ONLINE RESOURCE TOOLKIT

WORLD HOSPICE & PALLIATIVE CARE DAY 2021

LEAVE NO ONE BEHIND

EQUITY IN ACCESS TO PALLIATIVE CARE



World hospice & palliative care day

whpca
worldwide hospice palliative care alliance



About the cover

{definition}

EQUALITY VS EQUITY

means each individual or group of people is given the same resources or opportunities.

recognizes that each person has different circumstances and allocates the exact resources and opportunities needed to reach an equal outcome.

TO CONTENTS

TABLE OF CONTENTS

This is an interactive document. Click on the name, to go straight to the section you are interested in.

1. About World Hospice and Palliative Care Day (WHPCD) **04**

- Why do we need WHPCD? 05
- What is the key ask? 05
- What will we pledge to do on the day? 05
- How will we achieve this? 05

2. Key messages **06**

- Topline Themes for 2021 and beyond 07
- 2021 Key messages 07
- Who is affected by inequity in access to palliative care? Hear their key messages on the topic 07

3. Stay up to date
- Spread the word
- Inform
- Advocate **08**

4. Spreading the word on social media including a digital toolkit **11**

5. Raising Funds **19**

6. Campaign Branding **21**

7. Thank you! **23**

1 ABOUT

World Hospice and Palliative Care Day (WHPCD)



On Saturday, 9 October 2021, we will celebrate palliative care, showing the world how vital it is, and why we must make sure everyone has access, no matter where they live, who they love, what their age or their background. Voices will be heard as people living with palliative care needs and those that care for them, speak out, telling compelling stories to make you laugh, cry and think! As the world is still in the grip of the COVID-19 pandemic, where palliative care has become even more vital, we will ask policy makers to ensure an essential package of palliative care services is tailored to individual needs. WHPCD will show why palliative care should be included within countries' plans and budgets to "build back better" so governments finance palliative care for all.

Find out more about World Hospice and Palliative Care Day 2021, 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.

Why do we need WHPCD

Palliative care is not part of universal health coverage or national health systems in most countries across the world. For years palliative care has not been adequately funded. We need WHPCD to shine a light on the inequity in access to palliative care across the globe. This includes lack of equitable access for most people living in low and middle income countries, neonates, children and young people, those that are homeless, LGBTQ+ people, people living with physical or mental impairment, people who are incarcerated, those living in humanitarian crisis situations, the elderly, those living with HIV and TB and all those that have been affected by COVID-19.

Find out more here

What is the key ask?

Governments across the world must finance palliative care for all people in their country.

What will we pledge to do on WHPCD

- Share and highlight positive stories about palliative care, whilst shining a light on the lack of equity to access.
- Campaign to increase the equitable access of hospice and palliative care throughout the world by creating opportunities to speak out about it.
- Raise awareness and understanding of the needs – physical, psychological, social and spiritual – of people living with serious health related suffering and their families.
- Raise funds to support and develop hospice and palliative care services around the world.

How will we achieve it?

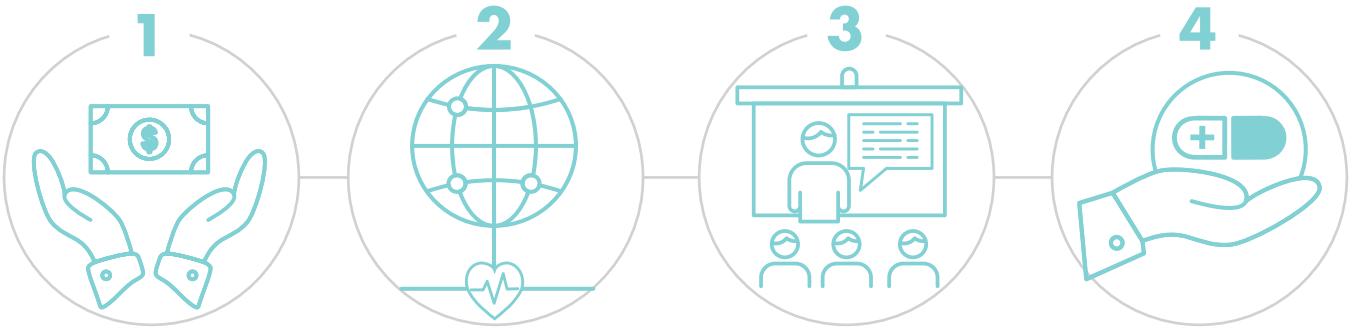
We will use our social media presence to talk about palliative care in a positive way whilst also highlighting the need. We will engage with decision makers by petitioning them and writing to them. We will reach out to our communities and start conversations around palliative care. We will raise funds for our local palliative care services. Resources and tips on how to achieve these actions are in the toolkit and on our website.

