

Palliative Care Awareness Social Media Toolkit



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Tip: Viewing this PDF in Google Chrome? Use “Ctrl+Click” on links to open them in a new tab.

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ABOUT THIS TOOLKIT

This toolkit is designed to help stakeholders implement evidence-based practices when communicating about palliative care. It can also help you plan, implement, and evaluate your social media strategy and make the case for why it's important.

Don't have the time or capacity to implement this toolkit? Don't fret! You can still engage your audience by retweeting messages from [@GWCancer](#)

WHAT IS PALLIATIVE CARE?

Palliative care seeks to address physical, psychosocial, and spiritual pain to achieve the best possible quality of life for patients and their families.¹ It may be called comfort care, supportive care, and/or symptom management and can be given in the hospital, at home, at an outpatient clinic or at a long-term care facility.² Palliative care differs from hospice care in that palliative care can be given at any point and at the same time as curative treatment while hospice care is generally given at end-of-life when the priority is quality of life.²

Palliative care is specifically relevant to cancer patients as studies show that integrating palliative care into cancer treatment can improve quality of life and may prolong survival.^{3,4} Despite these positive effects, only 72% of U.S. hospitals report having a palliative care program, and even in hospitals where palliative care is offered, patients are often not referred or don't receive services in a timely manner.⁵ The American Society of Clinical Oncology encourages palliative care in all advanced cancer cases.⁴

SOCIAL MEDIA 101

This toolkit offers recommended posts for [Facebook](#), [Twitter](#), and [LinkedIn](#).⁶ For information about social media platforms, key terms, and strategies to promote health observances using social media, please review the social media guide available at <http://bit.ly/GWCCSMTKs>.



BEST PRACTICES FOR COMMUNICATING ABOUT PALLIATIVE CARE

Although 94% of large hospitals in the United States have palliative care programs, palliative care continues to lag in availability in smaller hospitals, rural areas, nursing homes and physician office practices.⁵ Only 17% of rural hospitals with fifty or more beds report having palliative care programs,⁵ and fewer than 5% of hospital patients access palliative care.⁷ Access to and quality of palliative care also varies widely by region.

Despite increases in palliative care, there is still a good deal of confusion about its purpose.^{7,8} In a 2017 study, over half of those who defined "palliative care" had misconceptions, most commonly that it was associated with end-of-life care or only for the elderly.⁹

Analysis of the 2018 National Cancer Institute's Health Information National Trends Survey found no knowledge of palliative care among 85% of Hispanic individuals and 71% of all sampled individuals, as well as common misconceptions even among those who reported adequate knowledge of palliative care.⁸ This report also found that those who are 50 years and older are significantly more knowledgeable of palliative care than those under 50.⁸

According to "The Importance of Cultural Competence in Pain and Palliative Care," barriers to palliative care utilization can include lack of palliative care resources or lack of knowledge of palliative care resources, misperceptions about the scope and purpose of palliative care, provider reluctance to refer patients to palliative care, and restrictive eligibility criteria of specialty programs:¹⁰⁻¹³

TIPS FOR COMMUNICATING ABOUT PALLIATIVE CARE



1. Build awareness about palliative care

- **Share resources and information to increase awareness and reduce misconceptions** about palliative care.
- **Encourage patients to ask about palliative care.**
- **Highlight the physical, emotional, spiritual, and practical benefits of palliative care.**
- **Acknowledge caregiver needs** when promoting palliative care.
- **Provide resources to assist patients with advanced care planning** with their family and healthcare providers.
- **Engage in community-based education interventions** to promote awareness of palliative care since these types of interventions have been proven effective in multiple settings.^{9,14,15}



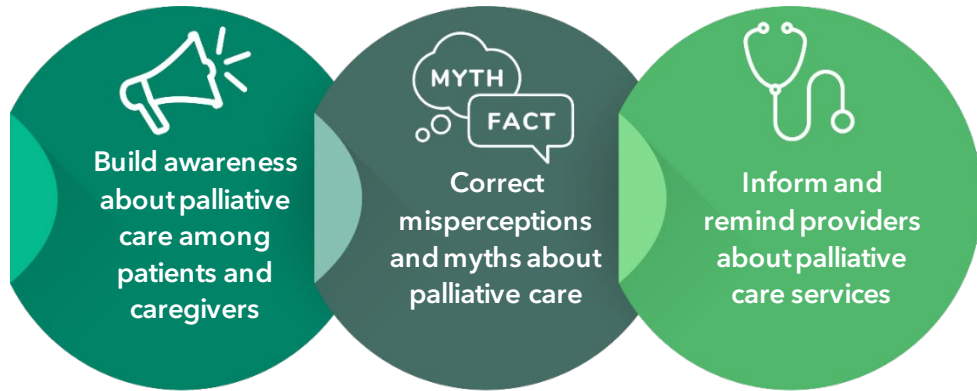
2. Correct misperceptions and myths about palliative care

- **Clarify the difference between palliative and hospice/end-of-life care.** De-couple the terms.
- **Highlight diverse patients** of different ages, backgrounds and health statuses receiving care.



