

## World Hospice and Palliative Care Day 2018 Concept Note

### 2018 世界安宁日主题

#### Palliative Care – Because I Matter

##### 安宁缓和医疗 – 因为我是重要的

- Speaks to the individual experience
- 贴近个人经历
- Ties in with Cicely Saunders' centenary and her iconic quote: 'You matter because you are you and you matter until the end of your life'.
- 迎合安宁缓和医疗发起人西西里·桑德斯医生的百岁诞辰，以及她的安宁缓和医疗核心名言“你是重要的, 因为你就是你。直到你生命的最後一刻, 你仍然是重要的”
- Also contains elements of human rights and justice – If I matter, then why am I not getting the care I need?
- 安宁缓和医疗包含基本的人权与公平要素 – 如果我是重要的，为何我得不到我需要的照护？
- Financial impact of palliative care needs on individuals and households.
- 安宁缓和医疗对于病人及家庭的经济影响

#### Sub-themes 副主题

- I matter as a person (So why am I not getting the care I need?)
- 我是人 – 作为独立的个体，我是重要的（为什么我不能得到我需要的照护？）
- What matters to me? (What do I need to live a dignified and full life?)
- 人生中什么对我来说是重要的？（要过有尊严且圆满的人生，我需要什么？）
- Why does palliative care matter to me?
- 为什么我该重视安宁缓和医疗？

## World Hospice and Palliative Care Day 2018 on Social Media

### 如何获得或分享 2018 年世界安宁日讯息

- Follow @WorldHospiceDay and @WHPCA for updates
- 追踪帐号 @WorldHospiceDay 和 @WHPCA 的最新消息
- Use the official hashtag #BecauseIMatter
- 搜寻或标注官方活动主题标签“#BecauseIMatter”
- Tag Worldwide Hospice Palliative Care Alliance in your Facebook posts!
- 在您的 Facebook 个人或粉丝页贴文中标注或连结「Worldwide Hospice Palliative Care Alliance（世界安宁缓和医疗联盟）」帐号

### World Hospice and Palliative Care Day aims to:

#### 庆祝世界安宁日的目的

- share our collective vision to increase the availability of hospice and palliative care throughout the world by creating opportunities to speak out about the issues

- 通过呼吁世界对安宁缓和医疗课题的讨论，传递我们想要促进在世界各国开展安宁疗护服务的愿景
- **raise awareness and understanding of the needs – medical, social, practical, spiritual – of people living with a life limiting illness and their families**
- 提高大家对患有绝症的病人及他们家人的需求，包括医疗，社会，生活，灵性等层面的认知
- **raise funds to support and develop hospice and palliative care services around the world.**
- 筹募经费开展慈怀疗护、临终关怀和安宁缓和医疗服务，并支援在世界各国现有的服务

During the campaign we will ask people to take specific actions that will improve the public understanding of palliative care, and encourage governments to dedicate time and money to palliative care as part of Universal Health Coverage to improve the quality of life of people living with serious illness and their families.

活动期间，我们期待人人皆能透过具体行动，共同提升社会大众对安宁缓和医疗的认识；也鼓励政府在全民健康覆盖政策中涵括安宁缓和医疗，挹注时间和资金来协助患有绝症的病人及家属，使其得以拥有高品质的生活

This year's theme will have the experience of direct palliative care stakeholders (patients and carers) at the centre. We will invite members of the Palliative Care Voices Facebook group, and other people directly affected by serious illness to advise on key messages, draft and design of the Toolkit and Report, and contribute written or video contributions on the theme: 'Because I Matter', 'What Matters to Me?' and 'Why does palliative care matter to me?'

配合今年主题，我们关注安宁缓和医疗照顾者与被照顾者的经验，因此计划邀请「Palliative Care Voices」Facebook 粉丝页管理团队以及正承受痛苦的末期病人们，共同构思活动关键字及相关资讯懒人包，并以文章或影片探讨「我是人 – 作为独立的个体，我是重要的」、「人生中什么对我来说是重要的？」及「为什么我该重视安宁缓和医疗？」三大副主题

A key aspect of this year's World Hospice and Palliative Care Day campaign will be to call on governments to listen to people who need or access palliative care and support the inclusion of the essential package of palliative care in all national UHC schemes.

今年世界安宁日其中一个倡议重点，则是呼吁各国政府倾听需要安宁缓和医疗的病人心声，在他们的全民健康覆盖政策中纳入安宁缓和医疗服务。

**Educate the public on what palliative care is, according to those who need it.**

教育大众以病人的视角了解什么是安宁缓和医疗服务

- **Direct stakeholders – Why does palliative care matter to me?**
- 需要安宁缓和医疗服务的病人与家属 – 为什么我该重视安宁缓和医疗？
- **Create shareable social media content (animation, videos etc).**
- 制作可透过社群媒体传递分享的素材（如：动画、影片...等）

## ***Cross-cutting values and guiding principles arising from the consultation***

### ***跨领域价值和指导原则汇总***

- Involvement of people directly affected by serious illness in palliative care services and advocacy
- 增进绝症患者获得，并鼓励其参与在宣导活动中
- Link to the Lancet Commission report
- 链接柳叶刀期刊委员会所提出的调查报告
- Partnership and collaboration
- 建立合作的伙伴关系
- Challenging misconceptions
- 直视并解开对安宁缓和医疗的误解

### ***Outputs 产出的要点***

- Messages from Direct Stakeholders 需要安宁缓和医疗服务的病人与家属写的信息
  - Written 文章
  - Photo + quote 照片（函图说）
  - Video 影片
- Toolkit 懒人包
- Key messages 关键信息
- Draft Tweets 微博/Twitter 推文
- Draft letter to governments 像政府投书提供建言
- Social Media graphics 社交媒体网站图片
- Facebook ads 脸书广告
- Animation 动画影片
- Palliative care news and blogs 发布文稿或网络文章
- Press release 媒体报道或新闻

### ***Potential partners 合作对象***

- Direct stakeholders 需要安宁缓和医疗服务的病人与家属写的信息
- Cicely Saunders Institute 西西里桑德斯安宁缓和医疗研究所
- University of Glasgow End of Life Studies Group 格拉斯哥大学临终关怀研究小组
- World Health Organization 世界卫生组织