2 KEY MESSAGES



Top Line Messages for 2021 and beyond:

To alleviate avoidable suffering of people with serious illness, governments should:



Finance palliative care

Integrate palliative care in Universal Health Coverage reforms

Train, equip and support health workers in palliative care

Have balanced policies to ensure access to essential medications for palliative care and pain treatment

Topline Key messages for the 2021 campaign

- 88% of the worldwide need for palliative care is not being met, meaning millions of children and adults are being left behind – equity in access is a human right.
- Across the world, children and adults with palliative care needs are suffering and in pain because there is not equitable access to care. We must work together on World Hospice and Palliative Care Day to eliminate the barriers that keep the status quo.
- Palliative care is essential to relieve pain and suffering, physical, psychological, social and spiritual related to COVID-19 – no one must be left behind.
- Health workers must be trained, supported, equipped, and financed to ensure there is equity in access to palliative care for all children and adults across the globe.
- To ensure equitable access is available to all children and adults who need it, palliative care must be mainstreamed into a country's health care system, including through Universal Health Coverage reforms.

Who is most affected? Hear their voices

Many millions of people across the globe are unable to access palliative care. This year, we are highlighting some sections of the global community who are less likely to get access to palliative care. It is important to note that neonates, children and young people are living in many of the situations and or environments highlighted below, and are particularly vulnerable to inequity in palliative care access.

Please click on the links for each section for expanded information.

- Those in low and middle income countries
- People living in humanitarian crisis situations
- Those that are incarcerated
- People experiencing homelessness
- Those who have contracted COVID-19
- LGBTQ+ people
- Frail older people
- Those living with a physical or mental impairment
- Those living with HIV and/or TB
- Children and young people

3 STAY UP TO DATE

- SPREAD THE WORD
- INFORM
- ADVOCATE



How to influence for change:



Inform & advocate

1. Why not organise a face to face or vitural event or webinar to join others who want palliative care to be equitable to all, and a standard of care that is prioritised in your country. Ensure you adhere to COVID-19 guidelines in your location.

   Add your virtual event here:
   https://www.thewhpca.org/world-hospice-and-palliative-care-day/events-2021
   You can see all the events added so far here

2. Record a short video, making the case for your government to show support for palliative care in building stronger health systems, with palliative care included in Universal Health Coverage or national health systems, using a simple 'how to' guide.

   Download 'how to' guide

3. 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. We also have a top tips sheet to help you engage with local and national media.

   Download press release and top tips sheet

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

   Download this letter template

5. Highlight this year's campaign for World Hospice and Palliative Care Day in your organisation's newsletters, news and events pages on your organisation's website and on all your social media channels.

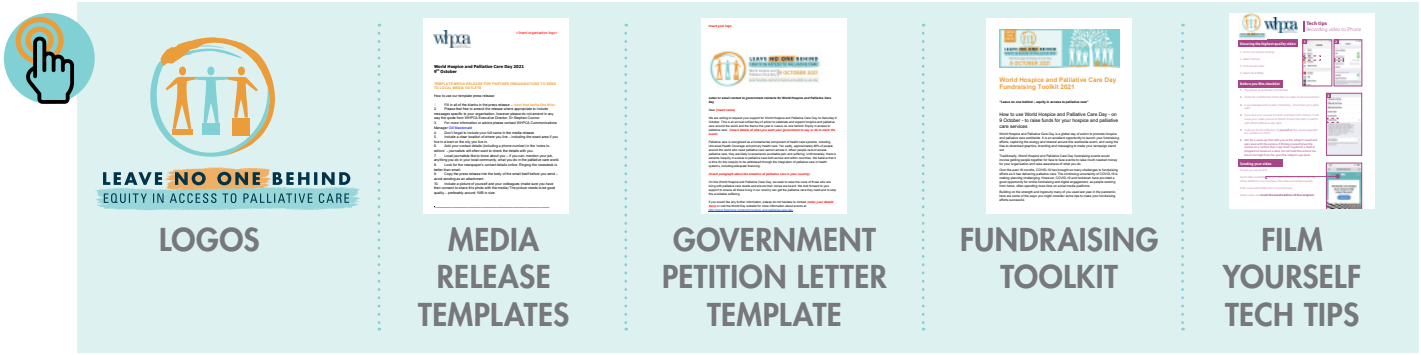
6. Create an online petition, asking your government to finance palliative care for all people.



