



## Partnering for Children Campaign Overview

### About Partnering for Children

Partnering for Children is a national awareness campaign to help get the word out about compassionate, family-centered healthcare for children with life-threatening conditions. The campaign is reaching out to parents, healthcare professionals, the media, and funders about the benefits of palliative care and hospice.

### Who We Are

Partnering for Children is a collaborative effort between the Children's Hospice and Palliative Care Coalition, the National Hospice and Palliative Care Organization, the National Hospice Foundation — *and you*.

The campaign's national spokesperson is director, actor, producer, and activist Melissa Gilbert, a passionate advocate for children who currently serves as board president of the Children's Hospice and Palliative Care Coalition.

### What We Are Doing

Every day families are faced with the heart-breaking news that their child has a serious, life-threatening condition. Many do not have access to the pain and symptom management, emotional, social and spiritual support offered by palliative care and hospice.

To advocate for the highest quality of healthcare that children and families deserve, Partnering for Children is:

- **Increasing awareness** about the benefits of palliative care and hospice among healthcare providers and the general public.
- **Rallying healthcare providers**, policy makers and other key stakeholders to increase access to palliative care and hospice for children.
- **Mobilizing parents**, pediatric healthcare providers and communities to initiate community-based care and support systems.
- **Raising funds** for national pediatric palliative care and hospice initiatives.

## How the Partnership Works

Partnering for Children is focused on engaging partners in an effort to improve healthcare for children with life-threatening conditions and increase support for their families.

Activities include:

- **Community Engagement**  
Free outreach materials and engagement strategies to engage parents and healthcare providers in efforts to raise awareness about pediatric palliative care and hospice.
- **Resources for Parents, Siblings and Caregivers**  
Free online information for families and caregivers to provide support and to help them find the services they need.
- **Virtual Resource Library**  
An online catalog of educational resources that palliative care and hospice providers can use to create or enhance their care delivery to seriously-ill children and their families.
- **National Media Campaign**  
Communication tools to engage members of the media, publicize outreach activities, raise funds and gain credibility.

## WHAT YOU CAN DO:

Use the resources located at [www.partneringforchildren.org](http://www.partneringforchildren.org) where you can:

- **Sign up your organization** to join the campaign.
- **Implement the Partnering For Children campaign** with the strategies and tools located in the Outreach Guide.
- **Spread the word** about the campaign, invite other organizations to join and distribute free information in your community.
- **Donate to the campaign** to help us continue to promote the need for compassionate care for children with life-threatening conditions.
- **Order an inspirational bracelet** to show your support.

*It's time for each of us to recognize that we can make a profound and lasting difference by joining together to bring comfort and hope to children and families when they need it most.*