

# Advance Care Planning Day 2020

## Media Advisory

April 16 is National Advance Care Planning Day across Canada  
**Theme: Your Care, Your Wishes - Start Your Advance Care Plan Today**

### **A How-to Guide to Create Your Local Media Advisory**

**A Media Advisory alerts the media, in a concise manner, to a significant upcoming event and should be sent to journalists a week before your event so they have enough time to schedule coverage.**

- TV newsrooms have two meetings a day to decide where cameras will be sent, one around 8 a.m. or 8:30 a.m., and the other at around 3 p.m. The producers who make these decisions start with a “daybook,” or calendar of options, which is put together by the Assignment Desk at each station. Your goal is to make sure you’re in the daybook.
- Newspaper reporters generally have a big weekly meeting, and also run ideas for stories by their editors throughout the week. They need plenty of lead-time in order to fit your event into a busy schedule.

**Start your advisory with a brief paragraph describing your event and then clearly write out the 5 W’s – who, what, when, where, why.**

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- Newspaper reporters generally have a big weekly meeting, and also run ideas for stories by their editors throughout the week. They need plenty of lead time in order to fit your event into their busy schedule.
- It should be easy for a journalist to look at this sheet and find the event’s most important information (participating organizations, speakers, time, place, media contact, etc.).

**How to use this Media Advisory to promote ACP through your local media:**

- Email the media advisory (below) with attachments, or print and drop off to:
  - Your local community newspaper and magazine
  - Your local cable TV network
  - Your local Radio and TV news station

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### What to do if you have a great event but no media came out?

No matter how well prepared you are, sometimes not one reporter makes it to an event in person. You could have a spectacular event planned, but unexpected breaking news pulls the media away to cover other stories. Here are some ways to make sure a great event still has an impact:

- Send photos to reporters and photo editors at local papers and TV stations as soon as possible. If you have links to compelling, short videos, then consider sharing those as well. Reporters may be glad to have and promote these on their social media accounts, even if they don't write a full story.
- Send a press release around that includes the contact info of some of the event's notable participants. Let reporters know when they would be available to give interviews.
- Share everything. Post pictures, video, your own thoughts about the event, etc., to social media afterward and encourage others to share widely.
- Keep a good archive of photos and videos. You never know when something might be newsworthy.

### Resources for Media

- A News Release is **attached** for publication.

#### **Your Care, Your Wishes – Start Your Advance Care Plan Today**

Advance Care Planning involves talking with others about your wishes for your future health care, and deciding who speaks on your behalf if you cannot. A national poll commissioned by [Speak up](#), conducted by Nanos Research, a survey of 2,948 Canadians, 18 years of age or older, showing that most people in Canada think it is important to do advance care planning but only few did.

The poll reveals most Canadians haven't talked about their wishes for care. More information on the findings and an [infographic](#) illustrating some of the key findings is available on [SpeakUp](#) or downloaded [here](#).

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### Campaign Key messages:

- A key part of Advance Care Planning is deciding who can make decisions on your behalf should you be unable to. Start your Advance Care Planning today.
  - Help people close to you honour your health care wishes. Avoid unnecessary family disputes or confusion by having a voice in your future health care. Start your Advance Care Plan today.
  - It is best to begin Advance Care Planning early before health problems get in the way. Think about what matters most to you and share your wishes with people close to you. Start your Advance Care Plan today.
  - We plan for our weddings, careers and retirement, why not plan for our future health care? Start your Advance Care Plan today.
- The [Pan Canadian National Framework](#) has been updated and re-released in January 2020. The new framework is restructured to focus more on broadening partnerships, and promoting further collaboration among different jurisdictions (local, provincial/territorial, national) and systems (health, law, social services, life planning). Its development was funded by Health Canada as part of a \$1.9 million project over three years to help people living in Canada prepare for their future health care needs. Download it [here](#).
  - **Canadian Hospice Palliative Care Association Releases New Resources To Support The Legal Processes Of Advance Care Planning (ACP) In Canada.**

#### Lawyer's Toolkit

- The [“Living Well, Planning Well”](#) legal toolkit was created by Speak Up and two legal firm partners: TorkinManes (Toronto, ON) and HarperGrey (Vancouver, BC). Its development was funded by Health Canada as part of a \$1.9 million funded project over three years to help people living in Canada prepare for their future health care needs. Download the toolkit here: <https://bit.ly/2VGqbAc>

#### Public Toolkit

- Speak Up and the BC Centre for Palliative Care developed a complementary [“Living Well, Planning Well”](#) resource for the public. Download the toolkit here: <https://bit.ly/38lpCh>

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- **Celebrity Championing Advance Care Planning Day with the following initiatives:**
  - Hosted by Laurence Fishburne, a short-form documentary focusing on the history of Advance Care Planning in Canada will begin airing this April. Stay tuned and learn more about the educational documentary-style content, "[Behind The Scenes with Host Laurence Fishburne](#)" to engage, inspire, and inform your community here: <https://behindthesceneslf.com/>
- SpeakUp is promoting another exciting project being released this year - a song written and performed by an award-winning Canadian artist which will be accompanied by a video to raise awareness to the importance of Advance Care Planning. More information will be forthcoming and will be announced during Advance Care Planning Week beginning April 16th and can be found here: [www.advancecareplanning.ca](http://www.advancecareplanning.ca)

### Compassionate Community Resources

- **An introduction to what a Compassionate Community could look like, and what individuals, groups and organizations can do to make their communities more compassionate** available at [www.bc-cpc.ca/acp](http://www.bc-cpc.ca/acp). A brochure "[Compassionate Community Benefits Us All](#)" can be downloaded [here](#).
- **Local Interviews:** We have local people who are knowledgeable about Advance Care Planning who can be interviewed. Please contact us at [*your local contact details*] to arrange an interview. [*use this sentence only if you have a local expert in your organization*].
  - The BC Centre for Palliative Care can also provide provincial experts. Please contact the BC Centre for Palliative Care at 604-553-4866 to arrange an interview.
- **For more information, contact:** [Insert your local media contact person here]