4 SPREADING THE WORD ON SOCIAL MEDIA



This free toolkit has resources you can download to help you spread the word about your event and World Hospice and Palliative Care Day. **It includes:**



Twitter

Follow the @whpca Twitter account, and tweet to show your support of the day. Use the World Hospice and Palliative Care Day draft tweets below, or tweet your own message. Remember to include the hashtags #LeaveNoOneBehind21 #WHPCDay21 and @mention relevant accounts, such as government representatives responsible for healthcare and financing healthcare.

MAIN HASHTAGS: #LeaveNoOneBehind21 #WHPCDay21

Use the draft tweets below to help spread the word about World Hospice and Palliative Care Day 2021 on social media.

OTHER KEY HASHTAGS: #EquityvsEquality #Equity #PalliCovid #BuildBackBetter #UHC #UniversalHealthCoverage #PalliativeCare #Hospice #Health #Healthcare #HealthForAll #HumanRights #HPMGlobal

Some accounts you may want to tag into your tweets

@drtedros	@WHO_Europe	@UHC_Day
@uhc2030	@ICPCN	@UHC2030
@winnie_byanyima	@IAHPC	@APCAssociation
@WHO	@palliumindia	@EAPC
@WHOAFRO	@FCDOGovUK	@pallCHASE

SUGGESTED TWEETS POSTS Twitter handle: @WHPCA

GENERAL TWEETS:

TWEET #1

Will you support World #Hospice and #Palliative Care Day on 9 October? #LeaveNoOneBehind21 #WHPCDay21 campaign #BuildBackBetter #UHC #equity #UniversalHealthCoverage #PalliativeCare #Hospice #Health #Healthcare #HealthForAll

TWEET #2

Proud to support the #LeaveNoOneBehind21 World #Hospice and #Palliative Care Day #WHPCDay21 campaign. Now it's your turn. Register your event here (short link to website) and show your support, liking and sharing.

TWEET #3

On World #Hospice and #Palliative Care day we are calling for governments to finance palliative care for all their people #LeaveNoOneBehind21 #WHPCDay21 #equity #UHC

TWEET #4

On World #Hospice and #Palliative Care day we are calling for balanced policies to ensure access to essential medications for palliative care and pain treatment #opioids #LeaveNoOneBehind21 #WHPCDay21 #equity #UHC

GENERAL TWEETS (CONTINUE)

TWEET #5

On World #Hospice and #Palliative Care day we are calling for health workers to be trained, equipped and supported #buildbackbetter #LeaveNoOneBehind21 #WHPCDay21 #equity #UHC #pallicovid

TWEET #6

On World #Hospice and #Palliative Care day we are calling for palliative care to be integrated into Universal Health Coverage reforms to insure #equity in access to #Palliativecare #buildbackbetter #LeaveNoOneBehind21 #WHPCDay21 #UHC #pallicovid

TWEET #7

1/Even where #palliative care is available, people with disabilities, children, elderly, those geographically, socially and politically isolated, LGBTQ+ and other vulnerable population are **2/** ordinarily left out in implementation of any strategy equity in access to #Palliativecare #buildbackbetter #LeaveNoOneBehind21 #WHPCDay21 #UHC #pallicovi

TWEETS RELATING TO PEOPLE WITH PARTICULAR DIFFICULTY ACCESSING EQUITABLE PALLIATIVE CARE SERVICES there are more examples on the website

