

LIVE Campaign Toolkit

Overview

It's About How You LIVE campaign materials are available in a comprehensive Toolkit that includes specific strategies, practical tools and resources to implement a successful community engagement campaign. The materials can be used by any healthcare organization, agency or coalition interested in improving access to quality end-of-life care for consumers. The Toolkit is designed to have flexible components that can complement your existing community outreach, marketing and/or educational initiatives.

The Toolkit is organized in eight sections that will guide your organization, agency or coalition to:

- Understand the elements of a successful community engagement campaign
- Plan an event to spark conversations about end-of-life issues
- Prepare an effective presentation to use for any audience
- Develop a marketing plan to help raise awareness of end-of-life issues
- Evaluate activities and results in order to document your success
- Identify funding ideas to sustain campaign efforts
- Locate resources to enhance community outreach initiatives

Each section of the Toolkit contains 'ready-made' tools and resources that can be adapted or customized to include specific information appropriate for your target audience. These are outlined below:

1. A PowerPoint 'buy-in' presentation for your organizational staff, board of directors or coalition members about the *It's About How You LIVE* campaign – located in Section II
2. An event planning guide and checklist to help your organization or coalition plan a successful LIVE community program – located in Section II
3. PowerPoint 'community' presentations that can be customized to include your specific community initiatives and resources-located in Section III.
 - *It's About How You LIVE*
 - Advance Directives and End-of-Life Decisions
 - Communicating End-of-Life Wishes

Understanding Hospice, Palliative Care and End-of-Life Issues

4. Consumer resources to use as supplements for LIVE community programs and events – located in Section III
5. Promotional planning guide and worksheet to coordinate your LIVE campaign promotional efforts – located in Section IV
6. LIVE media tools that include templates for press releases, opinion editorial, and print advertisements – located in Section IV

7. LIVE promotional items to use as give-aways at campaign events – located in Section IV
 8. Evaluation forms to track the outcomes of your LIVE community campaign and document your success – located in Section V
1. Fundraising letters for prospective donors to obtain donations to support your LIVE community campaign and events – located in Section VI
2. Caring Connections resources from NHPKO to support your LIVE campaign activities – located in Section VIII

The Toolkit is available for FREE on a CD-ROM or online at www.caringinfo.org. Your feedback and suggestions would greatly be appreciated as new resources for the Toolkit are continuing to be developed by NHPKO. For more information or assistance using the Toolkit, contact us at 800.658.8898 or caringinfo@nhpco.org.