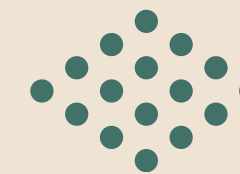




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National Hospice + Palliative Care Month

# Messaging Toolkit

**We See the Whole You >>>>>**



National Hospice +  
Palliative Care Month



# Contents Page

This guide is designed to help you easily participate in Hospice & Palliative Care Month by providing ready-to-use messaging, theme descriptions, and engagement ideas.



[www.nphihealth.org](http://www.nphihealth.org)

**2**

**Messaging & Language Tips**

**5**

**November's Weekly Themes**

**9**

**Join the Conversation on Social Media**

**10**

**Sample Social Media Posts**

**15**

**Visit Our Campaign Hub**

This guide was put together in July and August of 2025 by the communications team at the National Partnership for Healthcare and Hospice Innovation (NPHI). It is based on publicly available information and the subject matter expertise of members from across the NPHI network.

# Introduction

This November, we are proud to introduce this year's National Hospice & Palliative Care Month theme:

**“We See the Whole You.”**

Hospice and palliative care are about more than addressing medical needs. They recognize and honor the whole person. Each patient brings a unique story shaped by experiences, values, and hopes.

“We See the Whole You” is a reminder that this care approach respects the person's story, values, and needs.







# Messaging Goals



Educate the public about what hospice and palliative care really are.



Celebrate care teams and caregivers for their compassion & share uplifting stories about patients.



Invite public reflection, participation, and storytelling around hospice & palliative care.



Shift the narrative: hospice is about living well, not just dying.



Use positive and uplifting imagery and plain English that can be understood at the grade 6 reading level.





# Sample language you can use

Use phrases like these to talk about hospice and palliative care in a way that is clear, caring, and easy to understand.



**"We care for the whole person not just the illness."**



**"Hospice and palliative care help people live with comfort and respect."**



**"Our care team understands each individual. We understand your journey. We see the whole you."**



**"Every moment counts. We help make each one as comfortable and meaningful as we can."**



**"We care about you and the things that matter most to you."**



# How to Participate

Whether you're a provider, a communications staff member, or an individual advocate... **your voice matters.** Here are ways to engage throughout November:

## Use the Hashtags

#WeSeeTheWholeYou | #HospiceMonth |  
#ThisIsHospice | #PalliativeCare

## Share Weekly Content

Participate in our November weekly themes and ideas (detailed in this toolkit)

## Tell a Story

Highlight a patient, caregiver, friend, or staff story (with permission) that shows the value of whole-person care

## Educate your Audience

Share facts, clarify misconceptions, or post explainer graphics

## Engage Locally

Promote any events, fundraisers, webinars, or campaigns in your community





# “This is Hospice/Palliative Care”

Educate the public, dispel myths, and clearly define what hospice and palliative care really are — not just what people assume they are.

Week 1

## How to Participate

- Share a short video, reel, or carousel explaining what hospice or palliative care really is, using clear, simple language.
- Post a “*What people think vs. what it really is*” graphic to bust common myths.
- Highlight team members on social media and show how they help care for the whole person — not just a person’s illness.
- Share a patient or caregiver story (with permission) that shows how care is guided by the person’s values and wishes. What did you do to make them feel extra special?

## Theme Overview

This week focuses on what hospice and palliative care really mean. These services go beyond death and dying, helping people make the most of their final days while supporting the whole person—body, mind, and spirit. Use this week to replace misconceptions, showcase your team’s work, and highlight the people and values behind the care.

Week 2

# “Beyond the Diagnosis”

Highlight personal stories that show hospice and palliative care are about living well, not just preparing for the end.

## Theme Overview

This week focuses on the people and moments that define hospice and palliative care. It’s about showing life beyond the diagnosis: the laughter, the relationships, and the milestones. By sharing stories of patients, caregivers, and care teams, you can help your community understand that *We See the Whole You* means seeing the full, rich life a person leads, not just their medical condition.

