



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs

Hospice Palliative Care Week 2020

Let's "Bust the Myths" about Hospice Palliative Care

FOR IMMEDIATE RELEASE

(May 4, 2020, Ottawa, ON) – May 4th – 10th, 2020 observes the twentieth annual Hospice Palliative Care Week. It is time to celebrate and share the achievements of Hospice Palliative Care throughout the nation, look at shortcomings and create bridges for these gaps. This year, the Canadian Hospice Palliative Care Association (CHPCA) addresses myths that circulate around Hospice Palliative Care in Canada.

For National Hospice Palliative Care Week 2020, the Canadian Hospice Palliative Care Association (CHPCA) is calling on Canadians to share the "Myths vs Facts" poster whether it's with a friend or a provincial Minister of Parliament – it is time for us to bust myths and learn about hospice palliative care. Working together to educate one another is as a vital step in the pursuit of excellent Hospice Palliative Care in Canada.

Sharon Baxter, Executive Director of CHPCA affirms that "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. It's essential to empower Canadians through education by identifying and clarifying misperceptions about Hospice Palliative Care in Canada".

CHPCA has created a downloadable poster and a FAQ sheet that debunks popular myths and answers some of the frequently asked questions about hospice palliative care in Canada. To continue the conversation online, social media users are invited to test their knowledge by engaging with CHPCA's Facebook (CanadianHospicePalliativeCare) and Twitter (@CanadianHPCAssn) and debunk the myths throughout the week. In addition, Canadians are encouraged to use the hashtag #BustingtheMyths to share facts about hospice palliative care.

Hospice Palliative Care Week is coordinated by CHPCA. Funding for National Hospice Palliative Care Week is provided by GlaxoSmithKline, Purdue, CBI Health Group and Innovative Medicines Canada. For more information and downloadable resources for National Hospice Palliative Care Week, please visit <https://www.chpca.ca/campaigns/national-hospice-palliative-care-week/>

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



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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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**For media inquiries, please contact Aia Raafat, Communications Officer, Canadian Hospice Palliative Care Association at araafat@chpca.net*