Tweet #1 to Tweet #11 adapt as you wish

#1 It's World #Hospice and #Palliative Care Day #LeaveNoOneBehind21 #WHPCDay21 let's shine a spotlight on great projects which are breaking down the barriers to limiting equitable access to palliative care for neonates, children and young people #CPC #PedPC

#2 It's World Hospice and Palliative Care Day #LeaveNoOneBehind21 #WHPCDay21 let's shine a spotlight on great projects which are breaking down the barriers to limiting equitable access to palliative care for people who are #homeless

#3 It's World Hospice and Palliative Care Day #LeaveNoOneBehind21 #WHPCDay21 let's shine a spotlight on great projects which are breaking down the barriers to limiting equitable access to palliative care for neonates, children and young people

#4 It's World Hospice and Palliative Care Day #LeaveNoOneBehind21 #WHPCDay21 let's shine a spotlight on great projects which are breaking down the barriers to limiting equitable access to palliative care for people who are #LGBTQ+

#5 It's World Hospice and Palliative Care Day #LeaveNoOneBehind21 #WHPCDay21 let's shine a spotlight on great projects which are breaking down the barriers to limiting equitable access to palliative care for people who are living in #humanitarian crisis

#6 It's World Hospice and Palliative Care Day #LeaveNoOneBehind21 #WHPCDay21 let's shine a spotlight on great projects which are breaking down the barriers to limiting equitable access to palliative care for people older people #elderly

#7 It's World Hospice and Palliative Care Day #LeaveNoOneBehind21 #WHPCDay21 let's shine a spotlight on great projects which are breaking down the barriers to limiting equitable access to palliative care for people who are living with #mental or #physical impairment

#8 It's World Hospice and Palliative Care Day #LeaveNoOneBehind21 #WHPCDay21 let's shine a spotlight on great projects which are breaking down the barriers to limiting equitable access to palliative care for people who are living in Low or Middle Income countries #LMIC

#9 It's World Hospice and Palliative Care Day #LeaveNoOneBehind21 #WHPCDay21 let's shine a spotlight on great projects which are breaking down the barriers to limiting equitable access to palliative care for people who are living in #prison #prisoner

#10 It's World Hospice and Palliative Care Day #LeaveNoOneBehind21 #WHPCDay21 let's shine a spotlight on great projects which are breaking down the barriers to limiting equitable access to palliative care for people who are living in with #HIV #TB

#11 It's World Hospice and Palliative Care Day #LeaveNoOneBehind21 #WHPCDay21 let's shine a spotlight on great projects which are breaking down the barriers to limiting equitable access to palliative care for people who need palliative care due to #COVID-19 #pallicovid

Twibbon

Download the Twibbon and add it to your Facebook or Twitter profile



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.

GENERAL POST #1

On Saturday, 9 October 2021, we will celebrate the world of palliative care, showing the world how vital it is, and why we must make sure everyone has access, no matter where they live, who they love, what their age or their background. Voices will be heard as people living with palliative care needs and those that care for them, speak out, telling compelling stories to make you laugh, cry and think! As the world is still in the grip of the COVID-19 pandemic, where palliative care has become even more vital, we will ask policy makers to ensure an essential package of palliative care services is tailored to individual needs. WHPCD will show why palliative care should be included within countries' plans and budgets to "build back better '' so governments finance palliative care for all.

Find out more about World Hospice and Palliative Care Day 2021, and access resources to support your celebration of the day here: http://www.thewhpca.org/world-hospice-and-palliative-care-day

OTHER FACEBOOK/LINKEDIN CONTENT

Many of the groups of people highlighted in the toolkit (eg people who are homeless), and who have difficulty accessing palliative care, will have social media posts specifically to them. **Find them on our website.** You can use and or adapt this general content as you wish.

GENERAL POST #2

Today, on World Hospice and Palliative Care Day we pledge to bring to the world's attention the vital need for equity in access to palliative care and to urge governments to fund palliative care in their country. 88% of the worldwide need for palliative care is not being met, meaning millions of children and adults are being left behind. Equity in access is a human right because across the world, children and adults with palliative care needs are suffering and in pain because there is not equitable access to care. We must work together on World Hospice and Palliative Care Day to eliminate the barriers that keep the status quo.

