



Implementing Partnering for Children In Your Community

The Partnering for Children (PFC) campaign can help your organization or coalition enhance your outreach and education efforts by providing resources to:

- Increase awareness of the specialty of pediatric palliative care and hospice;
- Promote your current pediatric palliative care and hospice services;
- Determine the need for specialized pediatric palliative care and hospice services;
- Generate community interest in starting a pediatric palliative care and hospice program; and
- Raise funds for pediatric initiatives

Before beginning to implement the PFC campaign, please review all the sections in the Outreach Guide so that you are familiar with the strategies, tools, and resources available to your organization, agency, or coalition — there is no need to reinvent the wheel!

A key feature of the campaign materials is that you can adapt the presentations, promotional items, and other resources to include your specific information for your target audiences. We recommend that you customize the Partnering for Children resources for any activity you implement and use them to supplement your current community outreach, marketing or educational initiatives. *Our goal is to enhance your existing efforts — not to replace them!*

What follows are some tips to implement the Partnering for Children campaign in your community.

- ✓ **Present the Partnering for Children campaign to your staff**, board of directors, or coalition members to get everyone involved with implementing the campaign in your community. Adapt and use the PowerPoint located in the Appendix and make sure you personalize it to include specific information about your programs, services, and resources.
- ✓ **Determine your goals:** Based on your organization's mission, determine the goals for implementing the Partnering for Children campaign. Your goals will shape the approaches you take in your outreach efforts.
- ✓ **Identify your target audience/s:** To focus your outreach and education efforts, decide on the target audience/s you want to reach. Your audience may include one or all from the list below:
 - General public
 - Parents with children who are seriously ill
 - Healthcare providers
 - Media
 - Funders
 - And others
- ✓ **Get to know your audience:** It's always helpful to talk to those in the community you want to serve or with whom you want to collaborate. See also, "Assessing Your Audience."
- ✓ **Partner with other organizations:** Building a partnership or coalition of organizations and providers is a win-win. It will help establish credibility for your work and will extend your

reach. Partners can provide you with entrée to new audiences, promote your resources, and contribute their expertise to your programs. For more information about coalition building, go to www.PartneringforChildren.org. (Under “Campaign Partners”).

- ✓ **Develop a list of community resources to distribute:** This is a great way to get to know all of the services that are available for families and to build relationships with those organizations and providers.
- ✓ **Use PFC resources:** Complement or supplement existing outreach and/or educational materials. Check out all of the resources available on www.PartneringforChildren.org.
- ✓ **Capitalize on existing opportunities:** There are ways to capitalize on other existing opportunities to bolster your outreach activities. Call your partners and see if they have activities related to pediatric issues and where you could weave in the PFC campaign.
- ✓ **Host a community forum:** Invite organizations and providers to discuss how you can work more collaboratively to support children and families and promote the Partnering for Children campaign together.
- ✓ **Go to naturally occurring communities:** Seek out civic organizations, workplace settings, faith communities, family support groups, neighborhood associations, and school programs. Use the PFC PowerPoint template, DVD with personal message with Melissa Gilbert and Don Schumacher, plus other materials located in the Appendix, on the Partnering for Children website and your organization’s handouts.
- ✓ **Partner with your community:** Work with your library, local hospitals, and recreation centers to set up a display highlighting books and materials about how to support children with life-threatening conditions and their families. Use PFC display materials and have handouts available about your services, programs, and resources.
- ✓ **Provide a link:** Link from your organizational or coalition Web site to www.PartneringforChildren.org. This is a national Web site anyone can access for information and resources to support families and care providers.
- ✓ **Partner with local retail businesses:** Work with them to feature the PFC campaign and related materials. Set up a PFC campaign display using PFC materials and handouts together with information about your services, programs, and resources.
- ✓ **Reach out to pediatric specialists:** Coordinate activities with oncologists, hematologists, neurologists, cardiologists, neonatologists, and pulmonologists, as well as community and hospital-based pediatricians.
- ✓ **Pitch an Op-Ed or related story:** Approach your local newspaper, encouraging them to cover the PFC campaign. See the PFC Op-Ed and story ideas located in the Appendix.
- ✓ **Send out a press release:** Announce your involvement in PFC campaign activities and/or events to your local media. See the press release template located in the Appendix.
- ✓ **Consider running print advertisements:** Work with community newspapers or organizations with newsletters to create and print PFC advertisements as public service announcements.
- ✓ **Offer to provide a guest-speaker:** Position yourself or your organization’s leadership as the expert in the field of palliative care and hospice to health-related radio or TV programs. If invited to be a guest speaker, use talking points from the PFC PowerPoint presentation as a guide.

These are just a few suggestions to help you get started in launching the Partnering for Children campaign in your community. As you begin your planning process, you will come up with even more ideas. We would appreciate learning about any additional creative ideas and suggestions that are successful in your community so we can continue to add to this list and share with other Partnering for Children campaign partners. Please send your thoughts and/or ideas to: info@PartneringforChildren.org.