

2023 National Hospice and Palliative Care Month Campaign Overview

Courageous Conversations

November is recognized annually as National Hospice and Palliative Care Month (HAPCM), a time for providers to reach out to your local communities, engage media contacts, and recognize the valuable contributions made by staff and volunteers. While HAPCM is a brief window of time meant to spotlight the importance of hospice and palliative care, helping the public understand the benefit of this type of serious-illness care and the importance of advance care planning are goals which our community should strive for year-round. Many of the outreach tools that NHPCO offers can be used at any point during the year.

In a culture that often teaches us to resist mortality and a healthcare system defined by interventionism, the seemingly simple act of having a conversation about dying can have a profound impact. *What does death mean in my life? If I am faced with a terminal diagnosis, how would my values shape my end-of-life journey? How do I want my loved ones to engage with me toward the end of my life?* It's difficult to think about these questions but having these courageous conversations with ourselves, family, friends, and doctors can mean the difference between having the type of death a patient wants – one that matches up with their values and desires – and one that doesn't allow them to have a say in their own end-of-life journey. Throughout Hospice and Palliative Care Month this November, NHPCO is encouraging everyone to have these Courageous Conversations to start a meaningful dialogue on "dying a good death."

Thank you for joining us as hospice and palliative care providers in educating your communities and raising awareness about high-quality care for people living with serious and life-limiting illnesses. We hope you'll find this overview, as well as the variety of other resources available on the [National Hospice and Palliative Care Month webpage](#), useful. Please contact communications@nhpco.org with any questions.

Overview of Resources and How to Use

The outreach materials are available to NHPCO members in the Community Outreach Tools section of the website. Please remember that these materials were created for you to use and customize as desired. For example, use the materials as they are, edit them to reflect your organization's unique voice, write different copy to go with the visuals, or use existing text with different visuals of your own design. Be as creative as you wish. Think of these materials and suggestions as additions to your outreach toolbox.

2023 National Hospice and Palliative Care Month Resources:

- In this document:
 - National Hospice and Palliative Care Month campaign overview
 - Social Media Action Day guide
 - Ideas for campaign kickoff and general outreach
- On the NHPCO website:
 - Ad slicks
 - Social media graphics
 - Press release template
 - Proclamation template

Other NHPCO resources you might find valuable:

- Value of Hospice in Medicare – NORC at the University of Chicago Research
- Event Planning Guide
- Diversity, Access, and Inclusion Outreach Guides: Hospice Through the DEI Lens, Inclusion and Access Toolkit, Black and African American Outreach Guide, Chinese American Outreach Guide, Latino Outreach Guide, LGBTQ+ Resource Guide
- Media Relations Tips
- NHPCO Facts & Figures on Hospice Care in U.S.
- PowerPoint Presentations and Article Collection

Social Media Action Day

A Day of National Hospice Awareness
Friday, November 3, 2023

In recognition of National Hospice and Palliative Care Month, NHPCO encourages all member organizations, professionals, and supporters to participate in our annual social media action day held on the first Friday in November (Friday, November 3, 2023).

We want the hospice and palliative care community to flood social media with images that promote awareness of hospice, palliative care, and advance care planning. Our theme, ***Courageous Conversations***, allows participants to share a wide range of stories to help people better understand the value of hospice and palliative care.

How do I participate?

Use the following hashtags on Facebook, Instagram, and Twitter:

- #CourageousConversations
- #HospiceWorks
- #HospiceMonth
- #HospiceAwareness
- #HAPC
- #HAPCM

Tag us in your post:

- Facebook: @NHPCO
- Instagram: NHPCO
- Twitter: NHPCO_news
- LinkedIn

By using these hashtags and tagging us in your social media posts, you join the national conversation. Your post will be viewed by fellow hospice and palliative care social media supporters and may be viewed and shared by the NHPCO team.

All are welcome to participate—hospice and palliative care providers, professionals, volunteers, advocates, or any member of the public. As a provider organization, participation increases your visibility and provides the opportunity to grow your following, drive engagement, and expand brand awareness.

Suggested Social Media Action Day plan:

- Prior to November 3: Prepare your photos and copy for Facebook, Twitter, Instagram, and LinkedIn posts. It can also be helpful to schedule posts in advance, to be released on Friday, November 3, 2023. You may think about scheduling one post for the morning, one for the afternoon, and one for the evening to remain active throughout the day.
- November 3, 2023: This is the official 2023 Social Media Action Day! Share your social media posts and tag NHPCO.
- Throughout November: help NHPCO track and gather the many powerful stories, images, and messages being shared across social media by emailing communications@nhpco.org a link to your organization's posts.

