

November 2024

Hospice & Palliative Care Month

Public Outreach Toolkit



#CareHeroes for November!

As we approach National Hospice + Palliative Care Month, we are reminded of the profound impact that serious illness care has on patients and their families. This dedicated month is a significant opportunity for us to raise awareness, educate the public, and celebrate the compassionate care provided by hundreds of thousands of professionals.

For this year's theme, we're pleased to introduce: **#CareHeroes**, a whole month focused on highlighting the incredible work done by caregivers, the courage of patients and their caregivers, and the support provided to families.

National Hospice + Palliative Care Month is a time to highlight the importance of comfort and quality of life for those facing serious illnesses. It is a time to recognize the tireless efforts of our caregivers, who ensure that patients receive the highest standard of care, and to share stories of the positive difference advanced illness care makes in people's lives.

We encourage you to actively participate in this month-long observance by sharing stories that will resonate with the public. Thank you for your unwavering commitment to providing exceptional care. Your efforts not only comfort those in need but also inspire us all at NPHI.



Join the Conversation!

Start gathering your *#CareHeroes* stories today. That way, you'll be ready when November comes along!

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This Year's Theme

For this year's theme, we're pleased to introduce:
#CareHeroes, a whole month focused on highlighting the honorable work performed by hospice caregivers, the courage of patients, and the support provided to families.

2024 NATIONAL HOSPICE + PALLIATIVE CARE MONTH THEME

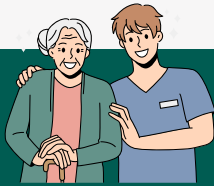
#CareHeroes



How to Participate

Participate in a way that works best for you or your organization. Whether you're part of your organization's marketing team, or simply an advocate who wants to engage online, we have several ideas for you.

Our goal is to support you in your efforts to engage with your communities, dispel myths about hospice care, and demonstrate the benefits of hospice and palliative care services. You can join the conversation on social media using the hashtag #CareHeroes and #HAPPCM



Celebrate Caregivers:

Recognize and honor the dedication and compassion of caregivers who make a difference every day.



Educate the Public: Provide clear, concise information to dispel common misconceptions and explain the comprehensive care hospice offers.



Share Patient and Family Stories:

Share personal stories of people who have received hospice or palliative care, showing the comfort and support they've experienced.



Engage Your Community: Use social media and local events to raise awareness and build a deeper understanding of hospice and palliative care.

Join the Conversation on Social Media

Throughout the month of November, we encourage you to engage on social media by celebrating the enormous contributions of your staff, volunteers, and family caregivers as publicly as possible using the hashtag #CareHeroes.

Use it as an opportunity to educate people on your services and dispel myths!

Hashtags

#CareHeroes #HAPCM, #Hospice, #HospiceMonth, #HospiceAwareness, #HospiceWorks, #NPHI, #PalliativeCare

Platforms

You can reshare our posts & tag us!



@NPHINews

@NPHI_News

NPHI URL

For caregiver resources & useful info:

www.nphi.us

Post Graphics



Download now and choose from several options.



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Copy These Messages



Meet our #CareHeroes! From nurses to volunteers, these incredible individuals work tirelessly to ensure comfort and dignity for patients facing serious illnesses. Join us in honoring their remarkable efforts this month!

Our #CareHeroes are the backbone of our organization, offering support and love when it's needed most. This month, we salute their dedication to making a positive impact in the lives of patients and their families.

Let's shine a spotlight on our #CareHeroes – the compassionate professionals and volunteers who go above and beyond to provide the highest quality care. Your hard work and kindness do not go unnoticed!

A heartfelt thank you to our #CareHeroes – the dedicated staff and volunteers who tirelessly provide comfort, care, and compassion to those in need. Your extraordinary efforts make a profound difference every day.

More Sample Messages

Talking about hospice and palliative care opens doors to understanding and compassion. We'll be spending the next month sharing more about the care we deliver each day. Join us in the conversation and help celebrate National Hospice + Palliative Care Month! **#CareHeroes #HospiceMonth #HPCM**

Our caregiver heroes are dedicated to providing compassionate care and support to patients and their families. Whether it's a staff member or a family caregiver, these heroes are making a difference. This November, we celebrate their commitment and the difference they make every day. Share your own stories and join us in honoring **#CareHeroes. #HospiceMonth #HPCM**

Our volunteers are the heart and soul of serious illness care. Their dedication and compassion bring comfort to so many. This Hospice + Palliative Care Month, we honor their contributions and invite you to join our volunteer team to make a difference in your own life. **#CareHeroes #HospiceMonth #HPCM**

Our **#CareHeroes** are the backbone of our care, offering support and love when it's needed most. This month, we salute their unwavering dedication to making a positive impact in the lives of patients and their families.

