

## **An Introduction to Outreach**

Participating in the We Honor Veterans program is a great opportunity to energize your engagement efforts and raise awareness in your community. These outreach tools that the WHV team offers can be used in recognition of Veterans Day, and some can be used all year long as you progress in the program and host community events.

Through your efforts, you shine a powerful light about what you are doing in your community and raising awareness about hospice, palliative care, and Veteran-centric care – all of which are essential components of high-quality care for Veterans coping with serious and life-limiting illness.

This introduction provides a brief overview to the materials that are made available to you, our WHV partners, online.

### **Overview of Resources**

The Outreach Materials are accessible on the WHV website, with some materials available on NHPCO's website. Adapt them, mix them up, use them with the resources you might already have. Think of these materials and suggestions as additions to your outreach toolbox. We encourage you to be as creative as possible in using and adapting these materials for your community. Here is a quick overview of available resources:

#### **Media Outreach Document Templates**

- Press Release for achieving new WHV level
- Press release for Veterans Day
- Letter to the Editor for Veterans Day from a hospice team member
- Letter to the Editor for Veterans Day from a Veteran volunteer
- Public Service Announcement Radio Scripts for Veterans Day

#### **WHV Partner Logos**

- Visit the [partner portal for your level specific WHV logo](#) to be used on be any materials you are developing.

#### **Background Documents**

- [NHPCO Facts & Figures](#) on Hospice Care in US

#### **Social Media Tools**

- [Social Media Guide for WHV Partners](#)
- Follow We Honor Veterans on Twitter [@WeHonorVeterans](#).
- Include **#WeHonorVeterans** in your social media posts. NHPCO and WHV keep an eye out for posts on Twitter, Facebook and Instagram that use that hashtag.
- You are welcome to use the social media graphics for [Memorial Day](#) and [Veterans Day](#) available to download on the WHV website.

## Article Collection from NHPCO

- *Myths of Hospice Care*
- *Don't Wait to Talk about Hospice*
- *Hospice and Palliative Care: Making a Difference*
- *Learn What Hospice Care Really Means to Patients and Families*
- *How Palliative Care Can Help*
- *Paying for End-of-Life Care*
- *It's Never Too Late to Thank a Veteran, Even at the End of Life*
- *Grief During the Holidays: Some Tips*

## PowerPoint Presentations from NHPCO

- *Understanding Hospice and Palliative Care*
- *Advance Directives and Planning Ahead*

## **Advocacy**

Outreach and awareness building – no matter the intended audience – is an important form of advocacy, and you should remember to keep your legislators in mind. WHV recommends that you include your local, state and national elected officials as a part of your outreach effort; many legislators appreciate the opportunity to participate in pinning ceremonies or other activities that honor the Veterans living in their districts. NHPCO's Health Policy Team and the Hospice Action Network have created a [WHV Advocacy Toolkit](#) to help you get started. There are also a wide range of tools available from HAN at [www.hospiceactionnetwork.org](http://www.hospiceactionnetwork.org) that provide fast and efficient ways for you and your community to make your voices heard among your legislators and on Capitol Hill.

## **NHPCO's CaringInfo.org**

Materials available from CaringInfo.org can be helpful to share with your community members. Visit [www.CaringInfo.org](http://www.CaringInfo.org) and take a look at the range of available resources which include:

### Hospice and Palliative Care

- How and When Does Hospice Start?
- Paying for Hospice
- Choosing a Hospice
- Frequently Asked Questions
- Palliative Care Questions and Answers

### Caregiving

- Decision Making
- Getting and Staying Organized
- Home Safety
- Quality of Life
- Community Resources

### Advance Care Planning

- How to Talk with Healthcare Providers
- Talking about End-of-Life Wishes
- What are Advance Directives?
- Selecting Your Healthcare Agent

### Grief and Loss

- Types of Grief and Loss
- What is Grief?
- Supporting Those Who Are Grieving
- Helping Children Cope with Loss

**Other dates and national awareness efforts that you may want to make note of:**

- [National Healthcare Decision Day](#) – April 16 (with activities for the full week)
- [National Volunteer Week](#) – third week of April
- [World Hospice and Palliative Care Day](#) – second Saturday of October
- [National Hospice & Palliative Care Month](#) – November
- [Hospice Sabbath](#) – often observed during a weekend in November or December
- [World AIDS Day](#) – December 1

A link to a comprehensive list of [health-related awareness dates](#) may be found on the NHPCO website. The U.S. Department of Health & Human Services also offers a [U.S. awareness calendar](#).

**Additional Web Resources**

- Department of Veterans Affairs – [www.va.gov](http://www.va.gov)
- NHPCO – [www.nhpco.org](http://www.nhpco.org)
- Hospice Action Network – [www.hospiceactionnetwork.org](http://www.hospiceactionnetwork.org)
- CaringInfo, a consumer resources website – [www.caringinfo.org](http://www.caringinfo.org)
- ehospiceUSA, a news and information website – [www.ehospice.com/usa](http://www.ehospice.com/usa)

If you have questions, please contact the WHV team at [veterans@nhpco.org](mailto:veterans@nhpco.org). Thank you for everything you do for the Veterans in your care and in your community!