## How to Participate

- > **Share a patient or caregiver testimonial** (with permission) that shows how hospice or palliative care improved quality of life for them or their loved one.
- > **Post a “behind-the-scenes” look** at a moment of connection between your care team and a patient or family.
- > **Highlight a milestone or meaningful event** made possible through your care (e.g., celebrating a birthday, attending a family gathering, veteran pinning ceremony).
- > **Use a short video or photo series** to show that hospice and palliative care are about living fully, comfortably, and with purpose.



# “The Power of Care”

Show how whole-person care changes lives by highlighting meaningful moments, outcomes, and the impact your care has on communities.

Week 3

## How to Participate

- Share a story and photo (with permission) about how hospice or palliative care made a meaningful difference for a patient or family.
- Celebrate community impact – Feature how your hospice or palliative care team contributes to the wider community, such as volunteer programs, partnerships, or educational efforts that help families and caregivers.
- Post a photo or short video capturing a special moment made possible by your team’s care.
- Feature a quote from a patient or family member about how your care shaped their journey.

## Theme Overview



This week is about showing the real impact of compassionate, patient-centered care. Share examples of how your care has brought comfort, dignity, and memorable moments to patients and their loved ones. Reinforce that *We See the Whole You* means focusing on the person’s quality of life and honoring what matters most to them.



Week 4

# “Why We Do This Work”

Celebrate the *people* who deliver excellent care each day by highlighting accomplishments and the how they go “above and beyond”

## Theme Overview



This week is about sharing the “why” behind the work. Highlight the moments, relationships, and successes that inspire your teams every day. Show that *We See the Whole You* also means staff/caregivers are deeply shaped and motivated by the people they serve.



## How to Participate

- > **Staff Spotlight** – feature a nurse, social worker, volunteer, or team member. Share what they do, why they love their work, and how they make a difference.
- > **Day in the Life** – give a behind-the-scenes look at your team in action, from care planning and symptom management to emotional support and family guidance.
- > **Team Milestones** – celebrate accomplishments like years of service, certifications, or special training that enhance the quality of care your team provides.
- > **Why We Care** – share short quotes from staff about why they chose to work in hospice or palliative care, or a memorable moment when they felt their work truly mattered.



# Join the Conversation on Social Media

This year's theme — ***We See the Whole You***, is your opportunity to show how your care goes beyond medical charts and diagnoses. Use your platforms to share stories, reflections, and insights that speak to the human side of care.

## Hashtags

**#WeSeeTheWholeYou**

#HospiceAwareness | #HospiceMonth  
#Hospice | #HospiceWorks  
#PalliativeCare | #ThisIsHospice

## Social Media Platforms

You can reshare our posts & tag us!



**@NPHIHealth**

## NPHI URL

For caregiver resources & useful info:  
**[www.nphihealth.org/resources](http://www.nphihealth.org/resources)**





# General Kickoff Posts

Copy these messages to announce the 2025 theme. You can adapt these for any channel.

## Post 1 – Theme Announcement



It's National Hospice & Palliative Care Month and this year our theme is “We See the Whole You.” Hospice and palliative care is about you, your story, and your family. Join us this month in celebrating care that sees the whole person.

**#WeSeeTheWholeYou**

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## Post 2 – Invitation to Participate



Celebrate National Hospice & Palliative Care Month with us! This November, we're sharing more about care that sees every part of you — your story, your family, your life.

Follow along and share your experiences.

**#WeSeeTheWholeYou**

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## Post 3 – Focus on the Individual



Join us in celebrating National Hospice & Palliative Care Month all November long! We'll share more about the special kind of care we provide, because it's not just about medicine. It's about listening, connection, support, and seeing all of who you are. **#WeSeeTheWholeYou**





# Sample Hospice Posts

You can adapt these for any channel

## Post 1 – Hospice Isn’t About Giving Up

Hospice isn’t about giving up.

