World Hospice and Palliative Care Day 2018 Report

Total number of events
As of 19 November 2018, 142 events were registered on the World Hospice and Palliative Care Day ‘Events 2018’ page. This is 34 fewer than the total number of events from the previous year (176), but 27 more than 2016 (115) and 33 more than 2015 (109).

We had technical difficulties with the World Day event submission form which were not resolved until the week of World Day, which accounts for the low than expected number of submissions.

Events were submitted from 51 countries, 2 more 2017. India submitted the most events, with 24 events registered. Next highest were South Africa with 15 events and Taiwan with 9.

Of the six WHPCA focus countries; Ethiopia, Bangladesh and The Philippines submitted World Day events, with Bangladesh ranking fourth worldwide for number of events submitted (7). Jordan, Panama and Ukraine did not submit events this year.
Events were submitted by 14 European countries (Croatia, Czech Republic, Denmark, France, Greece, Hungary, Italy, Latvia, Norway, Poland, Portugal, Spain, Sweden, United Kingdom), compared to 16 countries in 2017, 14 countries from the Asia Pacific region (Bangladesh, China, Hong Kong, India, Japan, Malaysia, Nepal, Pakistan, Philippines, Republic of Korea, Sri Lanka, Taiwan, Vietnam), 11 countries from Africa (Botswana, Cameroon, Egypt, Ethiopia, Guinea, Kenya, Mozambique, Nigeria, South Africa, Uganda, Zimbabwe) compared to 7 last year, 7 countries from Latin America and the Caribbean (Argentina, Brazil, Costa Rica, Guatemala, Mexico, Peru, Trinidad & Tobago), compared to 12 last year, 2 countries from North America (Canada and the USA), 2 countries from the Middle East (Gaza & Iran), up from 1 last year and 1 international event.

In total, 58 events were submitted from the Asia Pacific region, 3 more than last year, 29 from Europe, down from 64 last year, 27 from Africa, up from 17 last year, 20 from Latin America down from 30 last year, five from North America, two from the Middle East and one international event.
World Hospice and Palliative Care Day report

This year’s World Hospice and Palliative Care Day report comprises the open letters of six extraordinary women from Australia, Bangladesh, India, South Africa and the UK to decision makers who can influence access to palliative care.

The report was viewed 537 times on the WHPCA website.

You can access it here: World Hospice and Palliative Care Day report 2018

Inaugural WHPCA Palliative Care Champions awards

This year, for the first time, we called for nominations for the WHPCA Palliative Care Champions Awards. The awards recognise extraordinary individuals who are making a significant contribution to developing palliative care in low- and middle-income countries.

We asked for a short note of nomination for each nominee, plus a brief note acknowledging that they were aware that they had been nominated.

Nominations were sought for ten categories:

1. **Healthcare professional** – Winners: Lailatul Ferdous, Bangladesh and Manju B.K, Nepal


3. **Civil society leader** (at national, local or community level) – Winner: Dr Tandiar Samir, Egypt

4. **Policy or advocacy champion** – Winner: Dr Christian Ntizimira, Rwanda

5. **Older person champion** (aged over 60) – Winner: Anica Jušić, Croatia

6. **Youth champion** (aged under 25) – Huyaam Samuels, South Africa

7. **Person accessing palliative care** – Winner: Nabanita Mandal, India

8. Family member or carer – No nomination

9. **Disruptor** (someone who speaks the truth to power and challenges the status quo) – Winner: Lynna Chandra, Indonesia

10. **Allied champion** (someone not working directly in palliative care, but who speaks out in support of palliative care) – Winner: Dr Portia Manangazira, Zimbabwe

Another two categories were added:
**Government champion** – Winner: Penny Sebuweng-Makuruetsa, Botswana; and

**Lifetime achievement champion** – **Winner:** Lee Keon Huan, Mongolia.

We received over 30 nominations in total, which was a good response.

