



**PALLIATIVE CARE
AWARENESS MONTH**
April 2024



COMPASSIONATE COMMUNITIES
Together for Palliative Care

DIGITAL TOOLKIT





**PALLIATIVE CARE
AWARENESS MONTH**
April 2024



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WHAT IS PALLIATIVE CARE?



ENHANCING THE QUALITY OF LIFE

Palliative care is a crucial aspect of healthcare that focuses on enhancing the quality of life for patients facing serious progressive illnesses by supporting their physical, emotional, spiritual and social wellbeing.

Despite its significance, there remains a lack of awareness and understanding about palliative care among the general public and healthcare professionals.



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ABOUT THE CAMPAIGN, PCAM 2024

April 2024 is the 9th Annual Palliative Care Awareness Month (PCAM) - an initiative by Hospis Malaysia. This campaign serves to highlight the plight of everyone whose lives have been affected by the diagnosis of a serious progressive illness. And how with good palliative care support their quality of life can be improved, enabling the patient to live as well as possible and to live the final stages of his life with dignity.



COMPASSIONATE COMMUNITIES
Together for Palliative Care

The theme for 2024 is *Compassionate Communities: Together for Palliative Care*. Compassion is defined as a strong feeling of empathy for people who are suffering and a desire to help them. The 'true meaning' of compassion is to recognise the need to come together to support communities and each other now more than ever. Palliative care improves the quality of life of people facing serious illnesses, not just at the end of life but throughout the whole trajectory of the illness right from diagnosis. Compassionate communities care for people, assist people to live in the place they call home, connect people to services, and raise awareness about end of life issues.

*We believe that palliative care working alongside
compassionate communities multiplies the
ability to respond to the needs of the most vulnerable in
our communities.*

- WHPCA





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THE SUB-THEMES



COMPASSION IS IN US TO GIVE



COMPASSION IS EQUITY



COMPASSION IS CARE





PALLIATIVE CARE
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WHY IS PALLIATIVE CARE AWARENESS MONTH CAMPAIGN NEEDED?

Palliative care is a *major unmet need* across the world.

KEY FACTS ABOUT THE NEED FOR PALLIATIVE CARE

*More than 100,000 people in Malaysia require palliative care each year, and this need is expected to rise to 200,000 by 2030. Currently **only approximately 10% have access** to it.*

*National Palliative Care Policy & Strategic Plan 2019 - 2030 by MOH, Malaysia





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THE KEY ASK

Let us come together as a community and make a meaningful impact.

We call upon policy makers, health professionals, community activists, volunteers, people with palliative care needs, and others to come together to encourage the growth of compassionate communities, linked with palliative care across the nation.

RAISE AWARENESS & MOBILISE SUPPORT !!



**AWARENESS &
ENGAGEMENT**

Improving understanding and raising awareness among the community and general public to promote greater access to palliative care services.



**ADVOCACY &
COLLABORATIVE
PARTNERSHIPS**

Collaborate with healthcare organizations, and corporates to raise awareness and amplify the campaign's message and reach a larger audience.



CAMPAIGN BRANDING

CAMPAIGN LOGO



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THEME LOGO BY WHPCA

VERTICAL



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HORIZONTAL



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Together for Palliative Care

COLOUR

PRIMARY



SECONDARY



C: 6 R: 230 #e67125
M: 68 G: 114
Y: 100 B: 37
K: 0



C: 47 R: 129 #81cfd3
M: 0 G: 207
Y: 19 B: 211
K: 0

FONT

HELVETICA NEUE, BOLD

HELVETICA NEUE, REGULAR

HELVETICA NEUE, LIGHT

HELVETICA NEUE, LIGHT ITALIC

HELVETICA NEUE, CONDENSED BLACK



DIGITAL ASSETS

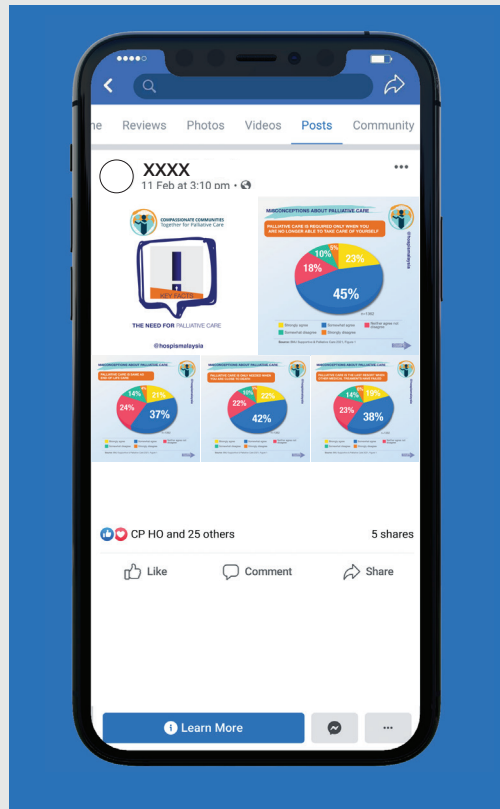


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SOCIAL MEDIA

Let's harness the power of social media together to amplify Palliative Care Awareness Month, 2024 and share the need for Compassionate Communities in palliative care.