It’s about care that puts comfort, clarity, and quality of life first.

Hospice helps people and families feel supported during one of life’s hardest times.

It’s not less care, it’s the right care.

#WeSeeTheWholeYou

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## Post 2 – Hospice Isn’t a Place

Hospice is not a place, it’s a way of caring. It can happen at home, in a care center, or anywhere a patient calls home.

Hospice care is about comfort, dignity, and respecting your wishes. Most importantly, it meets you where you are.

#WeSeeTheWholeYou

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## Post 2 – Hospice is About Living Your Way

Hospice care helps you live on your own terms, even at the end of life. It’s about comfort, choice, and time with the people you love. It’s about living fully, with a team that sees the whole you. Most people say, “I wish we’d called sooner.”

#WeSeeTheWholeYou



# Sample Palliative Care Posts

You can adapt these for any channel



## Post 1 – Palliative Care Can Start Early

Palliative care can start long before the end of life. It helps with pain, stress, and worry. It supports people and families who are facing a serious illness. It is about living better, with care that sees the whole picture.

#WeSeeTheWholeYou

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## Post 2 – An Extra Layer of Support

Palliative care works alongside your regular treatment to give you more comfort and support. It helps you manage symptoms, understand your options, and focus on what matters most in daily life. It's care designed to fit your needs.

#WeSeeTheWholeYou

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## Post 3 – Care for You and Your Family

Palliative care isn't just for patients; it's for the people who love and care for them, too. It offers guidance, resources, and emotional support so no one faces a serious illness alone.

#WeSeeTheWholeYou





# Weekly Theme Kickoff Posts

You can adapt these for any channel



## Week 1 – “This is Hospice/Palliative Care”

This week, we’re kicking off Hospice + Palliative Care Month by taking a closer look at what these services really do. A lot of people think hospice is only for someone’s last days, or that palliative care is only for end-of-life. The truth is, both focus on comfort, quality of life, and caring for the whole person and people often benefit more when these services are started earlier, not just at the very end.

**#WeSeeTheWholeYou**

## Week 3 – “The Power of Care”

Care can truly change lives. This week, we are focusing on how whole-person care brings comfort, dignity, and meaningful moments to patients and their families. Throughout the week, we’ll share stories that show the real impact our care can have.

**#WeSeeTheWholeYou**

## Week 2 – “Beyond the Diagnosis”

This week’s theme, “Beyond the Diagnosis” celebrates the people we care for, their lives, stories, and the moments that matter most. Hospice and palliative care aren’t just about sickness; they’re about helping people live well and with dignity. Follow along as we share posts all week that show the true impact of compassionate care.

**#WeSeeTheWholeYou**

## Week 4 – “Why We Do This Work”

As Hospice + Palliative Care Month comes to a close, this last week we’re focusing on why we do this work. We’ll celebrate the dedication of our teams, the moments that inspire us, and the patients and families who touch our lives.

**#WeSeeTheWholeYou**



# Extra Sample Messages

You can adapt these for any channel



## Post 1 – Each Individual is Unique

Each person's journey is different, and so is their care. We make sure our care meets more than physical needs, including emotional, cultural, and spiritual needs. That's what whole-person care looks like.

#WeSeeTheWholeYou

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## Post 2 – Care Team Appreciation

Every patient has a care team that shows respect and kindness. They do more than give medical care, they listen, understand, and care for the whole person. This month, we want to thank them and give a big shoutout for all the amazing work they do every day.

#WeSeeTheWholeYou

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Remember, you can adapt any of these messages. They're written in plain English at a grade 6 reading level so everyone can understand them. It can be tempting to make them sound fancier, but keeping it simple works best for the public.

# Visit Our Campaign Hub!

## Need Help?

For questions or support with materials, contact:

 [media@nphihealth.org](mailto:media@nphihealth.org)



[www.nphihealth.org](http://www.nphihealth.org)

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**Download all the materials and explore different ideas of ways to get involved this month.**

**Click Here**