVID-19 pandemic.
- My Care, My Comfort is: supporting family carers to care for people with serious illness and/or COVID-19 in their household.
- My Care, My Comfort is: including palliative care professionals and community health care workers in all training on COVID-19, including infection control, and providing them with full personal protective equipment.
- My Care, My Comfort is: financing hospice and palliative care services to expand their services to people with COVID-19 if appropriate, to integrate and share their skills and knowledge, to keep their health and community care workers safe and to provide information and support to family carers and at risk households.
My Care, My Comfort: About the theme and logo

As communities around the world grapple with the impacts and aftermath of the COVID-19 pandemic, this year’s World Hospice & Palliative Care Day theme reminds us that hospice and palliative care is about offering care and comfort to people experiencing serious illness.

The symbol represents the bond between people accessing care, and their loved ones through two hearts connected to form the outline of a butterfly, which itself symbolises transformation, hope, life, and spirit.

These hearts symbolise what palliative care offers in any healthcare setting: resilience; tools to support someone experiencing pain, distress and uncertainty; support for family members in the grief and bereavement process. The connection of the hearts resembles the infinity loop representing that even when a person passes on, the bond between the person and their loved ones continues.

The circle around symbolises the healthcare system, community members, clinicians and policymakers. This circle completes the symbol and derives its origin from the Latin ‘Pallium’, the root word of Palliative, which means to cloak or shield.

The logo is adapted with the kind permission of Hospis Malaysia. It was originally developed as a universal symbol for palliative care, similar to the red ribbon for HIV/AIDS.
Campaign Materials

The WHPCA will develop resources that are free to download that you can use to support your World Hospice and Palliative Care Day campaign.

**These include:**
- World Hospice and Palliative Care Day logo - available as an editable file to translate
- World Hospice and Palliative Care Day Twibbon
- Key messages
- Draft social media messages
- Model content calendar
- Draft press release
- Draft letter to government/petition text.

The campaign materials have been produced with the generous support of The Joffe Charitable Trust. The key messages have been developed in collaboration with people accessing palliative care, and their caregivers.
Digital strategy

Stay up to date & spread the word

1. Subscribe to the WHPCA’s newsletter to get the latest news and campaign materials direct to your inbox:
   http://tiny.cc/Inky8y

2. Add the campaign Twibbon to your personal and/or organisation’s Facebook and Twitter profile. For instructions on how to do so, click here:

3. Organise a virtual event or webinar to join others who want palliative care to be a standard of care that is prioritised in your country. Add your virtual event here:
   https://www.thewhpca.org/world-hospice-and-palliative-care-day/add-event to appear on the global map of World Hospice and Palliative Care Day events:
   https://www.thewhpca.org/world-hospice-and-palliative-care-day/world-day-2020

4. Share key messages on social media by following the campaign on social media:

   🍀 @WorldHospiceDay

   🌐 My Care, My Comfort: World Hospice and Palliative Care Day 2020

Using the hashtags #MyCareMyComfort & #WHPCDay20.
Inform & advocate

1. Organize a virtual event or webinar and invite your local community groups to join. Join others in registering your virtual event here: http://www.thewhpca.org/world-hospice-and-palliative-care-day/add-event

2. Talk to your local or national media about the importance of World Hospice and Palliative Care Day, send them a copy of the press release, translated to your own language

3. Write to people in power, telling your story and asking for them to show their support for palliative care in building stronger health systems, including Universal Health Coverage.

4. Highlight this year’s campaign for World Hospice and Palliative Care Day in your organisation’s newsletters, news and events pages on your organization’s website

5. Share the World Hospice and Palliative Care Day campaign on social media

6. Create an online petition, asking your government to show their support for palliative care in building stronger health systems, with palliative care included and funded as part of Universal Health Coverage.
Virtual events and webinars

Around the world, countries are experiencing different levels of lockdown and physical distancing measures. Therefore we are expecting World Hospice and Palliative Care Day celebrations to take place in online spaces. It is very important to make sure that your security settings are up to standard to prevent uninvited people joining your meeting. You can find out more about how to do this here:

Here is a list of platforms that you can use for virtual meetings:

- Zoom
- Skype
- Jitsi
- Blue Jeans
- GoToMeeting
- The Online Meeting Cooperative
- WebinarJam

Remember to add your meeting link to the Global Map of World Hospice and Palliative Care Day events:
https://www.thewhpc.org/world-hospice-and-palliative-care-day/world-day-2020
Supporting World Hospice and Palliative Care Day on social media

Show your support for World Hospice and Palliative Care Day on social media by updating your Facebook and Twitter profile picture with the My Care, My Comfort Twibbon: https://twibbon.com/Support/my-care-my-comfort-5

What does care and comfort mean to you? Share a short message, using the official campaign hashtag #MyCareMyComfort.