3. Inform and remind providers about palliative care services

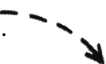
- **Correct provider misperceptions** in messaging to health care providers.
- **Encourage timely provider referrals** to palliative care for advanced cancer patients.
- **Promote two-way communication about palliative care** that acknowledges patient values.



Remember that other suggestions on social media strategies, links to images and graphics, analytic tools, and a glossary of social media terms can be found in the GW Cancer Center's Social Media Guide at <http://bit.ly/GWCCSMTKs>

SAMPLE TWEETS AND FACEBOOK POSTS

Tip: These correspond to the strategies above.



Tweets	Facebook Posts	Message Category
<p>Do you know how #palliativecare differs from #hospice care? Palliative care can be given at any phase of an illness. Research the ins and outs of palliative care for #cancer from @theNCI: http://bit.ly/2GMl9J9 #HPM</p> <p>Tweet This</p>	<p>The National Cancer Institute has answers to many FAQs about #palliativecare for #cancer. How and when is palliative care used in cancer care? What's the difference between palliative care and hospice? Learn this and more: http://bit.ly/2GMl9J9</p> <p>Share Link on Facebook</p>	2
<p>Want to know how to manage #cancer side effects? Check out the @AmericanCancer Society's video series for cancer caregivers. Listen to #caregiver stories, learn self-care techniques, and reference care strategies: https://bit.ly/2Pyuv0b</p> <p>Tweet This</p>	<p>Caregivers, learn how to manage #cancer side effects like fatigue, nausea and constipation with the American Cancer Society's video series designed for you. Hear other caregiver stories and learn how to take care of yourself and your loved one: https://bit.ly/2Pyuv0b</p> <p>Share Link on Facebook</p>	1
<p>#Cancersurvivors, #palliativecare can help keep your quality of life as high as possible. #DYK that palliative care is provided by doctors, nurses, pharmacists, psychologists, RDs, chaplains and social workers? @CDC_Cancer has more: http://bit.ly/2GMl9J9 #CompCancer</p> <p>Tweet This</p>	<p>#Cancer survivors, #palliativecare can help you have the best physical and mental health. Palliative care is typically provided by doctors, nurses, pharmacists, psychologists, RDs, chaplains and social workers. Read more about it from the Center for Disease Control: http://bit.ly/2GMl9J9</p> <p>Share Link on Facebook</p>	1

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Providers, learn more about symptom management—from constipation to dyspnea to anxiety—with free courses from @CAPCpalliative: https://bit.ly/3kyLLAP. More resources are available, including how to show the impact of #palliativecare & provide virtual #palliativecare.</p> <p style="text-align: center;">Tweet This</p>	<p>Providers, learn more about symptom management—from constipation to dyspnea to anxiety—with free courses and continuing education credits from the Center to Advance Palliative Care: https://bit.ly/3kyLLAP. Additional resources are also available, including how to demonstrate the impact of #palliativecare and how to provide palliative services virtually.</p> <p style="text-align: center;">Share Link on Facebook</p>	3
<p>An important part of advanced care planning is getting information on treatment options to decide which you would or would not want. Talk to your family and doctor to be prepared well before a potential medical crisis. @NHPCO_news has more: https://bit.ly/2DHINKn #HPM</p> <p style="text-align: center;">Tweet This</p>	<p>Advanced care planning includes communicating your personal values with your family and getting information on treatment options. Prepare with your family and doctor before a potential medical crisis. The National Hospice and Palliative Care Organization has more: https://bit.ly/2DHINKn #CompCancer</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>#Palliativecare means extra support from a dedicated team of specialists to help you or a loved one get through a serious illness. Watch this @GetPalliative video: https://bit.ly/30HeRpL #Palliative</p> <p style="text-align: center;">Tweet This</p>	<p>Have a serious illness? #Palliativecare is extra support from a dedicated team of specialists to help make it easier. Watch this <i>Get Palliative Care</i> video: https://bit.ly/30HeRpL</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>#Cancer #caregivers, take cues from your loved one about when to talk about illness and when not to - sometimes feeling normal for a little while is comforting? For more caregiving tips, the @AmericanCancer Society has a thorough resource guide to help: https://bit.ly/30Aiwpi</p> <p style="text-align: center;">Tweet This</p>	<p>The American Cancer Society recommends choosing certain times of day to avoid discussing illness. For more tips to make the job of a #cancer caregiver a little easier, review their resource guide: https://bit.ly/30Aiwpi</p> <p style="text-align: center;">Share Link on Facebook</p>	1









SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Providers, #DYK? #Palliativecare can be most helpful when started early in advanced #cancer treatment. It can be a great complement to curative cancer treatment. Read more from @ASCO: https://bit.ly/3fPcBRK</p> <p style="text-align: center;">Tweet This</p>	<p>Providers, did you know? #Palliativecare can be most helpful when started early in advanced #cancertreatment. It is not end-of-life care like hospice and can be a great complement to curative medicine. Read more from ASCO: https://bit.ly/3fPcBRK</p> <p style="text-align: center;">Share Link on Facebook</p>	3
<p>Providers, when working with critically ill patients, be sure to acknowledge the patients' values and their religion/spirituality. This can increase openness to receiving #palliativecare. Read more via @StatPearls1: https://bit.ly/31KrRua</p> <p style="text-align: center;">Tweet This</p>	<p>Cancer care providers, when working with patients with serious illnesses, be especially sure to acknowledge the patients' values and their religion/spirituality. This can increase openness to receiving #palliativecare. Read more from Stat Pearls: https://bit.ly/31KrRua</p> <p style="text-align: center;">Share Link on Facebook</p>	3
<p>.@TheNCI recommends handling stress by education, therapy, support groups, medication, and exercise. Use this fact sheet to learn more about the link between stress and #cancer: http://bit.ly/2u2O1tY</p> <p style="text-align: center;">Tweet This</p>	<p>Coping with #cancer can be stressful. The National Cancer Institute recommends handling stress by education, therapy, support groups, medication, and exercise. Use this fact sheet on stress and cancer to create a plan for you: http://bit.ly/2u2O1tY</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>22-year-old Kate was first scared of being moved into #palliativecare but then said, "Within a week, I knew I was in the right place. My pain was finally under control, and it gave me that first sign of hope." Read her inspiring #cancer story via @PallDocs http://bit.ly:2HEgKHg</p> <p style="text-align: center;">Tweet This</p>	<p>Cancer survivor Kate thought that #palliativecare was for end-of-life and was first scared of being transferred there at 22 years old. he soon said, "My pain was finally under control, and it gave me that first sign of hope." Read her inspiring #cancer story via Palliative Doctors: http://bit.ly:2HEgKHg</p> <p style="text-align: center;">Share Link on Facebook</p>	2

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>#DYK? #PalliativeCare is a helpful addition to curative #cancertreatment and can be given at anytime for children, adults and their families. This @AmericanCancer Society video has more: http://bit.ly/2HHYLQr</p> <p style="text-align: center;">Tweet This</p>	<p>Did you know? #Palliativecare can be very helpful for people of any age facing #cancer as well as their caregivers. It raises quality of life by reducing symptoms like pain and stress. Watch the American Cancer Society's 3-minute video: http://bit.ly/2HHYLQr</p> <p style="text-align: center;">Share Link on Facebook</p>	2
<p>Does your child have pain, shortness of breath, fatigue, anxiety/depression or digestive issues due to #cancer treatment? Pediatric #palliativecare can lessen the impact of symptoms. Discover more about this option from @ASCAN: http://bit.ly/2FSWCRq #CompCancer</p> <p style="text-align: center;">Tweet This</p>	<p>If your child's #cancer is causing pain, shortness of breath, fatigue, anxiety/depression or digestive problems due to treatment, pediatric #palliativecare can help with the symptoms. Discover this option via the American Cancer Society's Cancer Action Network: http://bit.ly/2FSWCRq</p> <p style="text-align: center;">Share Link on Facebook</p>	2
<p>Providers, assessing survivors' priorities and wishes will help your medical team develop the best #cancer care plan. Use @PallDocs' suggested questions to get useful information from your patients: http://bit.ly/2HCWPZu #palliativecare</p> <p style="text-align: center;">Tweet This</p>	<p>Cancer care providers: To develop the best #cancer care plan, understand your patient's priorities and wishes. Use these suggested questions to communicate effectively with your patients: http://bit.ly/2HCWPZu #palliativecare</p> <p style="text-align: center;">Share Link on Facebook</p>	3
<p>#DYK the difference between #palliativecare and #hospice care? Palliative care is not time-limited and is not necessarily for end-of-life. Read FAQs and brush up on your terminology via @NHPCO_news: https://bit.ly/3gCBf9n #HPM</p> <p style="text-align: center;">Tweet This</p>	<p>Do you know the difference between #palliativecare and hospice care? Palliative care is not time-limited and is not necessarily for end-of-life. Read FAQs from the National Hospice and Palliative Care Organization: https://bit.ly/3gCBf9n</p> <p style="text-align: center;">Share Link on Facebook</p>	2