Lessons learned for next year include:

1. Create a nomination form on SurveyMonkey to ensure that 1) nominators are required to select a category and 2) we are able to gather enough information for standardised scoring
2. Create a scoring matrix
3. Identify a selection committee and involve them at an early stage
4. Request nominations in English
5. Do not request letter of acknowledgement from the nominee
6. Possibly remove healthcare professional award
7. Consider designing print-at-home certificates for winners.

**Materials released**

Materials released by the WHPCA were well received by participating organisations and individuals. These included:

- Concept note – accessed 2362 times on the WHPCA website
- Draft tweets – accessed 115 times
- Toolkit – accessed 292 times
- Posters – accessed 270 times
- Facebook graphics – accessed 345 times
- Create-your-own Facebook graphic template – accessed 85 times
- Twitter graphics – accessed 192 times
- Create-your-own Twitter graphic – accessed 57 times.

For the first time this year, we made the materials available for translation.

- The Toolkit in Word format for translation was accessed 174 times on the WHPCA website.
- The Posters for translation were accessed 93 times
- The event advertising poster for adaption/translation was accessed 201 times
- The concept note translated into Spanish was accessed 106 times
- The key messages in Spanish were accessed 89 times
- The key messages in Chinese were accessed 246 times.
Promotional media

- ehospice promotional articles
- WHPCA newsletter
- EAPC blog
- IAHPC newsletter article
- Regular social media updates.

Video

Following the success of using video in last year’s World Day campaign, this year we shared video created by Lucy Watts and Huyaam Samuels. They introduced themselves, spoke about World Hospice and Palliative Care Day, palliative and hospice care, and the importance of involving direct stakeholders in palliative care.

Engagement:

Lucy video 1 – 1,947 people reached, 156 engagements, 14 shares, 542 views, 30 like/love reactions

Lucy video 2 – 338 people reached, 24 engagements, 81 views, 6 like/love reactions

Lucy video 3 – 653 people reached, 52 engagements, 1 share, 160 views, 20 like/love reactions

Huyaam video – 1,088 people reached, 150 engagements, 7 shares, 239 views, 27 like/love reactions.
Twitter

The hashtags #BecauseIMatter and #PorqueYoImporto were tweeted 1,500 times by 1,116 contributors between 27 September and 26 October. There were 177 original Tweets and 1,323 retweets.

The hashtag reached 1.8 million accounts and gained 6.4 million impressions.

The top contributor to the conversation was @MinSaludCol (Colombia Ministry of Health), contributing 3.5 million impressions.

Over the period 27 September - 26 October 2018, @whpca tweeted 108 times, leading to 97.9K impressions. We gained 137 new followers, earned 630 likes, 418 retweets and 312 link clicks and 8 replies.

Facebook

Over the period 28 September – 25 October 2018, the WHPCA Facebook page had 737 views and 171 previews. The WHPCA Facebook page gained 229 new followers over that period.

During the reporting period, WHPCA Facebook posts had a reach of 36,028, with 14,032 people reached on World Hospice and Palliative Care Day itself.
Lessons for the future
Involvement by and consultation with direct stakeholders was extremely valuable. This should be continued and developed in future.

Develop targeted WHPCDay communications for specific groups, including:

- Countries who submitted events, encouraging them to do so again
- Countries that did not submit an event this year
- WHPCA focus countries that did not submit an event
- Countries with high levels of palliative care development with few events submitted.

The World Hospice and Palliative Care Day 2018 Toolkit and report were very well received, and download numbers suggest that they were well used.

Draft communications plan and social media schedule in advance. Reach out to ALL hospice and palliative care blogs and websites for guest blogging opportunities, as well as to healthcare blogs outside of the hospice and palliative care field.

Budget for design of World Hospice and Palliative Care Day materials, working with a professional designer resulted in high quality of materials.

Video was very well received.

Conclusion
Engagement with World Hospice and Palliative Care Day is growing strongly year by year. However, one statistic that has decreased since before 2014 is the number of countries submitting World Hospice and Palliative Care Day events.

WHPCA’s use of social media and new technology has improved steadily in recent years. Video by palliative care beneficiaries and advocates, as well as the report which was authored by palliative care direct stakeholders were particularly well received.