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INTRODUCTION

The purpose of this report is to provide comprehensive details regarding the 2018 National Hospice Palliative Care Week (NHPCW) campaign. The report includes a detailed account of the activities related to the project and recommendations for the 2019 campaign.

ORGANIZATIONAL SUMMARY

The Canadian Hospice Palliative Care Association (CHPCA) is the national voice for hospice palliative care in Canada. It is a bilingual, national, charitable non-profit association whose mission is the pursuit of excellence in care for persons approaching death so that the burdens of suffering, loneliness, and grief are lessened.

CHPCA strives to achieve its mission through:

- collaboration and representation;
- increased awareness, knowledge and skills related to hospice palliative care of the public, health care providers, and volunteers;
- development of national norms of practice for hospice palliative care in Canada;
- support of research on hospice palliative care; and
- advocacy for improved hospice palliative care policy, resource allocation and support for caregivers.

CHPCA works in close partnership with other national organizations and will continue to move forward with the goal of ensuring that all Canadians, regardless of where they may live, have equal access to quality hospice palliative care services for themselves and their family.

CHPCA is comprised of over 3,000 associates, both individuals (professionals, caregivers, and volunteers) and hospice palliative care programs and services from every province and territory. CHPCA represents more than 580 hospice palliative care programs or services in Canada who employ tens-of-thousands of paid and volunteer staff working in home care programs, nursing homes, free-standing hospices, long-term care centres, and hospitals. The voluntary Board of Directors is made up of representation from each of the 10 provincial hospice palliative care associations as well as five at-large positions.

The 2018 National Hospice Palliative Care Week campaign was managed by the CHPCA communications team. The role of the communications team for the NHPCW is as follows:

- Coordinate the tendering process and work of contracted services not provided in-house
- Maintain control of expenditures related to the events in consultation with the Executive Director
- Coordinate the creation of materials
- Distribute all marketing materials
- Prepare communications articles
- Prepare and upload content to the NHPCW webpage at www.chpca.net/week
• Distribute materials as per agreed upon timelines
• Provide support to member groups and sponsors
• Document planning and implementation
• Evaluate the event
• Prepare the final report
• Submit final report to the Executive Director and event sponsors.

**2018 SPONSORS**

• GlaxoSmithKline
• CBI Health Group
• Innovative Medicines Canada
• Purdue

**PROJECT OVERVIEW**

May 6 – 12 marked the 2018 National Hospice Palliative Care Week. The aim of this week-long campaign is to showcase hospice palliative care programs and services across Canada, and to encourage Canadians to discuss issues related to their healthcare journeys and they care they will wish to receive as they reach the end of their lives. National HPC Week focuses on the importance of Hospice Palliative Care (HPC) at all stages of healthcare, and the availability of HPC services among health care workers, the general public and the media. The project is Canada’s largest hospice palliative care awareness initiative.

National HPC Week is a time to celebrate, recognize, and share advancements in HPC across Canada. It is also a time to educate Canadians about HPC and a time to reflect on the many challenges facing caregivers, families, and healthcare professionals and patients.

National HPC Week is coordinated by the Canadian Hospice Palliative Care Association (CHPCA), with financial assistance from GSK, CBI Health Group, Innovative Medicines Canada, and Purdue. The campaign enlists a national advisory committee made up of provincial and local representatives that advise the CHPCA on issues such as theme and material development. Themed bilingual promotional and resource materials are developed and produced by the CHPCA based on this input.

Provincial associations and local groups are encouraged to spearhead a community response to the campaign’s key issues, and to work with other partners such as public health, provincial ministries and businesses to organize community activities. The communications team coordinates the creation of all promotional resources, including posters and a diversity of online resources, and disseminates them widely with a focus on groups with a public-facing reach.

The CHPCA has a self-registering Online Directory of Programs and Services in Hospice Palliative Care in Canada. All hospice palliative care programs and services in the directory receive electronic Hospice Palliative Care Week information resource packages. The online directory can be found at: [http://chpca.net/family-caregivers/directory-of-services.aspx](http://chpca.net/family-caregivers/directory-of-services.aspx). This year the communications team again created an entirely digital campaign with free downloadable resources, allowing for a greater diversity of access.
The theme for National HPC Week 2018 was “Towards a Compassionate Canada, Eh?” The intention was to educate and inform Canadians about the principle of compassionate communities and compassionate care. A compassionate community is one in which individuals and families are engaged in each other’s lives and are willing and able to provide support in a variety of forms when needed.

Compassionate communities care for each other in ways large and small, and foster inclusivity among neighbours and friends. Compassionate care is care that operates on these same principles – when a person is gravely ill, their care will be more personal and delivered with a greater degree of empathy if their individual needs are understood by those on their medical team. This can include cultural and religious needs; preferences around food, music and personal items; as well as medical history and details of care.

Following the success of the digital-only campaign created in 2017, the communications team elected to once again focus on downloadable digital resources and social media engagement in 2018. The hashtag #MyCompassionateCanada and its French counterpart MonCanadaCompatissant were developed by the communications team to encourage discussions about HPC and compassionate care/communities, in both official languages, on a variety of social media platforms. CHPCA shared posts from our own Facebook and Twitter accounts using these hashtags and encouraged other organizations to do the same.

Drawing on the strength of last year’s poster designs CHPCA chose to continue working with Toronto-based designer Ben Purkiss of MPH Agency. The 2018 poster designs have a similar look and feel to 2017, combining photography with strong graphic elements and bold typefaces. Four iterations were created using photographs specifically chosen for their representation of the theme; each photograph features people who represent a diversity of ages and backgrounds engaging in community-based social activities with friends and loved ones. This choice was intended to reinforce the idea that compassionate communities are about more than just the end of life, and can bring enrichment and fulfillment to people at all stages of their journeys.

