

## *It's About How You LIVE*

*A National Campaign to Improve  
Care at the End of Life*

Every day citizens, providers and communities are working to improve care at the end of life. In May 2005 the National Hospice and Palliative Care Organization and partner organizations across the country launched a national campaign advocating for improved end-of-life care—*It's About How You LIVE*.

**LIVE** is a national consumer engagement campaign focused on improving access to quality end-of-life care.

**LIVE** recognizes that most people are not aware of the need to think about end-of-life and other related issues.

**LIVE** is a program of the National Hospice and Palliative Care Organization funded by a grant from the Robert Wood Johnson Foundation, Princeton, New Jersey.

*Learn about options*

*Implement a plan*

*Voice your decisions*

*Engage others*

## **Why Join LIVE?**

**LIVE** provides a unified message about the need for improved end-of-life care.

**LIVE** partners receive free outreach, education and advocacy resources, training and technical assistance.

**LIVE** is a flexible engagement campaign, designed to complement or supplement current outreach, marketing or educational initiatives.

**LIVE** is working with community, state and national partners to reach people across the country.

**LIVE** is free!

**Join LIVE - Sign Up Today!**

In this grassroots effort to educate and empower consumers, **LIVE Partners** will receive recognition in LIVE promotional materials and be eligible for Gift Cards from NHPCO's Consumer Marketplace.

Additional partner benefits include:

- ❖ A toolkit of practical, step-by-step resources, such as:
  - Planning guide for the LIVE campaign
  - Calendar of national events and opportunities to implement LIVE campaign
  - "How to" resources on fundraising, starting a coalition, hosting events and more
  - Tools and templates you can modify
    - Advertisements
    - Press releases and Op Ed pieces
    - Bookmarks
    - Posters/flyers
    - PowerPoint presentations
- ❖ E-updates as new resources are developed
- ❖ Rewards program recognizing excellence
- ❖ For more information about the LIVE campaign, LIVE toolkit or rewards program, go to [www.caringinfo.org](http://www.caringinfo.org) under 'community outreach.'

*Yes, I want to make a difference by joining the LIVE campaign as a **LIVE Partner**.*

Organization or Coalition: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone/FAX: \_\_\_\_\_ / \_\_\_\_\_

Email/Website: \_\_\_\_\_ / \_\_\_\_\_

Thank you for making a difference. Please email or fax this form today!

[caringinfo@nhpc.org](mailto:caringinfo@nhpc.org) -- 703-837-1233

Call 800-658-8898 for more information.

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Updated 03-02-2007