• FACEBOOK



• INSTAGRAM





DIGITAL ASSETS

SOCIAL MEDIA, CONTENT

- KEY FACTS & STATISTICS: THE NEED FOR PALLIATIVE CARE

1

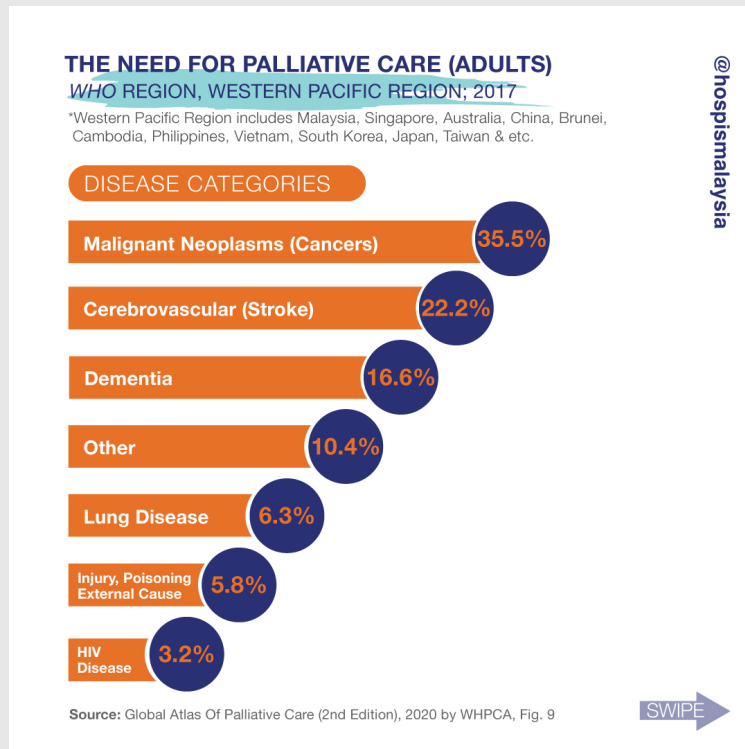
COMPASSIONATE COMMUNITIES
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KEY FACTS

THE NEED FOR PALLIATIVE CARE

@hospismalaysia

2





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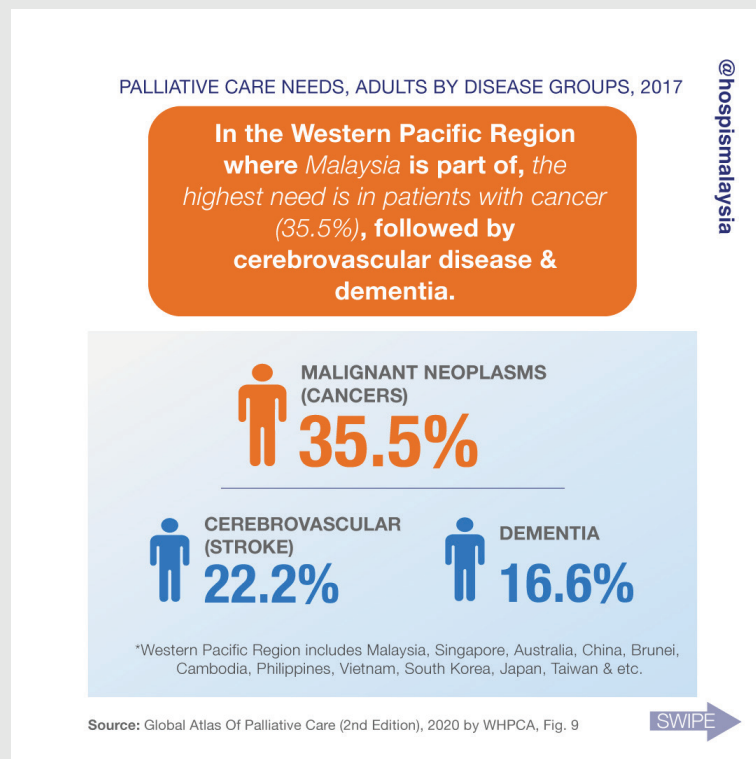


DIGITAL ASSETS

SOCIAL MEDIA, CONTENT

- KEY FACTS & STATISTICS: THE NEED FOR PALLIATIVE CARE

3



4

AN INITIATIVE BY
HOSPIS MALAYSIA

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DIGITAL ASSETS

SOCIAL MEDIA, CONTENT

- KEY FACTS & STATISTICS: THE NEED FOR PALLIATIVE CARE

Suggested Caption:

These are the key facts about the region's need for palliative care in adults by disease categories.

In the Western Pacific Region where Malaysia is part of, the highest need is in patients with cancer (35.5%), followed by cerebrovascular disease (22.2%) and dementia (16.6%).

