



**Canadian Hospice Palliative Care Association**

**Association canadienne de soins palliatifs**

*Backgrounder*

## **Hospice Palliative Care Week 2020**

May 4<sup>th</sup> – 10<sup>th</sup>, 2020

May 4<sup>th</sup> – 10<sup>th</sup>, 2020 observes the twentieth annual Hospice Palliative Care Week. This national campaign is a time to celebrate and share achievements of Hospice Palliative Care throughout the nation, but it also provides a platform to look at shortcomings and create bridges for these gaps. This year, the Canadian Hospice Palliative Care Association (CHPCA) celebrates its 20<sup>th</sup> annual HPC week campaign by debunking myths that circulate around Hospice Palliative Care in Canada. Given the universality of death, dying, loss and bereavement, Canadians from all walks of life will benefit from breaking myths in order to support accurate health information about Hospice Palliative Care.

Myths create their own dialogue that generates inaccurate health information, forms a culture of reluctance to seek out treatment options and can contribute to more fear when facing a critical illness. Myth themes include age, accessibility, ease of access, illness criteria and cultural perceptions, to list a few. The “Busting the Myths” campaign aims to empower Canadians through education by identifying and clarifying misperceptions about Hospice Palliative Care in Canada.

### **Themes:**

- **Busting the Myths about Hospice Palliative Care**
  - Myths contribute to inaccurate health information about Hospice Palliative Care.
  - Working together to educate one another is a vital step in the pursuit of excellent Hospice Palliative Care.

### **Purpose:**

During Hospice Palliative Care Week we seek to encourage and engage in a public discussion to identify common myths and replace these myths with current and factual information. Through the promotion of resources and tools, online engagement, and in-person interactions the CHPCA will challenge Canadians to begin busting the myths together.

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### What can you do?

1. **Share your stories on social media!** What myth have you heard about Hospice Palliative Care? How do you respond to these myths? Tag CHPCA on Facebook (CanadianHospicePalliativeCare ) and Twitter (@CanadianHPCAssn) and tell us your stories! Don't forget to use the hashtag #BustingtheMyths and #HPCWEEK
2. **Submit articles online to [ehospice](https://ehospice.com/)** (<https://ehospice.com/>)
3. **Download our resources!** Visit [chpca.net/week](http://chpca.net/week) to download printable posters, FAQ sheet and other materials for Hospice Palliative Care Week 2020

### Online Resources:

- Download and share CHPCA's printable poster and FAQ sheet.
- Download CHPCA's Press Release and Backgrounder to familiarize yourself with the goals of Hospice Palliative Care Week 2020

*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 other national organizations and continues to work to ensure that “that all Canadians have access to quality hospice palliative care.”*

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