



It's About How You LIVE

*A National Campaign to Improve
Care at the End of Life*

Every day citizens, providers and communities are working to improve care at the end of life. In May 2005 the National Hospice and Palliative Care Organization and partner organizations across the country launched a national campaign advocating for improved end-of-life care—*It's About How You LIVE*.

LIVE is a national consumer engagement campaign focused on improving access to quality end-of-life care.

LIVE recognizes that most people are not aware of the need to think about end-of-life and other related issues.

LIVE is a program of the National Hospice and Palliative Care Organization funded by a grant from the Robert Wood Johnson Foundation, Princeton, New Jersey.

Learn about options

Implement a plan

Voice your decisions

Engage others

Why Join LIVE?

LIVE provides a unified message about the need for improved end-of-life care.

LIVE partners receive free outreach, education and advocacy resources, training and technical assistance.

LIVE is a flexible engagement campaign, designed to complement or supplement current outreach, marketing or educational initiatives.

LIVE is working with community, state and national partners to reach people across the country.

LIVE is free!

Join LIVE - Sign Up Today!

In this grassroots effort to educate and empower consumers, **LIVE Partners** will receive recognition in LIVE promotional materials and be eligible for Gift Cards from NHPKO's Consumer Marketplace.

Additional partner benefits include:

- ❖ A toolkit of practical, step-by-step resources, such as:
 - Planning guide for the LIVE campaign
 - Calendar of national events and opportunities to implement LIVE campaign
 - "How to" resources on fundraising, starting a coalition, hosting events and more
 - Tools and templates you can modify
 - Advertisements
 - Press releases and Op Ed pieces
 - Bookmarks
 - Posters/flyers
 - PowerPoint presentations
- ❖ E-updates as new resources are developed
- ❖ Rewards program recognizing excellence
- ❖ For more information about the LIVE campaign, LIVE toolkit or rewards program, go to www.caringinfo.org under 'community outreach.'

*Yes, I want to make a difference by joining the LIVE campaign as a **LIVE Partner**.*

Organization or Coalition: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone/FAX: _____ / _____

Email/Website: _____ / _____

Thank you for making a difference. Please email or fax this form today!

caringinfo@nhpco.org -- 703-837-1233

Call 800-658-8898 for more information.

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