

LEAVE NO ONE BEHIND
EQUITY IN ACCESS TO PALLIATIVE CARE
World Hospice and Palliative Care Day | 9 OCTOBER 2021
www.thewhpca.org/world-hospice-and-palliative-care-day

World Hospice and Palliative Care Day Media Toolkit 2021

Leave no one behind – equity in access to palliative care

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 meet the criteria for this years' theme or who have experienced serious illness and work with them to reach out to the media. You can find some of the relevant group information here.

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 busy, and you are competing for their attention with many other stories. 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 in the main toolkit and a wealth of facts and statistics in the Global Atlas of Palliative Care, 2nd edition.
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 equity in access to palliative care.
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. Always make sure you have signed consent for photos.
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 https://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 the appropriate people in your organisation before you send it out.
14. Keep an eye on the media for your story to be published and then keep a record of your success. If you find it online, share the link.

If you would like to use the WHPCA media release template rather than writing your own media release, you can do so. Feel free to adapt it but please don't change Dr Connor's quote.

How to write to your local newspapers

We've created a template press release [Word] which you can send to newspapers in your local area.

How to use the press release:

1. Fill in all of the blanks in the press release – **<text that looks like this>.**
2. Don't forget to include your full name.

3. Include a clear location of where you live – including the exact area if you live in a town or the city you live in.
4. Add your contact details (including a phone number) in the ‘notes to editors’ – journalists will often want to check the details with you.
5. Local journalists like to know about you – if you can, mention your job, what you do in palliative care etc.
6. Look for the newspaper’s contact details online.
7. Copy the press release into the body of the email itself before you send – avoid sending as an attachment.
8. Include a picture of yourself, you and colleagues (gaining permission) maybe at a campaigning activity you’ve taken part in. The picture needs to be good quality – preferably around 1MB in size.

We'd love to hear from you if you're going to write to your local newspaper. Email us: info@whpca.org