**News Release**

<DATE>

***If not you, who? If not now, when?***

**National Advance Care Planning Day on April 16 asks the big questions**

(< your City or town name>, B.C.) –

If you couldn’t speak for yourself in a medical emergency, who would you trust to know your wishes and speak for you? That’s one of the big questions of this year’s National Advance Care Planning Day campaign on April 16.

In BC, over three-quarters of British Columbians agree that it’s important to talk about what matters most to them about their future health care, but less than half have talked with their family, and fewer still (14%) have had a conversation with a health care provider.

**Advance Care Planning is a process of thinking about your values, beliefs, and wishes for future health and personal care, and sharing them with the people you trust. It can include choosing who would make care decisions for you if you cannot. Advance Care Planning can help you get the care that’s right for you, even if you’re unable to speak for yourself.**

*Did you know?* In circumstances when you can’t speak for yourself, BC Law lists individuals that can make healthcare decisions on your behalf? Whether or not that person knows what you would want, they will still be asked to make important decisions for you. In an advance care plan, you can name the person you trust to make these decisions (called your substitute decision maker).

For Advance Care Planning Day 2025, we are encouraging British Columbians to start thinking about their wishes for their future care, and who would speak for them if they couldn’t speak for themselves. The BC Centre for Palliative Care offers [complete information about advance care planning](http://www.bc-cpc.ca/acp) – including substitute decision makers – as well as tools to create a plan and links to information from around the web. Many of the resources are available in English, Punjabi, Simplified Chinese, Traditional Chinese, and Hindi.

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<insert a paragraph about your organization activities and your mission>.

For more information and resources please contact <Insert your organization contact info>

<attach ACP in BC Fact Sheet>