Suggested Hashtags:

#HospisMY #pcam #palliativecare #hospicecare #compassionatecommunities #healthforall





DIGITAL ASSETS

SOCIAL MEDIA, CONTENT

- KEY QUESTIONS: WHAT IS COMPASSIONATE COMMUNITIES?

1



2





DIGITAL ASSETS

SOCIAL MEDIA, CONTENT

- KEY QUESTIONS: WHAT IS COMPASSIONATE COMMUNITIES?

3

WHY does compassionate communities matter?

COMPASSIONATE COMMUNITIES
help normalise death, dying and improve the capacity for caring.

For many communities and countries, it also reduces the burden on hospital admissions.

@hospismalaysia

SWIPE

4

PALLIATIVE CARE
is a shared responsibility.

There is a continued need to come together to support communities and each other now more than ever.

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SWIPE

5

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DIGITAL ASSETS

SOCIAL MEDIA, CONTENT

- KEY QUESTIONS: WHAT IS COMPASSIONATE COMMUNITIES?

Suggested Caption:

What is the meaning of the theme -
Compassionate communities: Together for Palliative Care?

Compassionate Communities take a health promotion approach to palliative care, aiming to ensure solidarity among community members at the end of life.

Individual and community compassion enhances quality of life, relief of suffering, and empathy.

Suggested Hastags:

#HospisMY #pcam #palliativecare #hospicecare #compassionatecommunities #healthforall





DIGITAL ASSETS

SOCIAL MEDIA, CONTENT

- PATIENT STORIES: Tijani Batrisyia Bt Termidzi

1

Tijani with her mom, Norra

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SEEKING HOSPITAL COMFORT AT HOME

“It is difficult as I am not able to do the things I used to do – I can't go for walks in the park as I get tired easily. I enjoyed my job as a social media manager but I can no longer work. But at least I get to spend time at home, being with mum, sleeping in my own bed, be with my cats, and seeing my brother and friends whenever they feel like visiting”, the late Tijani Batrisyia shared.

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Her mum, Norra expressed how important it was for *Tijani* to be able to take her pain and other medication by injectables at home, as her fluid intake by mouth was difficult. With comprehensive community palliative care support, Tijani's symptoms were managed at home, and her psycho-social wellbeing improved as *in her own words she found hospital comfort at home*."





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DIGITAL ASSETS

SOCIAL MEDIA, CONTENT

- PATIENT STORIES: Tijani Batrisyia Bt Termidzi

3



Suggested Caption:

Find out how 23 year old Tijani Batrisyia found hospital comfort at home through palliative care support from Hospis Malaysia.

Let us come together as a community and make a meaningful impact. As everyone deserves to live well and live their final days with dignity.

Join us at www.hospismalaysia.org/palliativecareawareness-month2024/

Pledge to support equal access to palliative care: <https://www.palliativecare.my/pledge-support/>

Suggested Hastags:

#HospisMY #pcam #palliativecare #hospicecare
#compassionatecommunities #healthforall





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DIGITAL ASSETS

SOCIAL MEDIA, CONTENT

- PATIENT STORIES: Shu Hua

1

Shu Hua at home

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**HOSPIS
MALAYSIA**

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**TRUST TO
GUIDE US
AT HOME**

“ I was an emotional yo-yo when I found out about my motor neurone disease (MND). I was 30 years old with 2 young kids. How was I going to cope? I don't want to be a burden to my family”.

This was how Shu Hua felt when she was diagnosed with MND. She was aware that her condition was going to deteriorate, and struggled to find meaning in life.

2

Shu Hua at home

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A referral to community palliative care has alleviated much of Shu Hua and her husband's concerns about coping at home where she wants to be, and has helped her deal with her worries.

Shu Hua now has significant mobility issues but she has found with regular visits by the palliative care team, her pain and insomnia problems have been addressed, she knows how to deal with her breathlessness, and her husband has been taught how to care for her.





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DIGITAL ASSETS

SOCIAL MEDIA, CONTENT

- PATIENT STORIES: Shu Hua

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“When my hospice nurse visits, she gives me space to voice my concerns. She does not judge, and may not have a solution for everything.

But this means a lot to me, as I trust her, and can express my emotions to her, and this is what I need to help me through each day”.

Shu Hua at Home



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DIGITAL ASSETS

SOCIAL MEDIA, CONTENT

- PATIENT STORIES: Shu Hua

Suggested Caption:

Find out how Shu Hua, diagnosed with motor neurone disease (MND) found trust to guide her at home from the Hospis Malaysia palliative care team.

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Suggested Hastags:

#HospisMY #pcam #palliativecare #hospicecare #compassionatecommunities #healthforall

DOWNLOAD AND PROMOTE THE CAMPAIGN

Click here to download digital assets (social media) & logos.



AN INITIATIVE BY



**HOSPIS
MALAYSIA**

SUPPORTING



PALLIATIVE CARE

THANK YOU

HOSPIS MALAYSIA

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palliativecare.my