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)






Tweets	Facebook Posts	Message Category
<p>#Palliativecare is sometimes called supportive care, comfort care or symptom management. @TheNCI has materials customized for both providers and cancer survivors. Learn all about supportive and #palliative care: https://bit.ly/3gz2DVA</p> <p></p>	<p>Palliative care is sometimes called supportive care, comfort care or symptom management. The National Cancer Institute offers materials on topics ranging from hot flashes to nutrition to spirituality in cancer care that are customized for both providers and cancer survivors. Learn all about different parts of supportive and palliative care: https://bit.ly/3gz2DVA</p> <p></p>	1
<p>How is a palliative doctor different from your other doctors? They focus on reducing suffering during a serious illness. Read about the role of a palliative doctor from @PallDocs: http://bit.ly/2FPHxjq #palliativecare</p> <p></p>	<p>#Palliativecare includes regular, open communication between a patient, their family and their doctors. Palliative specialists focus on reducing suffering during a serious illness. Read more about the role of palliative care from Palliative Doctors: http://bit.ly/2FPHxjq</p> <p></p>	1
<p>Cancer care professionals, have you reviewed the updated, 2019 version of the @NHPCO_news Standards of Practice for #Pediatric #PalliativeCare? Invest in providing excellent care to children facing critical illness: https://bit.ly/3iz8WsG #pediatrics</p> <p></p>	<p>Cancer care professionals, have you reviewed the updated, 2019 version of the National Hospice and Palliative Care Organization's Standards of Practice for Pediatric #PalliativeCare? Invest in providing excellent care to critically ill children and their families: https://bit.ly/3iz8WsG</p> <p></p>	3
<p>#DYK? October 10, 2020 is World Hospice and #PalliativeCare Day! Thank you to all of the caregivers and medical professionals who make hard times a little bit easier. https://bit.ly/33WuFXs #HPM #mycaremycomfort #whpcd20ⁱ</p> <p></p>	<p>Did you know? October 10, 2020 is World Hospice and Palliative Care Day! Thank you to all of the caregivers and medical professionals who make facing tough medical situations a little bit easier through high-quality care. https://bit.ly/33WuFXs</p> <p></p>	1

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Seeking a #palliativecare provider? @GetPalliative has a palliative care directory to find the right care for you or your loved one: http://bit.ly/2pof4KH</p> <p style="text-align: center;">Tweet This</p>	<p>Get #PalliativeCare’s Provider Directory can help you find the best palliative care for you, your friends, or family while facing a serious illness: http://bit.ly/2pof4KH</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>The goal of #palliativecare is to relieve symptoms, pain and stress. Healthcare professionals, want to learn more about palliative care? Educational resources are available from @NHPCO_news: http://bit.ly/2m018IE #HPM</p> <p style="text-align: center;">Tweet This</p>	<p>The goal of #palliativecare is to reduce symptoms, pain and stress. Healthcare professionals, National Hospice and Palliative Care Organization has resources to learn more. Get info to better understand and get more involved in palliative care: http://bit.ly/2m018IE</p> <p style="text-align: center;">Share Link on Facebook</p>	3
<p>#Cancersurvivors and family members, watch @CancerDotNet’s video introduction to #PalliativeCare to learn all the ways it could help you. For example, palliative care can empower you to minimize your disease and treatment symptoms. https://bit.ly/2DsO0Vq</p> <p style="text-align: center;">Tweet This</p>	<p>#Palliativecare can empower #cancer survivors and their caregivers to minimize disease and treatment symptoms. Watch Cancer.Net’s video introduction to palliative care to learn more about what it is and how it could help you: https://bit.ly/2DsO0Vq</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>.@MJHS01 offers free and affordable #palliativecare resources for providers. Check out their webinars and their PDF downloads on over 15 topics: https://bit.ly/33Bh6wx #palliative</p> <p style="text-align: center;">Tweet This</p>	<p>MJHS’s Institute for Innovation in Palliative Care offers free and affordable #palliativecare resources for providers. Check out their webinars and their PDF downloads in English, Spanish, Haitian Creole, Arabic, French, and Russian to share with your patients: https://bit.ly/33Bh6wx</p> <p style="text-align: center;">Share Link on Facebook</p>	3

