

# Focus on Compassion

Enhancing Access to Palliative Care Worldwide

## Global Palliative Care Hero Campaign

#GlobalPallCareHero – thanking palliative care heroes around the world

We're excited to announce the Global Palliative Care Heroes campaign to honor and celebrate the incredible contributions hospice and palliative care workers make to improving the quality of living and dying around the globe.



Especially in light of the tremendous burden the COVID-19 pandemic has placed on palliative care workers around the world, we want to thank them for their heroic efforts.

The Global Palliative Care Heroes campaign will focus on the individual faces and stories of palliative care workers using the tagline "Superhero Attitude, Superhuman Effort." We are asking all of you – our partners, supporters and collaborators, along with the general public – to send photos, videos and stories that convey your gratitude and highlight palliative care workers who have had an impact on your lives. Email these to [PCHeroes@globalpartnersincare.org](mailto:PCHeroes@globalpartnersincare.org) and post to your social media with the hashtag #GlobalPallCareHero.



The campaign debuted in late March and will run through September. We will collect the stories and unveil them throughout the campaign on our social media, website and in *Focus on Compassion*. Aligning with the World Health Organization's designation of 2021 as the "Year of Health and Care Workers," the campaign's focus is specifically on palliative care health workers. Our goal is to amplify messages of gratitude for these often-unsung heroes.

Visit our [website](#) for campaign materials.

## How one partnership gave much-needed support, and it had nothing to do with money

Our international partnerships form the backbone of what we do. Initially, the first thing many think about is sending money overseas, but in reality, the partnerships are about so much more than that. They are about the relationships and intangible resources that partners can share with each other.

Effectively communicating the nuances of a national palliative care association's multi-faceted work through a broad range of mediums to a varied audience requires a thorough understanding of the tools available – and practice in using them. As COVID-19 took hold in Uganda, one GPIC partner went the extra mile to ensure that their international partner was prepared for the communication barriers they would face due to the pandemic. [Center for Hospice Care/Hospice Foundation \(CHC/HF\)](#) staff worked with their international partner, the [Palliative Care Association of Uganda \(PCAU\)](#) and their communications and fundraising officer, Zaitun Nalukwago, to support her efforts. Together, they brainstormed ways she could reach members, partners and stakeholders about the advocacy, awareness and education efforts PCAU was undertaking.

Their main goal was to make sure palliative care providers would be able to continue to care for their patients while the country was on lockdown. Zaitun was at the heart of the work PCAU was doing to keep awareness of palliative care at the forefront of essential health service discussions.

She was on top of the messaging that PCAU was sending out regularly. CHC/HF communications staff served as a sounding board for her and a way to brainstorm new approaches to that messaging.

During a series of weekly Zoom calls, Jim Wiskotoni, CHC/HF web and print coordinator, shared tips and tricks as Zaitun honed her skills in design, imaging and video production. The CHC/HF team looked at their weekly calls as collaborative work sessions. "We have worked with the PCAU partnership for many years," Jim said, "We understand their objectives and strategies, so we were able to provide a lot of feedback on Zaitun's work on their website, newsletter and blog posts. The whole process was beneficial for us, too, because it taught us some new ways to look at our own communications."

Facebook is just one of the many vehicles through which PCAU shares their message with followers.



## Interactive Webinar

Join us on **Tuesday, 4th May** for the next installment in our communications webinar series with the African Palliative Care Association (APCA): "Building an Impactful Online Presence – Taking the Next Steps."

[Click here for more information](#)

## #GlobalPallCareHero

While our #GlobalPallCareHero campaign is meant to highlight every palliative care worker, our partners were the inspiration for its beginning. We hope our partner organizations will join us to thank palliative care workers from now until September!

**Thanks to Hospice of the North Coast for being one of the first to participate!**



## Welcome to the Advisory Council



We are pleased to welcome Andre Wagner as a new GPIC Advisory Council member. His extensive experience and knowledge of the NGO sectors in various African countries brings valuable insight to the group. He has a thorough understanding of the South African government and extensive experience in community development and strengthening. Andre is also on the board of directors for the African Palliative Care Association (APCA).

[Read Andre's full bio](#)

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