

## Key Messages for Campaign Communications

Please find below some of the key messaging that Compassionate Sheffield will be using to promote the Advance Care Planning campaign publicly and among health and care professionals.

Please feel free to use and edit these messages to suit your organisation's needs, in order to promote the campaign and raise awareness of it.

For more campaign context, please see our FAQs [here](#).

You can access the campaign posters, and more resources such as template Accurx patient SMS messages, guidance for reception teams and clinicians and more via <https://www.compassionate-sheffield.co.uk/advanced-care-plan/professionals>

If you have any questions or need guidance and support, please do not hesitate to contact us at Compassionate Sheffield: [compassionatesheffield@gmail.com](mailto:compassionatesheffield@gmail.com)

### Health and Social Care Newsletter Copy:

*"It's never too early to think about the type of care you might want at the end of your life".*

Advance Care Planning is an effective tool for developing and sharing person centred plans with health services. This helps to ensure a person's values and choices are central to their end of life care.

Compassionate Sheffield, in partnership with the NHS have launched a campaign, to encourage people, professionals and communities to engage in and promote Advance Care Planning.

[The campaign webpage](#) contains carefully curated resources and guidance to empower people to have conversations about their end of life choices with loved ones and health professionals.

One of the resources is a video co-produced with people from Sheffield's Yemini, Pakistani and Roma communities, available in multiple languages. For more info about Advance Care Planning and to watch the video, please visit <https://www.compassionate-sheffield.co.uk/advanced-care-plan>

### Social Media Content:

1. "It's never too early to think about the type of care you might want at the end of your life". Good care starts with a conversation. Find out why we're encouraging people to talk about what matters most to them for their end of life care, by watching this video <https://www.compassionate-sheffield.co.uk/advanced-care-plan>

2. It can be hard to talk about dying. But we all want the best for our loved ones. Good care starts with a conversation. That's why we're sharing resources to encourage more people to have these important conversations with their loved ones, friends, faith leaders, communities and the NHS. <https://www.compassionate-sheffield.co.uk/advanced-care-plan>

3. Do your loved ones know what you'd want at the end of your life? Who would you want around? Where would you want to be? What would your funeral look like? Starting these tender conversations can feel difficult. That's why we've compassionately curated advice and guidance for having important conversations with your loved ones about their end of life care choices. Advance Care planning can help ensure your choices are known to health and social care teams. It's never too early to start talking <https://www.compassionate-sheffield.co.uk/advanced-care-plan>

4. If you became unwell, with a life limiting illness, who would know your end of life choices? What matters most to you? Where would you want to die? These aren't always easy conversations to have, but they are important. That's why we've collaborated with some local communities to co-produce a video and compassionately curate guidance about having these important conversations. Good care starts with a conversation <https://www.compassionate-sheffield.co.uk/advanced-care-plan>

5. Advance Care Planning is all about planning ahead for the type of care you'd like at the end of your life. It's important that your choices and preferences are known to care services, so they can help provide the care that's right for you. Good care starts with a conversation, and it's never too early to think about your end of life choices. Find out more and access guidance for Advance Care Planning here <https://www.compassionate-sheffield.co.uk/advanced-care-plan>

6. Everyone is different and has different wishes for their life, so it's important that you feel comfortable and fully involved in your end of life plans. Advance Care Plans are flexible and can change over time. Good care starts with a conversation. Find out more about Advance Care Planning here <https://www.compassionate-sheffield.co.uk/advanced-care-plan>

### Sharing the Campaign:

There are many ways that this campaign, the video and resources can be shared among different groups, to encourage and empower important conversations about end of life care, whether that's through newsletters, social media, or simply via WhatsApp groups.

The public campaign landing page is: <https://www.compassionate-sheffield.co.uk/advanced-care-plan>

The video is available in multiple languages; links to each can be shared via Compassionate Sheffield's YouTube page <https://www.youtube.com/channel/UC0B95s5EeZg0NJtr4dhpimg>

**Alternatively, please do support the campaign simply by sharing and interacting with Compassionate Sheffield's campaign posts on your social media platforms, via:**

**Facebook:** <https://www.facebook.com/compassionatesheff>

**X/Twitter:** <https://twitter.com/CompassionSheff>

**Instagram:** <https://www.instagram.com/compassionatesheffield/>

Thank you for supporting this important campaign.