

Key Public Awareness Messages and the Media

Messages and the Media

Having determined what should be communicated—an overall messaging theme of “quality of life” and why it is important that care and genuine concern for the patient and family members is provided to the end—the focus gets shifted on how and where to say it. There are key messages and communications vehicle recommendations for each target audience and sub-segment of the population.

- *‘Care for the dying is care for the living’* speaks to health care providers as they have a special role to play in the management of hospice palliative care due to the relationships they share with patients and can help them make the transition with the continuing care of someone they trust and respect. This audience could be reached through advertising in specialized publications and web sites, brochures in association mail-outs and electronic newsletters through associations
- *‘Because everyone is touched by life-ending illness, hospice palliative care touches everyone’* speaks to 50-64 year-old Canadians as they have higher risk of dying from a long term, life-threatening illness, or are more likely to care for a close one, such as an elderly parent, who is dying. This audience could be reached through local newspaper advertising, direct mail letters or op-ed articles.
- *‘Make the most of living, right to the end’* speaks to 65+ year-old Canadians as the need for maintaining the best possible quality of life does not end when they or somebody close is diagnosed with a terminal or life-threatening disease. There remains the need to ensure the best possible quality of dying. This audience could be reached through local newspaper advertising, direct mail letters or op-ed articles.
- *‘There are many people who can help and many ways to provide comfort and support.’* speaks to 35-49 year-old Canadians who may be untouched by illness but should talk about death as facing it without adequate planning will make the inevitable worse. They can learn about the options and how to plan for the best possible quality of life for them and their loved ones. This audience could be reached through magazine and radio advertising and direct mail letters.

(Adapted from Hospice Palliative Care Public Awareness Raising Framework
Secretariat on Palliative and End-of-Life Care)