Record a short video, telling your government to show support for palliative care in building stronger health systems, with palliative care included in Universal Health Coverage.

**Facebook**

Facebook makes sharing content easy for you to do by connecting with supporters and influencers, sharing engaging content and keeping up with the latest news especially around World Hospice and Palliative Care Day. You can use Facebook to gather support around your event, share your personal story and even to harness donations. Facebook makes it extremely simple to present messages with pictures and engaging stories. 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**

Twitter allows you to communicate short messages (280 characters or less) to a wide global audience. Follow the @WorldHospiceDay Twitter account, and Tweet to show your support of the day. Use the World Hospice and Palliative Care Day draft Tweets, or tweet your own message. Remember to include the hashtags #MyCareMyComfort and #WHPCDay20. If appropriate, @mention relevant accounts, such as government representatives responsible for healthcare and financing.
Draft tweets

Use the draft tweets below to help spread the word about #MyCareMyComfort on social media.

With #palliativecare, I can access the best standard of care and the highest level of comfort as I experience a serious health condition.

• #MyCareMyComfort @WorldHospiceDay #BuildBackBetter #UHC #UniversalHealthCoverage #PalliativeCare #Hospice #Health #Healthcare #HealthForAll
• #MyCareMyComfort is: accessing #palliativecare at an early stage in my illness journey so that I can live with my illness in the best possible way, for as long as possible. Palliative care should not just be about providing care as I reach the end of my life. @WorldHospiceDay
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Working with the press

National and local media can be extremely effective in spreading the word about hospice and palliative care. Personal stories told by people who have experience of hospice and palliative care are often the most powerful way to get the message across.

You may already have built up relationships with your local media, or you can take this opportunity to start. Reach out to people in your networks who have experienced serious illness and work with them to reach out to the media.

Here are some tips to writing a good press release and maximising the chances that the media will pick it up:

1. Remember that journalists are very busy. The easier you make it for them to pick up a story, the more likely they are to do so. Keep this in mind when writing your press release.
2. Make sure you have an eye-catching headline.
3. 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?
4. Include numbers, facts and statistics to strengthen your claims. You can find the World Hospice and Palliative Care Day Key Messages online and in this toolkit.
5. Make sure your news is relevant to a wider audience than just you and your colleagues. Link your World Hospice and Palliative Care Day event to larger issues, such as COVID-19, global ageing, NCDs, the Sustainable Development Goals, Universal Health Coverage, or other themes relevant to your context.
6. Use quotes from recognised experts and people with direct experience to illustrate your point.
7. Keep it short. Press releases should be one page long.
8. Include photos. Even if you don’t have photos yet for this year’s World Hospice and Palliative Care Day event, include photos from previous years, or of your organisations’ recent work.
9. Remember to proofread your press release to make sure it is grammatically correct and contains no typos.
10. Include your contact information.
11. Include a link to the World Hospice and Palliative Care Day page on the WHPCA website http://www.thewhpca.org/world-hospice-and-palliative-care-day/about.
12. Create a contacts list. Identify which publications are most likely to pick up your story. Have they covered palliative care or related issues in the past?
13. Make sure the press release is approved by your CEO, legal team or communications director before sending it out.
Raise funds

World Hospice and Palliative Care Day is a global day of action to promote hospice and palliative care worldwide. As such, it is an excellent opportunity to launch your own fundraising efforts, leveraging 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 a gala, auction, race or other public event. These events can bring in much needed funding for a hospice and palliative care organisation. They are also a brilliant way to raise awareness of the work you do in your community, and to engage new audiences and donor groups.

Fundraising in a ‘COVID world’

COVID-19 has brought as many challenges to fundraising efforts as it has to service delivery. Public fundraising that provided unrestricted income for core running costs for many charities will be limited or non-existent, staff redundancies compromise hospice and palliative care organisations with an already limited workforce, and the uncertainty of COVID-19 is making planning challenging.

