



## SUPERHERO ATTITUDE • SUPERHUMAN EFFORT #GLOBALPALLCAREHERO

### *Recognizing the Heroes Among Us*

Palliative care providers can often be the unsung heroes of healthcare, in part because palliative care is a small field. Its goal is to improve the quality of life for the patient and the family by providing physical, emotional, psychosocial and spiritual support to those with a life-limiting condition. Patients can be any age and at any stage of their illness – the primary goal is to help them live as fully and as comfortably as possible while managing their serious condition.

During a pandemic, palliative care is not only an essential service, but is another layer of support for patients and families as they navigate their serious illness and the challenges of the pandemic.

Our “Palliative Care Heroes” campaign recognizes and celebrates the contributions palliative care workers make to improve the quality of living (and dying), particularly their tremendous, tireless work during the COVID-19 pandemic. They have shown up for their patients and their colleagues with a superhero attitude and superhuman effort! The goal of this campaign is to simply say, ‘thank you’ to the estimated 400,000 healthcare workers and 1.2 million volunteers delivering palliative care globally.

Aligning with the World Health Organization’s designation of 2021 as the ‘Year of Health and Care Workers,’ our goal is to amplify the message of gratitude for these often-unsung palliative care heroes.

We invite you to help us honor the incredible efforts of palliative care workers across the globe and the unique contribution they bring to caring for patients and families, especially during the COVID-19 pandemic.

### *Contact Us*

To send materials to recognize a palliative care worker, email us at [PCHeroes@globalpartnersincare.org](mailto:PCHeroes@globalpartnersincare.org)

For larger files that are unable to be emailed, use [WeTransfer.com](https://www.wetransfer.com) and send to the address above.

### *Get Involved*

Everyone is invited to participate! Thank a palliative care worker (whether colleague, friend, provider, family member, etc.) to acknowledge the superhuman work they do. Help us spread the word by using **#GlobalPallCareHero** and tag GPIC on any – or all – of the following:

- Photos and videos of these heroes
- Draw a picture
- Write a message – one sentence or one page!
- Share our social media posts

 [@GlobalCareNews](https://www.facebook.com/GlobalCareNews)

 [@GlobalCare\\_news](https://twitter.com/GlobalCare_news)

### *Campaign Materials*

We’ve created a toolkit to make it easy to get involved – everything you need to get started recognizing palliative care workers is included:

- Logo files
- Social media images/sample posts

Visit our online toolkit at

<https://globalpartnersincare.org/pc-heroes/>



[globalpartnersincare.org](https://globalpartnersincare.org)

