

**World Hospice and Palliative Care Day
10 October 2009**

GET INVOLVED



Television interview of members of the Mongolia Palliative Care Society for World Hospice and Palliative Care Day



WORLD
**HOSPICE &
PALLIATIVE**
CARE DAY

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What is World Hospice and Palliative Care Day?

World Hospice and Palliative Care Day (World Day) is a unified day of action to celebrate and support hospice and palliative care around the world. It is an opportunity to raise awareness, improve access to palliative care and medications and raise funds for hospice and palliative care in your country or region. On the first World Day in 2005, there were more than 1,100 events in 74 countries and thousands of people from 128 countries around the world signed a global petition calling for better quality care for those affected by a life-limiting illness. Since then World Day has taken place every year, giving hospice and palliative care services an opportunity to develop their services.

World Day is sponsored by the World Health Organization.

AIMS OF THE DAY:

- to present the case for increasing availability and access to hospice and palliative care throughout the world
- to raise awareness and understanding of the needs - medical, social, practical, spiritual - of people living with a life-limiting illness and their families, and how hospice and palliative care can meet those needs
- to raise funds to support and develop hospice and palliative care services around the world and improve access for patients and families.

World Day is your opportunity to highlight the issues that are affecting your service in your region.

The theme for World Day 2009 is 'Discovering your voice'.

What is Voices for Hospices?

Voices for Hospices is a series of events around the globe which takes place on World Day every two years. Starting in New Zealand at 7pm local time, the events will follow the setting sun to create a wave of voices around the world to mark World Day.

Any event which uses the voice to raise funds and awareness for World Day is classed as a Voices for Hospices event, such as concerts from any musical genre or poetry, drama or spoken word evenings.

Some things to think about before you organise your activities:

- What do you want to achieve?
- Do you want to raise public awareness?
- Do you want to hold a Voices for Hospices event?
- Do you want to engage and educate health professionals on palliative care?
- Do you want to raise funds?
- Do you want to tell policy makers about hospice and palliative care and bring about positive change?
- Do you want to celebrate the lives of people who have died?
- Do you want to celebrate with your patients?
- How will you incorporate the theme 'Discovering your voice'?
- Who do you want to invite?
- What are other palliative care providers in your region doing?
- What is your national association doing for World Day?
- What funding do you have?
- Are there donors you can approach to help support your activities?

Some useful tips:

- Share knowledge and information and offer support between organisations - this could strengthen the impact of any activities
- Government involvement is very important in getting voices heard.
- Organisations could provide more support to community-based activities to enhance the spread of the World Day messages.
- National associations play a key role in successfully coordinating local and national activities.

Public education

World Day is an important date to educate the public about what hospice and palliative care services do.

Here are some ideas to get you started:

- Hold an open day in your hospice.
- Hold an outdoor event such as a walk, an information display stand in a local public area or a balloon launch and invite the public to attend.
- Support activities in the community.
- Get media coverage about the issues relating to palliative care and your service.
- Ask the public, patients and families to write poems, songs or plays related to palliative care and share them at a Voices for Hospices event.

The Kenya Hospice and Palliative Care Association organised a four kilometre walk in Nairobi. Five hospices, two palliative care units and two private hospitals walked with banners and t-shirts. They invited government officials to a ceremony in which they had speeches, plays, music and poems all highlighting the need for palliative care. To make sure the event was widely publicised they contacted local newspapers prior to the day.

Some useful tips:

- Advertise your event early and extensively.
- Engage TV, newspapers and magazines.
- Book the venue early and seek any permission necessary for your activities.
- Think of a different idea that will attract media attention - look at some of the events that took place last year at www.worldday.org/about/world-day-2008/events-2008/
- Link to the theme: involve patients and families in the day - personal testimonies have significant impact on all audiences.

Fundraising

World Day is a great opportunity to raise funds and engage donors. This year Voices for Hospices is the main fundraising event and gives participants the chance to be part of a wave of simultaneous activity throughout the world.

Here are some suggestions for fundraising activities:

- Hold a Voices for Hospices event – this could be a concert, poetry recital, drama event or anything that involves the spoken word.
- Invite existing supporters and new donors to come to an event or open day at your hospice to say thank you and show them your work.
- Organise a sponsored walk, competition or a dinner.
- Produce something to sell for World Day, eg badges, t-shirts, cakes.
- Hold an auction or raffle for World Day.

The Family Healthcare Association/Palliative Care in Albania raised \$5,000 (US dollars) by organising a fundraising conference with the participation of local authorities and civil societies. Actors from the city theatre recited poetry, students from high school performed musical pieces and children from kindergarten had prepared some pictures, which were sold to the participants. Lectures on cancer and palliative care were held by doctors. All the participants contributed financially to the Mary Potter Palliative Care Centre in Korca. For one week, volunteers raised money from the community for the clinic.

The Hospice and Palliative Care Team at Hawkes Bay District Health Board in New Zealand held a raffle with prizes donated by a local family. Proceeds from the raffle were used for hospice and palliative care services.

Some useful tips:

- Use the materials on the World Day website: www.worldday.org
- Book your venue early and plan well in advance.
- Invite celebrities and public figures to attract more people.
- Register your event, take note of other Voices for Hospices events happening throughout the world and mention some of them at your own event to raise awareness of the global movement.

The Worldwide Palliative Care Alliance is the network of national and regional hospice and palliative care organisations around the world. The Alliance works to support efforts to develop hospice and palliative care services globally.

Vision - A world with universal access to affordable, high quality palliative care.

Mission - To promote universal access to affordable quality palliative care through the support of regional and national hospice and palliative care organisations.

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