

## **Palliative Care: Conversations Matter™ Campaign Provider Toolkit Instructions**

### **Introduction**

This toolkit is designed to help you inform your peers about the *Palliative Care: Conversations Matter™* campaign. The National Institute of Nursing Research (NINR) developed the campaign to increase the use of palliative care for children and teens living with serious illnesses.

The toolkit can be a valuable resource for all health care professionals, and the patients and families they work with.

The contents of this toolkit will help you to:

- Plan a presentation for your peers about the *Palliative Care: Conversations Matter™* campaign.
- Inform your peers about the presentation and invite them to attend.
- Deliver the presentation.
- Follow up on the presentation with additional information.

To begin, follow the toolkit instructions below.

### **How to Use This Toolkit**

The *Palliative Care: Conversations Matter™* campaign was designed to help health care providers inform their patients and patient's families about pediatric palliative care.

- Use the **PowerPoint presentation** (which includes a suggested script) when you present to your peers about the campaign.
- Use the **promotional materials** to inform your peers about the presentation and palliative care in general. These include:
  - Social media tools (Facebook posts, tweets)
  - Newsletter articles
  - Promotion slide
- Share the **educational resources** with your peers. These include:
  - Brochures and fact sheets
  - Web resources
  - Videos
  - Tear-off pad for providers
  - Outreach materials – to promote pediatric palliative care, and help others understand what palliative care is and how it may be able to benefit their family.

## Tips to Increase Attendance and Audience Participation

- **Offer an incentive.** Investigate providing participants with continuing education credit for their attendance or setting up a drawing or giveaway during the presentation, if appropriate. Mention the incentives in your promotional materials.
- **Optimize the timing.** Consider delivering your presentation during a popular gathering time at your facility, such as lunch or dinner. If possible, provide a meal or snacks to participants.
- **Integrate your presentation with a pre-existing meeting.** Is there an opportunity to include your presentation as part of a staff meeting, orientation, or departmental training? If you're speaking at a meeting or conference with peers, consider incorporating elements of this presentation into your talk.
- **Engage your audience.** Review the prompts in the PowerPoint presentation's slide notes. Add your own reminders to ask the audience for questions and feedback throughout your presentation. You could take an informal poll in the room to answer a question or ask your colleagues to share their experiences discussing pediatric palliative care with patients and families.