



An Introduction to Outreach



Many members think the materials created for outreach every year are just for November's National Hospice and Palliative Care Month. However, these outreach tools are designed for use all year long, with some of the resources tagged specifically for November 2018. While National Hospice Palliative Care Month in November is a perfect time to energize your engagement efforts, there are opportunities all year long to raise awareness and educate others.

Through your direct outreach efforts, you shine a powerful light about what you are doing in your community and raising awareness about hospice, palliative care, and advance care planning – all of which are essential components of high-quality care for people coping with serious and life-limiting illness.

The theme that NHPCO is using for National Hospice and Palliative Care Month 2018 is **“My Hospice: A Program that Works. A Benefit that Matters.”** It stresses the importance of people thinking about the care they would and would not want before they find themselves in a medical crisis.

This introduction provides a brief overview to the materials that are made available to you, our members, online. This guide provides an overview of materials to help you with your outreach efforts.

The materials available for your use can be found linked via the NHPCO Communications Web page at www.nhpco.org/outreach - there are a number of links to different categories of materials. NHPCO encourages you to be as creative as possible in using and adapting these materials for your community.

Overview of Resources

The Outreach Materials are all accessible on the NHPCO website, www.nhpco.org/outreach. Adapt them, mix them up, use them with the resources you might already have. Think of these materials and suggestions as additions to your outreach toolbox. Materials are grouped online in the categories as listed below.

Outreach Planning Info - www.nhpco.org/resources/outreach-tools

- An Introduction to Outreach – *this document that you're reading*
- Event Planning Guide
- Event Checklist – *in Word for easy editing*
- Media Relations Tips

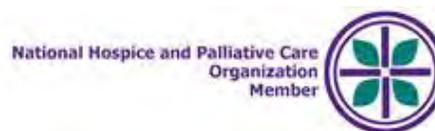
Ad Slick Collection – for hospice month and beyond
www.nhpc.org/resources/ad-slick-collection-and-logos-0



- This year’s set of [high-resolution ads](#) reflect the theme: **My Hospice: A Program that Works. A Benefit that Matters**, which is designed to coordinate with our national My Hospice Campaign that was launched earlier in 2018 and is raising awareness among the public with a specific focus on legislators and regulators. Members using these My Hospice outreach materials emphasize messaging that has been hitting Capitol Hill and the broader country since April.
- Full-color ads in high-resolution PDFs are available in full-page and horizontal ½-page.
- A set of the ads carry the *National Hospice and Palliative Care Month, November 2018* notation at the top and a set do not have that included, making them appropriate any time of year.
- Members may customize in any way that’s helpful. Use them as ads, flyers, adapt to posters and billboards, resize them, add your logo and contact information – use your imagination.
- [Evergreen ad slicks](#) reflecting past outreach efforts like *Know Your Options*, *It’s About How You Live*, and *Moments of Life* are still available online for your use.

Member Logos

- Visit the online Outreach section for color and B&W versions of the [NHPCO logo created for members’ use](#) on be any materials you are developing as long as you’re a current NHPCO member.



Social Media Tools

<https://www.nhpco.org/hospice-month-resources>

- Materials with the **MyHospice** theme are available For Facebook, Instagram and Twitter.
- Our national **Social Media Push Day** – set for Friday, November 2, 2018. Help us raise awareness for **#MyHospice** and **#HospiceMonth**
- Then, for the rest of the month continue to post and consider using **#hpm** for Palliative Care awareness



Archive

- Our archive of social media tools can be found at www.nhpco.org/resources/social-media



Media Outreach Document Templates

www.nhpco.org/resources/media-templates-background-info

- Press Release for Hospice and Palliative Care Month
- Hospice and Palliative Care Month Proclamation
- Letter to the Editor – from a hospice leader or board member
- Letter to the Editor – from a family member who is now a volunteer
- Public Service Announcement Radio Scripts

Background Documents

www.nhpco.org/resources/media-templates-background-info

- NHPCO Facts & Figures on Hospice Care in US
- Hospice Provides What Americans Want at the End of Life
- Common Misconceptions About Hospice
- The Medicare Hospice Benefit

Article Collection

www.nhpco.org/resources/article-collection

- *Myths of Hospice Care*
- *Don't Wait to Talk about Hospice*
- *Hospice and Palliative Care: Making a Difference*
- *Learn What Hospice Care Really Means to Patients and Families*
- *How Palliative Care Can Help*
- *Paying for End-of-Life Care*
- *It's Never Too Late to Thank a Veteran, Even at the End of Life*
- *Grief During the Holidays: Some Tips*

PowerPoint Presentations

www.nhpco.org/resources/powerpoint-presentations

These PowerPoints reflect the “Moments of Life” theme.