In addition to the photographic element, the posters also feature information about the campaign including a hashtag; the campaign theme; questions intended to prompt the viewer to think about compassionate communities and compassionate care; three action items that can be carried out by individuals in any setting; and the campaign URL and sponsor logos. The information is presented in a bold, sans-serif font that makes the information impactful and easy to understand. A green colour scheme was used to emphasize the ‘natural’ aspect of compassionate communities – the idea that if you nurture them and give them what they require, they will grow.

Each poster was made available in both English and French, and hard copies were made available at the Congrès de l’Association Québécoise des soins palliatifs in Lévis, Québec in May 2018 as well as in resource kits sent by mail in in early June to all Federal parliamentarians in the House of Commons and Senate of Canada.

In addition to the posters and social media campaign, the communications team gathered and assembled a list of online resources relating to HPC and compassionate care, with input from CHPCA staff and external partners. This list, which can be accessed at chpca.net/week and will remain archived on the CHPCA website, includes articles and events; books, brochures, pamphlets
and reports; videos and podcasts. We have provided email links to encourage users to send in their own recommendations and will continue to accept resources as they are submitted.

MEDIA COVERAGE ACROSS CANADA INCLUDED:

[Mottiar: Ontarians need better access to palliative care](Ottawa Citizen | May 14, 2018)

[Take the simple steps for palliative care improvement](The Chronicle Herald | May 12, 2018)

[Hikers gather for Hospice Palliative Care Week](The Chronicle Herald | May 24, 2018)

[Hospice hosting activities to increase awareness](100 Mile Free Press | May 03, 2018)

['High Tea for Hospice' event for moms at Surrey City Hall atrium](Peace Arch News | 03 April, 2018)

*Note: More articles about [Hike for Hospice](https://www.chpca.ca/hikeforhospice), which is the kickoff event for [National Hospice Palliative Care Week](https://www.chpca.ca/national-hospice-palliative-care-week), can be accessed in the [Hike for Hospice 2018 Report](https://www.chpca.ca/fileuploads/hikeforhospice2018report.pdf).*

SOCIAL MEDIA

**Twitter:**

CHPCA noted over 122 Tweets that included the hashtag #MyCompassionateCanada, and 7 that included #MonCanadaCompatissant. Political participation in National HPC Week social media included Minister of Health Ginette Petitpas Taylor. A full list of all 307 National HPC Week Tweets is available upon request. Twitter received over 5,500 impressions and over 110 engagements.

**Your Tweets earned 7.5K impressions over this 14 day period**
Facebook:

CHPCA noted over 58 posts that included the hashtag #MyCompassionateCanada and 3 that used #MonCanadaCompatissant. Participation included Canadian Virtual Hospice, Hospice Calgary, and Hub Hospice Palliative Care. CHPCA’s Facebook pages received over 20,395 impressions and 1,240 engagements during the week and the promotional week leading up to it.
Resources

- Printable posters (4 English and 4 French)
- National Press Release

NATIONAL HOSPICE PALLIATIVE CARE WEEK FEEDBACK AND RECOMMENDATIONS

The recommendations are results from feedback received from programs and services across Canada along with the communications team’s recommendations.

Feedback

There was no formal survey conducted as of the writing of this report; however the informal feedback that was received included:

- The theme was confusing, did not translate well to French;
- Why did it say Compassionate Communities when the theme was Compassionate Canada?
- Too much text, visuals from last year were much clearer;
- MANY people thought it was Palliums campaign as it said Compassionate Communities;
- The tagline Compassionate Canada should have been on there as it is a national campaign.

Basically people were confused by the Compassionate Communities vs. Compassionate Canada tag line, and people are really associating Compassionate Communities with Pallium already and thought the campaign was from them. Pallium now has Compassionate Communities in their name on social media.

Recommendations

The following suggestions were made for next year:

- Consider sending hard-copy resources to members of the Directory again for 2019 or send out materials further in advance
- Continue to provide advocacy suggestions, including fact sheets and letter templates

2018 Suppliers

1. **Graphic Designer**
   Benjamin Purkiss, MPH Agency, [ben@mphagency.com](mailto:ben@mphagency.com)

   **Feedback**
   Ben was also the designer for last year’s posters. He once again provided a fast turnaround and affordable pricing. He is easy and pleasant to work with, adaptable, and has consistently delivered a high-quality product. He responds very well to direction and feedback, and was very amenable to involving the communications team in the design process, in particular providing a selection of stock photographs to choose from based on stated needs. Ben
provided both web and print-ready files, giving users the option to have posters printed professionally or in-house.

2. Printing
Tony Di Iorio, tonydiio@outlook.com

Feedback
Three quotes were obtained for the printing of National HPC Week posters from BMR Group, MPH Agency, and Tony Di Iorio. Tony, an independent print and communications coordinator, provided the winning bid. He provided 500 11 x 17” posters (125 of each version), double-sided with French on one side and English on the other. The posters were printed on 100lb Creater Gloss stock, folded in the middle. The final product was of an attractive, professional quality and the posters were included in MP kits mailed in early June.

THANK YOU
Thank you to all of those who participated in making National Hospice Palliative Care Week 2018 a success. Special thanks to Purdue, Innovative Medicines Canada, CBI Healthcare and GSK for their funding and making National Hospice Palliative Care Week possible at a national level. CHPCA looks forward to your continued support in 2019.

The 2019 National Hospice Palliative Care Week campaign will take place from May 5 – 11 kicking off with the Hike for Hospice Palliative Care. The theme for 2019 has not yet been determined.

LIST OF APPENDICES

A. Posters (4) – EN & FR
B. National News Release - BIL
C. National Fact Sheet – BIL
D. List of Resources