



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs

Hospice Palliative Care Week 2019

“Busting the Myths” about Hospice Palliative Care

FOR IMMEDIATE RELEASE

(March 7th 2019, Ottawa, Canada) –In the wake of Canada’s evolving Hospice Palliative Care landscape, it is paramount to bust myths that surround Hospice Palliative Care. Hospice Palliative Care week is observed from May 5th – 11th and aims to celebrate and share achievements in the hospice palliative care field, while also providing an opportunity to recognize areas needing improvement.

This year, the Canadian Hospice Palliative Care Association (CHPCA) designed a “Busting the Myths” campaign as a response to the need to educate Canadians including caregivers, physicians, citizens and political leaders around common myths about hospice palliative care. The “Busting the Myths” campaign aims to empower Canadians through education by identifying and clarifying misperceptions about Hospice Palliative Care in Canada.

Sharon Baxter, Executive Director of CHPCA affirms that “people still tend to think that hospice palliative care is offered only for seniors with advanced illness – which is really not the case. In reality, hospice palliative care is provided to people of all ages – from children, teens, to younger, older and senior adults”. Age is not the only topic that is misled by myths. Rather, myths about accessibility, ease of access, illness criteria and cultural misperceptions of Hospice Palliative Care impacts the care that is accessed. These topics, among others, are addressed within the “Busting the Myths” campaign.

For the “Busting the Myths” campaign, CHPCA has created a downloadable poster that debunks 10 popular myths about hospice palliative care as well as a backgrounder and resource list. To continue the conversation online, social media users are invited to test their knowledge to debunk myths by engaging with CHPCA’s Facebook (CanadianHospicePalliativeCare) and Twitter(@CanadianHPCAssn) ‘Debunking Myths Poll’ throughout the week. In addition, Canadians are encouraged to use the hashtag #BustingtheMyths to share myths they’ve encountered.

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Charitable Registration Number/Numéro d’organisme de bienfaisance : 13760 4195 RR0001

Working together to educate one another is a vital step in the pursuit of excellent Hospice Palliative Care in Canada. CHPCA urges Canadians to share the “Busting the Myths” poster whether it’s with a friend or a provincial Minister of Parliament – it is time for us to bust myths permanently.

Hospice Palliative Care Week is coordinated by the Canadian Hospice Palliative Care Association. Funding for National Hospice Palliative Care Week is provided by GlaxoSmithKline, Purdue, Apotex and Innovative Medicines Canada. For more information and downloadable resources for National Hospice Palliative Care Week, please visit www.chpca.net/week.

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The Canadian Hospice Palliative Care Association – the national voice for hospice palliative care in Canada – is dedicated to the pursuit of excellence in care for persons approaching death so that the burdens of suffering, loneliness and grief are lessened. The CHPCA operates in close partnership with provincial hospice palliative care organizations and other national organizations and continues to work to ensure “that all Canadians have access to quality hospice palliative care.”

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