- *Understanding Hospice and Palliative Care*
- *Advance Directives and Planning Ahead*

“What Are My Options?” Decision Tool

<http://moments.nhpco.org/options>

- An interactive, online tool that walks people through some of the things to think about and help them focus on advance care planning, palliative care or hospice is available on the *Moments of Life: Made Possible by Hospice* national engagement campaign website. We invite all organizations to link to this valuable tool via their websites, social media, and other materials that may create for outreach.



- An animated graphic designed to link to the decision tool above, and available in three different sizes, has been created to make posting/linking on your website simple. A series of evergreen graphics that can link to the decision tool are also available.



Additional Materials

More materials are found on the Outreach page of the website at www.nhpco.org/outreach.

NHPCO's CaringInfo.org

Materials available from CaringInfo.org can be helpful to share with your community members. Visit www.CaringInfo.org and take a look at the range of available resources which include:

Hospice and Palliative Care

- How and When Does Hospice Start?
- Paying for Hospice
- Choosing a Hospice
- Frequently Asked Questions
- Palliative Care Questions and Answers

Caregiving

- Decision Making
- Getting and Staying Organized
- Quality of Life
- Acknowledging You Need Assistance
- Respite-Taking a Break

Advance Care Planning

- How to Talk with Healthcare Providers
- Talking about End-of-Life Wishes
- What are Advance Directives?
- Selecting Your Healthcare Agent

Grief and Loss

- Types of Grief and Loss
- What is Grief?
- Supporting Those Who Are Grieving
- Helping Children Cope with Loss

NHPCO Diversity Resources

Visit the NHPCO website at www.nhpco.org/diversity to find materials to help you reach out to diverse populations and specific communities.

Other dates and national awareness efforts that you may want to make note of:

- World Hospice Palliative Care Day, October 13, 2018 – www.worldday.org
- Veterans Day – November 11
- Hospice Sabbath – often observed during a weekend in November
- World AIDS Day, December 1 – www.worldaidsday.org
- National Healthcare Decision Day, April 16 (with activities for the full week) – www.nhdd.org
- National Volunteer Week, April 7 – 13, 2019

A link to a comprehensive list of [health-related awareness dates](#) may be found on the NHPCO website, look for the link in the Outreach section.

Additional Web Resources

- Hospice Action Network website – www.hospiceactionnetwork.org
- We Honor Veterans website – www.wehonorveterans.org
- ehospiceUSA, a news and information website – www.ehospice.com/usa.

If you have questions, please contact NHPCO's Solutions Center at 1-800-646-6460. They can put you in touch with staff to assist with your questions. As a reminder, NHPCO Solutions Center staff can help you with your ID and password should you need assistance.

Thoughts on Reaching Communities

We encourage you to take a unique outreach approach with different audiences. Some of the places and people you might try reaching out to include:

- **Senior centers, nursing homes, and assisted living communities** – Many hospice and palliative care providers have found that valuable relationships can be forged by helping to educate local care facilities about advance care planning, hospice and other end-of-life issues.
- **Other healthcare facilities and providers** – Efforts to help inform other healthcare professionals about the importance of hospice and palliative care are an ongoing part of our work. Materials included in this outreach guide and on the [NHPCO](#) and [CaringInfo.org](#) websites can be a valuable part of your professional education/awareness efforts.
- **Officials at the local, state and national level** – In recent years, there has been a great deal of advocacy that has involved providers, NHPCO and other supporters. Outreach and awareness building – no matter the intended audience – is an important form of advocacy. NHPCO recommends that you include your local, state and national elected officials as a part of your outreach efforts. NHPCO’s Health Policy Team and the Hospice Action Network continue to offer materials to help you “tell your story.” There are a wide range of tools available from the Hospice Action Network at www.hospiceactionnetwork.org that provide fast and efficient ways for you and your community to make your voices heard among your legislators and on Capitol Hill.
- **Veterans** – *We Honor Veterans* is a collaborative effort between NHPCO and the Department of Veterans Affairs designed to help providers better serve the needs of dying Veterans. Register your hospice and/or find more information at *We Honor Veterans* (www.WeHonorVeterans.org).
- **Disease-specific outreach** – Information on serving those with specific diseases is available online; helpful resources include the guide “Caring for Persons with Alzheimer’s and Other Dementias.” Visit the NHPCO website at www.nhpc.org/access.
- **Other outreach guides** – NHPCO offers a number of other outreach guides that will help you reach out or serve other populations. Available at www.nhpc.org/access, they include:
 - *It’s About How You LIVE – In Faith Outreach Guide*
 - *Disabilities Outreach Guide*
 - *At Work Outreach Guide*
 - *Quality Guidelines for End-of-Life Care in Correctional Settings*
- **NHPCO Diversity Resources** – As a reminder, we encourage you to check out the information and resources designed to help you reach out to diverse communities. Visit the NHPCO website at www.nhpc.org/diversity.

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