GENERAL POST #3

Palliative care is not part of universal health coverage in most countries. For years palliative care has not adequately funded. On World Hospice and Palliative Care Day we shine a light on the inequity in access to palliative care across the globe. This includes lack of equitable access for most people living in low and middle income countries, neonates, children and young people, those that are homeless, people living with physical or mental impairment, the prison population, those living in humanitarian crisis situations, the elderly, those living with HIV and TB, LGBTQ+ people and all those that have been affected by COVID-19.

LinkedIn

LinkedIn is a good way for you to share your content with other professionals in your field as well as look for sponsorship opportunities for your World Day event. Text posts can be up to 1300 characters long, including hashtags. A word of warning – LinkedIn and Word do not count characters the same way, so 1300 characters in Word will be over the limit in LinkedIn.

You can use your Facebook content and adapt it for your LinkedIn audience. Remember to use hashtags and tag in companies/businesses and people you want to connect with.

Instagram

Instagram specialises in letting you share photos and videos and has become a popular way to share among teens and young adults. It is a visual social media platform so make sure you have an eye-catching visual style. Remember you can't have links in Instagram posts unless you have a business account so put your link in your bio, and refer to it in the post.

TikTok

Don't forget to utilise this social media platform. TikTok allows users to generate 15-second videos and host live streams. It has over 800 million active users worldwide. TikTok's interface is particularly useful for creating videos that tell entire stories in 15 to 60 seconds. Additionally, the platform's intuitive editing tools allow users to create professional-quality clips straight from their phones.

EXAMPLES OF SOCIAL MEDIA POSTS: Facebook & Twitter

English Posts










LEAVE NO ONE BEHIND
EQUITY IN ACCESS TO PALLIATIVE CARE
whpca
World hospice & palliative care day
We must ensure everyone has access to palliative care no matter where they live, who they love, what their age or their background.
#LEAVENO-ONEBEHIND

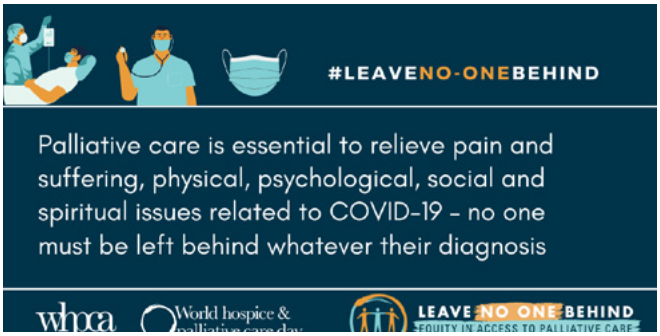

LEAVE NO ONE BEHIND
EQUITY IN ACCESS TO PALLIATIVE CARE
whpca
World hospice & palliative care day
We must ensure everyone has access to palliative care no matter where they live, who they love, what their age or their background.
#LEAVENO-ONEBEHIND


We must ensure everyone has access to palliative care no matter where they live, who they love, what their age or their background.
#LEAVENO-ONEBEHIND
LEAVE NO ONE BEHIND
EQUITY IN ACCESS TO PALLIATIVE CARE
whpca
World hospice & palliative care day


#LEAVENO-ONEBEHIND
We must ensure everyone has access to palliative care no matter where they live, who they love, what their age or their background.
LEAVE NO ONE BEHIND
EQUITY IN ACCESS TO PALLIATIVE CARE
whpca
World hospice & palliative care day


#LEAVENO-ONEBEHIND
88% of the worldwide need for palliative care is not being met, meaning millions of children and adults are being left behind – equity in access is a human right.
whpca
World hospice & palliative care day
LEAVE NO ONE BEHIND
EQUITY IN ACCESS TO PALLIATIVE CARE


#LEAVENO-ONEBEHIND
Across the world, children and adults with palliative care needs are suffering and in pain because there is not equitable access. We must work together to eliminate the barriers that keep the status quo.
whpca
World hospice & palliative care day
LEAVE NO ONE BEHIND
EQUITY IN ACCESS TO PALLIATIVE CARE