Copy These **Myth-Busting** Messages



Hospice isn't just for the final days of life. It can provide months of comfort and support, helping patients and families navigate the end stages of illness with dignity and care.

Hospice care is not just for the patient. It also supports families and caregivers, providing counseling, respite care, and resources to help them during this challenging time.

Hospice care isn't just for cancer patients. It serves anyone with a terminal illness, including those with heart disease, lung disease, dementia, ALS, and more.

Hospice care doesn't mean no more treatments. It focuses on comfort rather than curative treatments, but patients still receive care that manages symptoms and improves quality of life.

More Sample Messages

Did you know? Hospice care is not just for the very end of life. It provides comfort, dignity, and support to patients and their families throughout the journey of declining health. Let's bust the myths and spread the truth! **#CareHeroes**
#HospiceMonth #HPCM

Let's normalize conversations about hospice care. It's important to understand what end-of-life care is truly about and how it can provide comfort and support to both patients and their families during the best and worst of times.
#CareHeroes #HospiceMonth #HPCM

Sample Press Release

CONTACT:

Name

Phone

Email Address

FOR IMMEDIATE RELEASE:

[ORGANIZATION NAME] Celebrates National Hospice and Palliative Care Month

[CITY, STATE] – [DATE] – [ORGANIZATION NAME], a leading nonprofit provider of hospice and palliative care services in [REGION/AREA], is proud to celebrate November as National Hospice and Palliative Care Month. This month is dedicated to raising awareness about the critical role of hospice and palliative care in enhancing the quality of life for individuals facing serious illnesses.

Throughout November, [ORGANIZATION NAME] encourages the community to learn more about the benefits of hospice and palliative care, share stories of loved ones who have experienced these services, and participate in events designed to spread awareness. By sharing their experiences, families can help others understand the importance of compassionate end-of-life care.

In honor of National Hospice and Palliative Care Month, [ORGANIZATION NAME] shines a spotlight on the true Care Heroes—the dedicated professionals and volunteers who provide compassionate care to those facing terminal or serious illnesses. Their dedication to ensuring comfort, dignity, and quality of life is the foundation of hospice and palliative care. These Care Heroes make a profound impact on the lives of patients and their families, offering essential support during some of life's most challenging moments. This month, we celebrate and recognize the invaluable contributions of these extraordinary individuals.

"This month is a time to recognize the essential role of hospice and palliative care providers in our communities," stated [CEO/PRESIDENT NAME]. "We invite everyone to join us in spreading the word about the impact of these services and in celebrating the dedicated professionals who provide this critical care."

To participate in National Hospice and Palliative Care Month, [ORGANIZATION NAME] will be [HOSTING EVENT/ACTIVITY/POSTING] on [DATE] and encourages everyone to share their stories on social media using the hashtags [#HAPCM, #HospiceCare, #CareHeroes #PalliativeCare, etc.].

For more information about hospice and palliative care services or to learn how you can get involved, visit [ORGANIZATION WEBSITE] or contact [CONTACT PERSON'S NAME] at [CONTACT EMAIL/PHONE NUMBER].

About [ORGANIZATION NAME]:

[Brief description of your organization, its mission, and the services it provides].

Sample Email Template

[Subject] Celebrate National Hospice + Palliative Care Month with Us!

Dear [Recipient's Name],

November is a special time for us to come together and honor the dedicated professionals who make a significant impact in the lives of patients and their families. Hospice and palliative caregivers work tirelessly to ensure comfort, dignity, and quality of life for individuals facing serious illnesses. Their commitment to compassionate care is truly invaluable.

This November, we invite you to join us at [ORGANIZATION Name] in celebrating National Hospice + Palliative Care Month. It's an opportunity to raise awareness and recognize the vital role these care heroes play in our communities.

We're celebrating by [ADD PERSONALIZED TEXT].

Together, we can make a meaningful difference in the lives of those who choose hospice and palliative care services.

To learn more about our events and activities for National Hospice + Palliative Care Month, please visit our website or contact us at [Your Contact Information].

Let's come together this November to honor the care heroes who dedicate themselves to improving the lives of those facing serious illnesses. Your participation and support can make a significant impact!

Thank you,

[Your Name]

[Your Title]

[Your Organization]

[Contact Information]