



Preserving a legacy...Treasuring memories 2009-2010 Outreach Kit

An Introduction to Outreach

This is an introduction to the 2009-2010 Outreach Kit. This document will give you a brief overview of the materials included with this year's kit.

This year's theme, *Preserving a legacy...Treasuring memories*, reminds us that every person we care for is a unique individual with a lifetime of experiences, relationships and gifts to share. Hospice and palliative care bring comfort, dignity and peace to help people live every moment of life to the fullest, leaving loved ones with memories they can treasure. Whether we're reaching out to the community, educating other healthcare professionals or telling elected officials why quality end-of-life care is important, it's the special way we honor the patients and families we serve that sets us apart.

This guide is really a collection of ideas, suggestions and materials to help you with your outreach efforts. Hospices, palliative care providers, end-of-life coalitions and state organizations constantly engage with the communities they serve. November is National Hospice/Palliative Care Month, a perfect time to energize your engagement efforts. However, there are opportunities all year long to raise awareness and educate others.

Some of the specific events you might take advantage of:

- National Hospice/Palliative Care Month (November)
- World Hospice Palliative Care Day (October 11)
- Veterans Day (November 11)
- World AIDS Day (December 1)
- National Healthcare Decision Day (April 16)

Also, 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:

- **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 Kit and on the [NHPCO](#) and [Caring Connections](#) Web sites can be a valuable part of your professional education/awareness efforts—particularly as you reach out to potential referral sources.
- **Underserved communities and populations** – [Caring Connections' Guides](#) to help you reach Latino, Chinese American and other communities are available online as well as in NHPCO's online [Inclusion and Access Toolbox](#). Additional Caring Connections guides have been created to help you with outreach to faith communities, workplaces and HR departments, and new this year, to the disabled community.
- **Senior centers, nursing homes, and assisted living communities** – Nursing Home/Hospice Project resources are available [online](#). Caring Connections coalition partners and many hospice 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.

- **Veterans centers and health facilities** – Hospice Veterans Partnership/VA 101 Toolkit and additional resources are located [online](#).
- **Officials at the local, state and national level** – In the past year, there has been a great deal of advocacy that has involved providers, NHPCO, and other supporters. Outreach and awareness building, no matter who the intended audience, is an important form of advocacy – and we recommend that you include your local, state and national elected officials as a part of your outreach efforts. NHPCO’s Public Policy Team continues to create materials to help you “tell your story” - most notably is the creation of NHPCO’s online Legislative Action Center (<http://capwiz.com/nhpc/home/>) that provides a fast and efficient way for you and your community to make your voices heard – and all you need to know to get started is the zip code where you are registered to vote. Members can also find additional materials in the Hospice Advocacy section of NHPCO’s Web site at www.nhpc.org/advocacy.

The intent of this comprehensive Outreach Kit is to support and enhance the mission and goals of your organization or coalition. The materials available for your use can be found linked on the NHPCO Communications Web page (www.nhpc.org/communications) or on the Caring Connections Web site (www.caringinfo.org/community). In previous years, a single copy of a CD with the materials was sent to provider members, but this year, all materials will be made available via the Web sites. Also note that new materials are added online throughout the year—such as materials for National Volunteer Week in April.

Overview of Resources

Here is an overview of the materials that are part of the Outreach Kit. It’s important to remember that these materials should be used creatively. Adapt them, mix them up, use them with the resources you might already have. Think of these materials and suggestions as additions to your library of tools.

In addition to this introductory document, materials are grouped in categories, as listed below. Some of the materials may not be available immediately but by mid-September, most resources should be linked online.

Basic Outreach Strategies and Resources

- Event Planning Guide
- Media relations tips
- How to Insert Your Logo – on the PDF documents provided for your use
- List of Caring Connections outreach resources

Hospice/Palliative Care outreach materials with the suggested theme *Preserving a legacy...Treasuring memories* - For use during National Hospice/Palliative Care Month and all year long.

- Ad Slick Collection – full and ½-page color ads that carry messages about:
 1. hospice and palliative care
 2. hospice care
 3. palliative care
 4. advance care planning
 5. 2009 hospice quilt (full page only)
- Article Collection:
 1. Ten Important Facts about Hospice Care you may not Know
 2. Hospice Care in the US
 3. Hospice and Palliative Care: Leaving a Legacy of Compassion

4. Are You Traveling without a Map? A layperson's guide to advance care planning
 5. How to Help a Grieving Loved One during the Holidays
- PowerPoint Presentations:
 1. *Understanding Hospice, Palliative Care and End-of-Life Issues*
 2. *Planning Ahead: Advance Care Planning and End-of-Life Decisions*
 3. *Planning Ahead: Communicating your End-of-Life Wishes*
 - NHPCO Logos for members' use
 - Media Outreach Documents:
 1. Hospice/Palliative Care Month press release
 2. Hospice/Palliative Care Month proclamation
 3. Public service announcement radio scripts
 4. Feature pitch document
 5. Letter to the editor
 - Background Documents -- PDFs providing basic information about hospice:
 1. About Hospice Care
 2. Hospice Provides What Americans Want at the End of Life
 3. Common Misconceptions about Hospice
 4. The Medicare Hospice Benefit

Caring Connections new outreach materials - Caring Connections outreach materials - a variety of outreach guides have been created by Caring Connections to help providers and coalitions reach out to diverse populations and communities. Materials include:

- Caregiver Outreach
- Diversity Outreach
- Faith Outreach
- Hospice Outreach
- Media Outreach
- Pediatric Outreach
- Hospice Sabbath materials

Veterans Outreach

- Hospice Veterans Partnership/VA 101 Toolkit - in PDF with links to appendices
- Military History Checklist Guide (PDF)
- Military History Checklist (PDF)

Professional Journal Articles - PDF documents of research articles are a valuable resource to share with other healthcare providers or media you may be working with.

Additional outreach materials

- World Hospice Day resources
- National Volunteer Week materials – to be released in 2010.

It is our wish that these materials help you in the important work you do. If you have questions, please contact us via Caring Connections at 1-800-658-8898 or email caringinfo@nhpco.org, or call NHPCO's Member Services Department at 1-800-646-6460. They can put you in touch with staff to assist with your questions.

As a reminder, NHPCO Member Services can help you with your ID and password should you need assistance.