#LEAVENO-ONEBEHIND
Palliative care is essential to relieve pain and suffering, physical, psychological, social and spiritual issues related to COVID-19 – no one must be left behind whatever their diagnosis
whpca
World hospice & palliative care day
LEAVE NO ONE BEHIND
EQUITY IN ACCESS TO PALLIATIVE CARE


#LEAVENO-ONEBEHIND
Health workers must be trained, supported, equipped, and financed to ensure there is equity in access to palliative care for all children and adults across the globe
whpca
World hospice & palliative care day
LEAVE NO ONE BEHIND
EQUITY IN ACCESS TO PALLIATIVE CARE


#LEAVENO-ONEBEHIND
To ensure equitable access is available to all children and adults who need it, palliative care must be mainstreamed into every country's health care system, including through Universal Health Coverage reform
whpca
World hospice & palliative care day
LEAVE NO ONE BEHIND
EQUITY IN ACCESS TO PALLIATIVE CARE

Editable PDF Posts: Edit the message and hashtag in your prefered language













EXAMPLES OF SOCIAL MEDIA POSTS: Instagram

English Posts

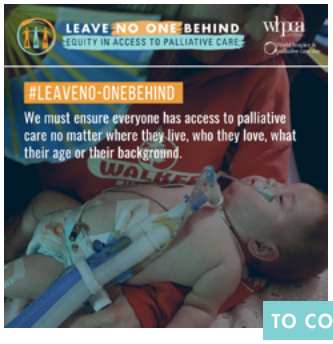






















Editable PDF Posts: Edit the message and hashtag in your prefered language

















English Instagram Carousel



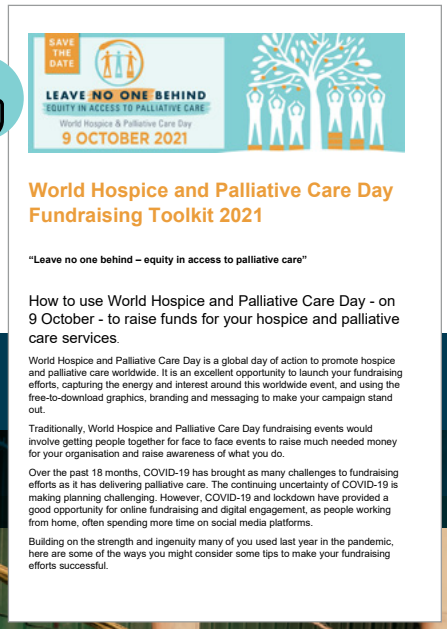
5 RAISING FUNDS



TO CONTENTS

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.





6 CAMPAIGN BRANDING



LOGO









EVENT FLYER/POSTER

Available as an editable Word Document





TWIBBON

Square:



Round:



TYPE

Headings:

FUTURA STD BOLD
BEBAS NEUE

Subheadings:

Futura Std Bold
Univers Condensed

Body Copy:

Futura Std Book
Futura Std 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

TO CONTENTS

7 THANK YOU

Many people and organisations have contributed to the 2021 Toolkit.

We would like to thank everyone involved, including:

- Ashla Rani - Pallium India Trust
- Billy Rosa, PhD, MBE, NP-BC, FAANP, FAAN Memorial Sloan Kettering Cancer Center, New York, NY, USA
- CareSearch, palliAGED & CarerHelp, College of Nursing and Health Sciences Flinders University, Australia
- Mhoira Leng, PallCHASE
- Naheed Dosani, MSC, MD, CCFP(PC), BSc
- Prof Irene Tuffrey-Wijne - Faculty of Health, Social Care & Education Kingston and St.George's, UK
- Palliative Care Physician, Department of Medicine, St Michael's Hospital at Unity Health Toronto
- Ronita Mahilall & colleagues from St Lukes Combined Hospices, Cape Town, South Africa
- Humane Prison Hospice Project, San Quentin, CA, USA
- Tracey Brand at Umduzuzi Hospice, South Africa

Special Thanks to our Partner Organizations:

- International Assoc. for Hospice & Palliative Care

- International Children's Palliative Care Network

TO CONTENTS