

An Introduction to Outreach

Meeting you where you are. This is the outreach theme for November’s National Hospice and Palliative Care Month 2021 – and beyond.

A key message informing our theme is that serious illness doesn’t wait for a pandemic to end – and hospice and palliative care providers are there to offer person- and family-centered care. During this unprecedented time, providers have demonstrated that their commitment to care has not changed. You continue working directly with the communities you serve, offering comfort, dignity, and compassion to those who need the support that you are experts at providing.



November is recognized as National Hospice and Palliative Care Month a time to reach out to your local community, engage local media contacts, and celebrate your staff and volunteers. While November is a good time to focus on awareness, helping the public understand the benefits of hospice and palliative care or the importance of advance care planning is something that continues all year long. The outreach tools that NHPCO offers can be used all year long, with some of the resources tagged specifically for November 2021.

Through your efforts, you are educating 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.

This introduction provides a brief overview to the materials that members will find available in the Community Outreach Resources section of the NHPCO website. Please remember that these materials are created for you to work with, use them as they are, edit them, create different text to go with the visuals, use existing text with visuals of your own. Be as creative as you wish.

Overview of Resources

The Outreach Materials are available to members in the Community Outreach Tools section of the NHPCO website. Please remember that these materials are created for you to work with and can be utilized how you would like. For example, use the materials as they are, edit them to reflect your organization’s voice in the community, write different text to go with the visuals, use existing text with different visuals of your own. Be as creative as you wish. Think of these materials and suggestions as additions to your outreach toolbox.

Here is a quick overview of available resources:

Outreach Information

- An Introduction to Outreach – *this document that you’re reading*
- Event Planning Guide

- Diversity Guides: find the newly revised *African American and Black Outreach Guide*, our new *LGBTQ+ Resource Guide*, and our *Latino Outreach Guide*, and our *Chinese-American Outreach Guide*.
- Media Relations Tips

Ad Slick Collection – for hospice month and beyond



- This year’s set of [high-resolution ads](#) were designed to reinforce the hospice and palliative care community’s commitment to care, even during a national health care crisis.
- Full-color ads in high-resolution PDFs are available in full-page and 1/2 – page horizontal. These are the two sizes utilized most often by members.
- Two of the ads specifically carry the *National Hospice and Palliative Care Month* notation at the top and two of the ads do not. Please feel free to add the hospice and palliative care month text to the ads without that already included.
- 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. If you need a higher-quality design file for something – like a billboard – please reach out to communications@nhpco.org for assistance.

Member Logos

- Visit the online [Community Outreach Tools page](#) 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.



Media Outreach Document Templates

- Press Release for Hospice and Palliative Care Month
- National 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

- NHPCO Facts & Figures on Hospice Care in U.S. *(As with last year, due to the pandemic, the release of data out of the Centers for Medicare and Medicaid Services has been significantly delayed. NHPCO expects to have an abbreviated version of the Facts and Figures Report available by November, with a fully updated report by early 2022.)*
- Hospice Provides What Americans Want at the End of Life
- Common Misconceptions About Hospice
- The Medicare Hospice Benefit
- Media Relations Tips

Social Media Tools

- Our national Social Media Action Day is set for **Friday, November 5, 2021**. Help us raise awareness for **#HospiceMonth**.
- Some suggested social media graphics with the 2021 theme and graphics without the theme are available for Facebook, Instagram and Twitter.
- Details on Social Media Action Day are available online.
- But don't stop after November 5, stay active on social media for the rest of the month using the hashtag **#HospiceMonth** – and consider using **#hpc** or **#hpm** to tag palliative care.

Article Collection – new articles have been added to the existing library

- *Hospice and the Caregiver*
- *Comfort, Love, and Respect*
- *Don't Let End-of-Life Care Decisions Take You by Surprise*
- *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 – updated for 2021

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

Ideas for Outreach:

- Consider hosting a virtual event for the community. One way to begin might be by holding an advance care planning seminar for staff members and volunteers online. Then, offer the seminar again in collaboration with an area agency on aging office, veteran support organization, assisted living facility, or faith community. You could offer the same event community wide, or target the presentation for a specific organization or group.
- Have local faith communities include a fact sheet about hospice in their order of service.
- Purchase items from NHPCO Marketplace and hold a Thanks to our Volunteers Day near the Thanksgiving holiday.
- Create a one-page handout and share a suggested reading list with your local library that would offer suggested books on topics related to caregiving, serious illness, end-of-life, or grief. Add your organizations contact information on the handout.
- 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 have one of their on-air personalities record one of the suggested public service messages. Be sure to recognize them for their support.
- Share one or more of the educational articles available with the community outreach tools with a local news outlet and encourage them to feature it in November.
- Work with other providers in your community to adapt one of the 2021 ad slicks for a billboard in your area. Hospices have successfully done this in the past.
- Many transit systems work with nonprofit organizations to place ads on buses and in commuter stations. The ad slicks can be adapted for this purpose as well.

Other Dates and National Awareness Efforts

- [World Hospice and Palliative Care Day](#) – October 9, 2021. This year’s theme is “**Leave No One Behind.**”
- [Veterans Day](#) – November 11, learn more from the Department of Veteran’s Affairs.
- [Hospice Sabbath](#) – often observed during a weekend in November or December.
- [World AIDS Day](#) – December 1. This year’s theme is “**Rock the Ribbon.**”
- [National Healthcare Decision Day](#) – April 16. NHDD is coordinated by the Conversation Project.
- National Volunteer Week – April 17 – 23, 2022 (materials available in spring 2022).

A link to a comprehensive list of [health-related awareness dates](#) may be found on the NHPCO website. The U.S. Department of Health & Human Services also offers a [U.S. awareness calendar](#).

Additional Web Resources

- Hospice Action Network website – nationalhospicefoundation.org.
- We Honor Veterans website – wehonorveterans.org.
- ehospiceUSA, a news and information website – 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. Good luck!