Tips and examples:

- Social media posts should feature stories, photos, graphics, and/or short videos provided by hospice and palliative care organizations/professionals or patients and families, with the appropriate consent documented, that capture serious-illness care at its best – the specific content of the posts we leave up to you.
- Facebook/Instagram/LinkedIn
 - Photograph/picture, graphic, or video
 - Brief message summarizing the photo, graphic, or video, or explaining the key point you want to share
 - Examples of suggested messages:
 - For #HAPCM this year, we're sharing stories of #CourageousConversations that helped patients and their loved ones get they care need and deserve. Here is (insert description of subject) speaking to their hospice experience with (insert organization name). (Insert quote/story). #HospiceWorks
 - (Insert organization name) promotes #CourageousConversations in honor of #HospiceMonth. Here is, (Insert brief description of photograph). #HAPCM
- Twitter
 - Twitter messages are a maximum of 280 characters (spaces included).
 - Posts should include a simple message reflecting the photo or graphic being used, or video being linked or embedded, using #CourageousConversations, #HospiceMonth, #HospiceAwareness, #HospiceWorks, and/or #HAPCM hashtags.

Ideas for Story Gathering, Campaign Kickoff, and General Outreach

Story Gathering

Examples of Courageous Conversations to gather:

- **Courageous Conversations are:**
 - Potential patients speaking with families/doctors about choosing hospice
 - Patients on census speaking with family members about their care plan
 - Providers initiating conversations with eligible patients about hospice
 - Providers conducting care planning conversations with patients on census
 - Community members beginning ACP before there is a crisis
 - Community members initiating ACP conversations with their loved ones before there is a crisis
 - Providers initiating ACP conversation with patients before there is a crisis
- **Questions to ask patients/families:**
 - How did you feel when you/your loved one initially began conversations about choosing hospice care?
 - How did you feel when you/your loved one began receiving hospice care?
 - How do you feel about your/your loved one's care now?
 - What does a courageous conversation mean to you?
 - Can you tell me what you think of when you hear the word hospice?
 - What does hospice mean to you?
 - Can you describe your care team?
 - Can you please share a story of a specific memory with one of your care team members?
 - Can you tell me a little about your experience with *Insert Organization Name*?
 - If you could tell people one thing about hospice that you think they don't know, what would you say?
- **Questions to ask hospice/palliative providers/professionals:**
 - Why did you choose to work in hospice/become an *Insert Title*?
 - How do you work in death/dying every day and keep coming back?
 - What is a courageous conversation to you?
 - Can you share an example of a courageous conversation you've had with a patient/family?
 - Can you share an example of a courageous conversation you've had in your own life?

- Can you share a memory you shared with a patient/loved one that stands out to you?

Internal Kickoff and Outreach

- Send all staff email from the CEO/Executive Director explaining the theme of National Hospice and Palliative Care month, thanking all team members, asking for stories to share, and offering some of the external outreach ideas below.
 - Send follow up emails throughout the month sharing patient/family stories of Courageous Conversations from team members to keep everyone connected to their 'why.'
- Host company-wide town hall where leadership kicks off National Hospice and Palliative Care month, highlights staff members to share stories of patients and families' Courageous Conversations to connect all team members to their 'why,' and offers some of the external outreach ideas below.
- Purchase items from NHPCO Marketplace and thank staff for their service around the Thanksgiving holiday.
- Hold an in-service to review one of NHPCO's access, inclusion, and diversity guides or toolkits.

External Kickoff and Outreach

- Host an in person or virtual community education event (webinar or in-service). Potential topics include:
 - Hospice and Palliative Care 101
 - Courageous Conversations: The Importance of Advance Care Planning (provider or community focused)
 - The Myths and Truths of the Hospice Benefit
- Connect with local faith communities to distribute informational collateral about hospice they can share in their order of service.
- Purchase items from NHPCO Marketplace and hold a 'Thanks to our Volunteers Day' around the Thanksgiving holiday.
- Encourage your state Attorney General or State policy makers to include state-specific advance planning documents on their website.
- Approach a local TV or radio station to sponsor your local outreach activities and ask for one of their on-air personalities to record one of the suggested public service messages.