

An Introduction to Outreach

National Hospice Palliative Care Month in November is a perfect time to energize your engagement efforts and raise awareness in your community. However, there are opportunities all year long to raise awareness and educate others. These outreach tools that NHPCO offers can be used all year long, with some of the resources tagged specifically for November 2020.

Through your 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 2020 is **“Hospice and Palliative Care Faces of Caring.”** It incorporates messaging inspired by NHPCO’s Faces of Caring campaign, launched in March of 2020 in response to the COVID-19 health care crisis. The campaign emphasized that even despite a global pandemic, hospice and community-based palliative care providers step up to the challenges they face to ensure their communities get the care they need and deserve.

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.

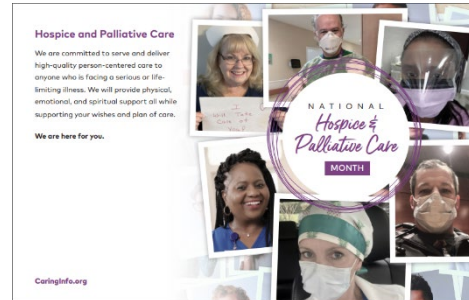
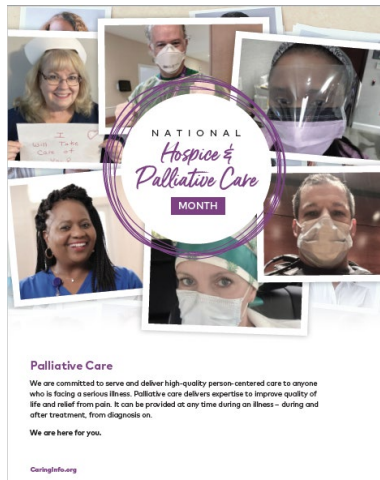
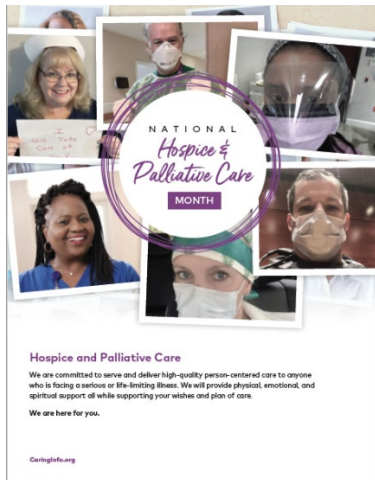
Overview of Resources

The Outreach Materials are all accessible on the NHPCO website in the [Community Outreach Tools](#) section. 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. NHPCO encourages you to be as creative as possible in using and adapting these materials for your community. Here is a quick overview of available resources:

Outreach Planning Info

- An Introduction to Outreach – *this document that you’re reading*
- Event Planning Guide
- Diversity Outreach Guides: for African American communities, Latino communities, and Chinese American communities
- 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.
- *New this year* We created two versions of the ad slicks. The first set of ads uses photos from NHPCO’s “Faces of Caring” campaign. The second set of ads uses stock imagery. If your program has graphic design capabilities, we encourage you to create your own version of the ad using “Faces of Caring” - your team!
- Full-color ads in high-resolution PDFs are available in full-page and 1/2 – page vertical and horizontal.
- A set of the ads carry the *National Hospice and Palliative Care Month* 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.

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 US
- Hospice Provides What Americans Want at the End of Life
- Common Misconceptions About Hospice
- The Medicare Hospice Benefit
- Media Relations Tips

Social Media Tools

- Materials with the **2020** theme are available for Facebook, Instagram and Twitter.
- Our national Social Media Action Day is set for Friday, November 6, 2020. Help us raise awareness for **#HospiceMonth** and **#hpcFacesofCaring**.
- Details on Social Media Action Day will be online.
- Then, for the rest of the month continue to post and consider using **#hpm** or **#hpc** for palliative care.
- Members will also find a collection of evergreen social media graphics that can be used all year long.

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

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

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

Advance Care Planning

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

Caregiving

- Decision Making
- Getting and Staying Organized
- Home Safety
- Quality of Life
- Community Resources

Grief and Loss

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

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

- [World Hospice and Palliative Care Day](#) – second Saturday of October
- [Veterans Day](#) – November 11
- [Hospice Sabbath](#) – often observed during a weekend in November or December
- [World AIDS Day](#) – December 1
- [National Healthcare Decision Day](#) – April 16 (with activities for the full week)
- [National Volunteer Week](#) – April 18-24, 2021 (materials available in early 2021)

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](#).

Advocacy

Outreach and awareness building – no matter the intended audience – is an important form of advocacy, and you must remember to keep your legislators in mind. 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.

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. Good luck!