i. Note: To post the week of October 10, 2020

SAMPLE LINKEDIN POSTS

LinkedIn Message	Message Category
<p>Find a local palliative care hospital, clinic, nursing home or another provider to help in your #cancer fight. Use <i>Get Palliative Care</i>'s free provider directory to locate the palliative care that is right for you. Providers and organizations, you can also submit your information to the directory: http://bit.ly/2pof4KH #healthcare</p> <p style="text-align: center;"></p>	1, 3
<p>Does your child have pain, shortness of breath, fatigue, anxiety/depression or digestive issues due to cancer? Pediatric palliative care from your child's oncologists, nurses and psychosocial clinicians can lessen the impact of treatment symptoms. More about this option is available from the American #Cancer Society's Cancer Action Network: http://bit.ly/2FSWCRq #CompCancer</p> <p style="text-align: center;"></p>	2
<p>Providers, if you're preparing to share difficult information with a patient and their family as part of palliative care, the ask-tell-ask method may be helpful for you to make sure that everyone understand each other. Dr. Diane E. Meier of the Center to Advance Palliative Care describes the ask-tell-ask method and shares 10 research-based important steps in palliative care. Watch the video: https://bit.ly/30Ew96O #healthcare</p> <p style="text-align: center;"></p>	3
<p>Palliative care is sometimes called supportive care, comfort care or symptom management. The National Cancer Institute has palliative care materials for both providers and cancer survivors that cover hot flashes, spirituality in #cancer care, nutrition and more. Investigate different supportive and palliative care topics to help with cancer management: https://bit.ly/3gz2DVA #healthcare</p> <p style="text-align: center;"></p>	3
<p>Caregivers are a crucial part of cancer treatment and recovery. We applaud these brave and generous people. If you are or will be helping a loved one through #cancer, read the American Cancer Society's useful notes and reminders for caregivers: http://bit.ly/2G65zdi</p> <p style="text-align: center;"></p>	1

ADDITIONAL TOOLS AND RESOURCES

These social media, communication and design tools can help you enhance your online presence and overall communications strategy.

Tool	Description
American Academy of Hospice and Palliative Care	AAHPM is the professional organization for physicians specializing in hospice and palliative medicine, nurses, and other healthcare providers, and it is dedicated to improving the care of patients with serious illnesses. Its core mission is to expand access of patients and families to high-quality palliative care and advance the discipline of hospice and palliative medicine through professional education and training, development of a specialist workforce, support for clinical practice standards, and research and public policy.
The Center to Advance Palliative Care	CAPC is the leading resource for palliative care program development and growth. Access essential palliative care tools, education, resources and training for health care professionals.
City of Hope Pain & Palliative Care Resource Center	This site houses resources on pain and palliative care.
Education in Palliative and End-of-Life Care for Oncology (EPEC-O)	Two online versions of a comprehensive, flexible-format multimedia curriculum for health professionals caring for persons with cancer are available: <ul style="list-style-type: none"> • EPEC™-O: Original Version - includes 3 plenary sessions and 15 content modules, accompanied by trigger videos. • EPEC™-O: Cultural Considerations When Caring for African Americans - supplements the Original Version and includes 5 new or substantially revised plenaries and modules with accompanying videos.
International Palliative Care Resource Center	IPCRC.net is dedicated to making palliative care resources accessible for health care professionals, building palliative care capacity worldwide and providing a dynamic and constantly expanding website.
What is Palliative Care?	Nessa Coyle, a nurse practitioner at Memorial Sloan Kettering Cancer Center, explains how palliative care can help patients and their families cope with changes in treatment goals and achieve the best quality of life possible.
Palliative Care in Cancer	Many people who have cancer or who have been treated for cancer develop symptoms or side effects that affect their quality of life. The National Cancer Institute provides resources and fact sheets on palliative care in cancer.

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