Hospice Care Week
10 – 14 October 2022
How your hospice can get involved
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Dear supporter,

Thank you for taking part in Hospice Care Week 2022!

I know that, like me, you believe that everyone deserves quality end of life care – whoever and wherever they are when they die.

More than 200 hospices across the UK work tirelessly every year to provide brilliant, compassionate care for people at the end of their life, and their loved ones.

Hospice Care Week is our chance to shine a light on the incredible work of hospices across the UK.

And the COVID-19 pandemic hasn’t changed this. In fact, hospice services quickly adapted during the pandemic, and continue to extend their care and support well beyond the hospice walls. Although it’s been a really challenging few years, hospices now offer a more diverse and accessible range of services than ever for their communities. Remarkably, hospices across the UK cared for more than 300,000 people last year, which included almost a million ‘hospice at home’ visits.

But, together with hospices, we still need to do more. It is estimated that 100,000 people don’t get the care they need at the end of life. And some groups miss out more than others. People from LGBT+ communities, people of colour, people experiencing poverty, people experiencing homelessness and people in prison are just some of the groups who are more likely to miss out on good end of life care.

We’re working together with hospices to ensure that everyone, no matter who they are, where they are, and why they are ill, gets the quality end of life care they deserve.

That’s why, this Hospice Care Week, we’ll be highlighting the brilliant work that’s going on across the country to ensure that quality end of life care is open to all.

It’s our chance to celebrate hospice care nationwide, and the amazing work that is being done to make sure everyone can benefit from brilliant end of life care.

So whether with your hospice, with your organisation or just with friends and family, join us from 10-14 October and show your support for hospice care.

With best wishes,

Sarah West,
Director of Communications and Campaigns,
Hospice UK
How your hospice can get involved

During Hospice Care Week 2022, we’re asking you to:

**Go yellow for the day**
Hospice Care Week is our chance to show how important hospice and end of life care is for people – whoever and wherever they are when they are ill. Show your support for #HospiceCareWeek by turning you, your colleagues or your office, yellow! Together, let’s #GoYellow!

**Join the conversation**
We’ll be sharing moving stories of hospice care all week, and you can share them too. We’re especially keen to hear about the fantastic work you’re doing to make hospice care open to all, including communities who we know have historically missed out. Keep an eye on our Facebook, Twitter and Instagram channels and join the conversation using #HospiceCareWeek and tagging @HospiceUK.
Go Yellow!

Each year, we ask hospices and supporters to ‘Go Yellow’ for Hospice Care Week to show how important hospice and end of life care is for people around the country.

Here are some of our favourite fundraising ideas to help you maximise your fundraising:

**Yellow party**
Host an all yellow lunch or bake sale! Attendees to your event can bring their own refreshments along and donate what they would normally spend.

**Yellow Quiz**
Plan an in-person or virtual quiz. Participants can donate to enter and prizes can be won by individuals or teams with the most points. We have created our own Hospice UK Yellow Quiz, so all you need to do is find a quiz master and start recruiting teams!

**Yellow dress down day**
Encourage colleagues to dress in yellow for the day and donate £2 to take part. Add a bit of competition by celebrating the best dressed at the end of the day!

Don’t forget to share your yellow pictures on Facebook, Twitter and Instagram channels using #GoYellow #HospiceCareWeek and tagging @HospiceUK.
Social media graphics and assets

Download our social media graphics and posters to help you promote your Hospice Care Week activity [here](#).

**Social media images**

![Image 1](#)

![Image 2](#)

**Social media graphics**

![Image 3](#)

![Image 4](#)

**Social media headers**

![Image 5](#)

![Image 6](#)

**Posters**

![Image 7](#)

![Image 8](#)
#HospiceCareWeek

10 – 14 October 2022

Social media cheat sheet

**Links**

**Website:** [www.hospiceuk.org/support-us/campaigns/hospice-care-week](http://www.hospiceuk.org/support-us/campaigns/hospice-care-week)

**Hashtags:** #HospiceCareWeek; #GoYellow

**Handles:** @HospiceUK

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**Facebook**

**SAVE THE DATE!** Get your diaries out and save the date for **@HospiceUK’s** **#HospiceCareWeek** – running from 10 – 14 October 2022. **#HospiceCareWeek** is a chance for us to share why hospice care matters for every community. So whether with your local hospice, your organisation or with friends and family, join us and show your support this **#HospiceCareWeek**.

We believe that everyone, no matter who they are, where they are, and why they are ill, gets the quality end of life care they deserve.

That’s why we’re taking part in **#HospiceCareWeek** from 10 – 14 October. It’s a chance to celebrate the value of support, of care and of what matters to us at the end of life when we need it most. Get involved today!

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**Twitter**

**#HospiceCareWeek** is back! Running from 10 – 14 October 2022, it’s a perfect chance for us to celebrate opening up hospice care for all. Get involved!

**SAVE THE DATE!** We’re supporting **@HospiceUK’s** **#HospiceCareWeek** from 10 – 14 October 2022. It’s a chance to celebrate the value of support, of care & of what matters to us at the end of life when we need it most. Get involved!
Promoting equality at end of life

This Hospice Care Week we want to shine a light on the incredible work hospices are doing to open up end of life care for all.

Like St Luke’s Hospice in Winsford, Hospice of the Good Shepherd in Chester and East Cheshire Hospice in Macclesfield who are working with their local LGBT+ communities to help improve their experiences of palliative and end of life care.

This work was funded through Hospice UK’s partnership with the Masonic Charitable Foundation. With this funding, they hired an LGBT+ Facilitator, Ellen Coleman, to help them.

Working with their local communities, Ellen and the three hospices developed resources and training to support their staff, including a session called: LGBTQ+ Awareness Training: Concepts & Conversations.

The session aims to build attendees’ knowledge and increase confidence in discussing sexual orientation and gender identity. The training introduces teams to key terms, definitions and helps staff to understand best practice, reflect and explore situations in which these terms may be used.

They hope this training will be a positive first step in building a confident culture of inclusivity and openness across teams – and with LGBT+ patients and visitors alike.

“Our long term goals are to make sure that people don’t perceive hospices to be something they can’t access. We want to remove any barriers for anybody accessing end of life care.”

Ellen Coleman

Read more about this story
We’re here to help
Need more information or support? Get in touch

Hospice UK
Membership Engagement Team
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