10th October 2015

Theme: Hidden Lives / Hidden Patients

GET INVOLVED

International hospice and palliative care services

“A journey of a thousand miles begins with a single step.”

— Chinese Proverb

- **What is World Hospice and Palliative Care Day?**
- **Suggestions for activities**
  - Organise a Voices for Hospices event
  - Organise a fundraising or awareness raising event
  - Create links and partnerships
  - Get PR and media coverage
• Campaign for change
• Create materials to raise awareness
• Launch a report or new service
• Examples of activities in previous years
What is World Hospice and Palliative Care Day?

World Hospice and Palliative Care day is a unified day of action to celebrate and support hospice and palliative care around the world. It is an opportunity to raise awareness, improve access to palliative care and medications and raise funds for hospice and palliative care in your country or region. On the first World Hospice and Palliative Care Day in 2005, there were over 1,100 events in 74 countries and thousands of people from 128 countries around the world signed a global petition calling for better quality care for those affected by terminal illness.

Why do anything for World Hospice and Palliative Care Day?

Globally uniting around the world for one day to raise awareness of one issue can really help our cause. It can make politicians and funders take notice and make changes to their policies and views which can

AIMS OF THE DAY

- To increase availability and access to hospice and palliative care throughout the world.
- To raise awareness and understanding of the needs – medical, social, practical, spiritual – of people living with a terminal diagnosis and their families, and how hospice and palliative care can meet those needs.
- To raise funds to support and develop hospice and palliative care services around the world and improve access to patients and families.

MAKE A DIFFERENCE
ORGANISE AN EVENT

Raising public awareness, improving access and raising funds

Suggestions for events

- Walk for life.
- A poetry, photography or art exhibition.
- Seminars and courses for health care professionals, policy makers, business groups and the general public.
- A debate on issues relating to hospice and palliative care.
- Have a torch lit night walk.
- A street party.
- A media event with policy makers and local and national leaders.
- A spiritual service, involving people of different faiths.
CAMPAIGN
Getting political support and changing the system

• **Write to your local and national politicians** and get them involved in the Day and your activities.

• **Write to and organise a meeting with policy makers** in your country regarding ways to eliminate barriers to hospice and palliative care service delivery.

• **Write to key public figures** for endorsements and messages of support for hospice and palliative care services in your country and World Hospice and Palliative Care Day.

• **Have a national call for action/campaign** eg improving access to opioid analgesics, adding palliative care on health care curricula, developing a bereavement service etc.

• **Get together a call to action or petition** on an issue affecting palliative care access and delivery to send to government or policy makers.

• **Get an article published in a national/local newspaper** on the issues surrounding palliative care in your locality or country.

• **Hold a news conference on World Hospice and Palliative Care Day** and the current issues facing service delivery in your country/region.
CREATE LINKS AND PARTNERSHIPS
Co-operation adds weight to the cause

• Contact and join with other health care providers, charities and service clubs to promote the cause – working together you are more likely to get the media, the public and opinion formers to take notice.

• Organise a twinning partnership with a hospice or palliative care service in another country and co-ordinate your activities on the day

• Contact local businesses and private industry for support with your activities and events. This could be volunteering time or offering a gift in kind as well as giving a donation. Show how they can benefit by advertising and increasing their presence in the community.

• Seek endorsement and backing for your activities and the day from celebrities, local leaders and key public figures.

• Think about involving other groups of particular stakeholders such as local businesses, the media, religious leaders, NGOs, the public, teachers and trainers and schools.
CREATE MATERIALS TO RAISE AWARENESS AND IMPROVE ACCESS
Spread the word and destroy the myths

- **Put together a leaflet** to describe and promote the hospice and palliative care service to the wider community.

- **Make a product to sell to the public** which marks their commitment to your service and World Hospice and Palliative Care Day e.g. badges or t-shirts.

- **Prepare facts sheets, videos and visual displays** about hospice and palliative care to use to raise awareness in presentations etc.

- **Create a poster or use the one which you can access at www.worldday.org** – make sure it is visible in your community with information about the events and activities you will be holding on the Day.

- **Prepare a press release** – use the press release, key messages and facts and figures found on this website as a starting point.
SOME EXAMPLES OF SUCCESS FROM PREVIOUS WORLD HOSPICE AND PALLIATIVE CARE DAYS

Events

- **Eldoret Hospice, Kenya** organised a sponsored run with between 50-100 people which raised US$555,5 donated from individuals, public organisations, private companies and the general public. The event gathered a lot of publicity and the turn out was large and impressive. At the end of the marathon, they had performances which included skits on the effectiveness of hospice care. The event was an outright success.

Campaigning

- **In Bogota, Columbia**, the National Secretary of Health participated in a World Hospice and Palliative Care Day seminar and as a result, some important steps were taken towards the elimination of regulatory barriers in the use and prescription of opioids. The local secretary of health and two senators participated in the meeting in Cali and several outcomes resulted from their participation including a program to establish palliative care as part of the network in the local health care system.

- **In Romania**, hospices produced advocacy packs for officials and met with officials during the week to discuss the situation in Romania. As a result, the new opiate legislation was adopted by parliament and a government task-group was set up. A person was specifically appointed for palliative care in the Ministry of Health to bring the opiate legislation into law.

Create links and partnership

- **In Nigeria**, where palliative care is in the very early stages of development, the Palliative Care Initiative, Nigeria organised a press conference, a walk for palliative care and a public symposium. They forged new and important links with palliative care groups and NGOs.
Producing materials

- **In the UK**, the “Suffering at the End of Life – The State of the World” report was produced for World Hospice and Palliative Care Day. The report received widespread national TV, radio and newspaper coverage and raised the profile of global hospice and palliative care within the UK.

- **In India**, Can Support produced a booklet giving information on palliative care at a global level, a national level and a local level. They received a message of support from the President of the Republic of India.

For more details of events that took place in 2014, go to [www.thewh pca.org](http://www.thewh pca.org).

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*“Footprints on the sands of time are not made by sitting down”*

*Anon*