Internationally, donors have responded to the COVID-19 crisis in the following ways:
• Many have shown willingness to flex or pivot the use of grants
• A number of immediate-response granting opportunities have been launched, many with short deadlines
• Donors have been reaching out to form new partnerships; but also
• Focused on their current grantees
• Donors are refocusing funds to the COVID-19 response, and marginalised issues such as hospice and palliative care are becoming more marginalised.

However, COVID-19 and lockdown have provided an ideal situation for online fundraising and digital engagement, as people are staying at home, often spending more time on social media platforms.
Digital Fundraising Ideas

Below are a few ideas, adapted from the article: 20 Virtual Fundraising Ideas During COVID-19 to inspire you and resources to draw on to maximise this great fundraising opportunity:

1. **Curate an online art exhibition.**

Get your local community, especially schools, involved in creating artworks that speak to the World Hospice and Palliative Care Day theme: My Care, My Comfort. These can then be sold online as a downloadable image in exchange for a donation to the hospice or palliative care service.

2. **Share an engaging video**

Film a video of someone who has benefitted from hospice services and share this across your social media channels, linked to your fundraising page. Here are some resources to help get you started:
- Beginner’s Guide To Periscope: What You Need To Know
- The Marketer’s Guide to Facebook Live.

3. **Host a TED Talk-style event**

Invite someone with an inspiring story to give a ‘TED talk’ via Zoom, and include a donation link in the marketing materials and as a slide at the beginning and end of the presentation.

4. **Virtual open mic night or talent show**

Do people in your community have talents in singing, poetry, or storytelling? You can host an online open mic night or talent show, either with a viewing fee or donation option.
5. **Virtual arts and crafts night**

Engage or nominate an instructor to lead participants through the creation of an artwork, either a painting, a collage or other made object, that reflects the theme of this year’s world hospice and palliative care day: My Care, My Comfort. Participants can sign up on Zoom for either a fee or optional donation.

6. **Virtual raffle fundraiser**

Sell virtual raffle tickets and encourage engagement on social media to make sure the tickets sell. A virtual raffle can encourage many people to participate and contribute small donations, which add up quickly. This allows hospice and palliative care organisations to raise money, without the input needed to host a large virtual event.

7. **Fundraising race**

Choose four teams, with names that speak to: ‘My Care, My Comfort’, the World Hospice and Palliative Care Day theme, or to hospice and palliative care generally. Then invite members of your community to join a team for the fundraising race. They can raise funds in any (decent and legal) way they choose, and the team to reach a target, or the team that has the highest amount by World Hospice and Palliative Care Day is the winner! Remember to create a buzz around the race by posting regular updates on social media.
Fundraising resources

Digital fundraising

- 20 Virtual Fundraising Ideas During COVID-19
- How to take your events online
- How to look your best on webcam – tips for virtual event speakers – RES Foundation
- How to Leverage Giving Tuesday to Boost Your Fundraising Campaigns

Global Palliative Care Series webinar: Fundraising

Global Palliative Care Series webinar: Risks, Challenges, and Opportunities for Fundraising during the Pandemic Video & Slides

Grant funding opportunities

- Devex analysis of funding opportunities (Sign up for their Business Announcements – this can be done without a paid account)
- BOND – COVID-19 resources and funding pages
- Funds for NGOs (subscription or free versions)
- TripleFunds – this is a subscription service and has a COVID-19 search function
- Civicus (scroll down for funding opportunities)
- Grant Station COVID-19 related grant opportunities
- UNDP Multi-partner Trust Fund Gateway
- 360 Giving – COVID-tracker
- DSC Coronavirus funding updates
- Charity Excellence COVID-19 funder database
- Chronicle of Philanthropy Foundation and Corporate Funds.
Conclusion

With hospice and palliative care, people experiencing serious health conditions can access the best standard of care and the highest level of comfort available. It is an essential service to relieve pain and suffering related to Covid-19 and pre-existing health conditions. Hospice and palliative care ensures caregivers and family members receive the best support to provide care and comfort at home for their loved ones. Health workers require the psychological, social and spiritual care and comfort that comes with palliative care services and training. To ensure the best care and comfort is made available to all, palliative care services must be mainstreamed into my country’s health care system through Universal Health Coverage. This Toolkit offers key messages, advice and resources that you can use to spread the word in the digital space. Remember to add your event to the Global Map of Impact on the World Hospice and Palliative Care webpage. Together we can make sure that policymakers show support for palliative care in building stronger health systems, with palliative care funded and included as part of Universal Health Coverage.