

This *Social Media & Marketing Toolkit* was designed to help you share advance care planning resources with your network. Below are blurbs and graphics you can use to conduct your own social media campaign to share information and resources with the following audiences:

- People living with dementia and older adults who are at risk of dementia
- Family and friend caregivers
- Community organizations (staff, volunteers) and healthcare providers

For more information about the project, visit: <https://bc-cpc.ca/about-us/activities/new-projects/dementia-community-investment-project/>



The content of this toolkit is licensed under a [Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License](https://creativecommons.org/licenses/by-nc-nd/4.0/).

This initiative is supported by funding from the Public Health Agency of Canada. The views expressed herein do not necessarily represent the views of the Public Health Agency of Canada.

Cette initiative bénéficie du soutien de l'Agence de la santé publique du Canada. Les opinions qui y sont exprimées ne représentent pas nécessairement les positions de l'Agence de la santé publique du Canada.





Financial contribution from



Public Health
Agency of Canada

Agence de la santé
publique du Canada

Audience: Older adults and people living with dementia

Blurbs you can use	Complementary graphics
<ul style="list-style-type: none"> • Memory loss doesn't mean you lose control of your health decisions. Advance care planning helps you to Think, Talk, and Plan ahead, so your health-care wishes are known. Check out @BCC4PC resources at bc-cpc.ca/acpresources to learn more. • Did you know? People living with dementia can prepare for their future care and stay involved in decision making, especially when they're supported by the people they trust. Check out @BCC4PC resources at bc-cpc.ca/acpresources to learn more. • Are you a person living with early stages of dementia? Did you know that advance care planning can help you stay involved in health care decisions and get care that's aligned with your wishes? Find everything you need to get started at @BCC4PC website at bc-cpc.ca/acpresources. 	<div data-bbox="824 333 1382 877"> <p>Give a gift to your future self</p>  <p>Think, Talk, and Plan for your future health needs.</p> <p> BC Centre for Palliative Care Learn more at bc-cpc.ca/acpresources</p> </div> <p>[Click here for JPEG image]</p> <div data-bbox="824 961 1382 1507"> <p>Do you have a plan for your future care?</p>  <p>Life can throw curveballs – decisions about your health care shouldn't be one.</p> <p> BC Centre for Palliative Care Learn more at bc-cpc.ca/acpresources</p> </div> <p>[Click here for JPEG image]</p>

Audience: Family and friend caregivers

Blurbs you can use	Complementary graphics
<ul style="list-style-type: none"> • If your friend or family member couldn't make health-care decisions for themselves, would you know how to help them? @BCC4PC guides for family and friends have all the info you need. Visit bc-cpc.ca/acpresources • 1 in 4 British Columbians are providing care or assistance for a friend or family member living with a serious illness. If you're supporting someone with health decisions, @BCC4PC guides for family and friends can help. Visit bc-cpc.ca/acpresources • Being trusted to help a friend or family member with health-care decisions is an important responsibility. @BCC4PC guides for family and friends takes you through what that responsibility means, including when and how you'll be asked to make decisions on their behalf. Visit bc-cpc.ca/acpresources 	 <p data-bbox="841 569 1393 695">Helping to care for a friend or family member sometimes means supporting them with health decisions.</p> <p data-bbox="841 716 1338 762">Do you know how to help?</p> <p data-bbox="841 806 1382 869">  Learn more at bc-cpc.ca/acpresources </p> <p data-bbox="824 926 1149 957">[Click here for JPEG image]</p>  <p data-bbox="841 1234 1393 1413">If your friend or family member couldn't make health-care decisions for themselves, would you know how to help them?</p> <p data-bbox="841 1457 1382 1520">  Learn more at bc-cpc.ca/acpresources </p> <p data-bbox="824 1577 1149 1608">[Click here for JPEG image]</p>

Audience: Community organizations (staff, volunteers) and healthcare providers

Blurbs you can use	Complementary graphics
<ul style="list-style-type: none"> • The BC Centre for Palliative Care recently launched a new online resource hub as a part of a two-year initiative to develop advance care planning programs and resources for older adults, people living with dementia, and their family/friend caregivers. There you'll find public-friendly information and resources to support every step of advance care planning, examples and stories, and guides for substitute decision makers. Visit bc-cpc.ca/acpresources to see everything they have to offer. • How to engage your [patients/clients/community] in advance care planning? @BCC4PC has a comprehensive suite of resources to help them every step of the way -- they are easy to use and at your fingertips. Visit bc-cpc.ca/acpresources • @BCC4PC online resource hub is your one-stop shop for advance care planning in British Columbia. From basic information and conversation starters, to guides about representation agreements and an advance care planning checklist, you'll find it there. Many of the resources are also available in Punjabi, Simplified Chinese and Traditional Chinese. Visit bc-cpc.ca/acpresources 	 <p data-bbox="841 730 1393 800">Your one-stop shop for advance care planning information and resources in British Columbia.</p> <p data-bbox="841 867 1393 930">  BC Centre for Palliative Care Visit bc-cpc.ca/acpresources </p> <p data-bbox="824 968 1149 999">[Click here for JPEG image]</p>  <p data-bbox="841 1325 1393 1430">Looking for public-friendly advance care planning resources to share with your community?</p> <p data-bbox="841 1451 1393 1514">BCCPC's online resource hub has everything you need to help them get started.</p> <p data-bbox="841 1556 1393 1619">  BC Centre for Palliative Care Visit bc-cpc.ca/acpresources </p> <p data-bbox="824 1656 1149 1688">[Click here for JPEG image]</p>