Hats On for Children’s Palliative Care
DIGITAL TOOLKIT 2023

Raising awareness of children’s palliative care, one hat at a time!

icpcn
#hatson4cpc

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Lets get started >>>
The International Children’s Palliative Care Network (ICPCN) is delighted to announce the 2023 Hats On for Children’s Palliative Care (CPC) campaign this October. This campaign has been running for 10 years and whilst we have seen progress in the development of children’s palliative care, there is still a long way to go if we are to achieve the best care and support for every child with a life-limiting illness in the world.

The Hats On for CPC campaign began in 2014 and falls on the second Friday in October. This year, the #HatsOn4CPC campaign will be on the 13th of October. This campaign aims to give voice to the 21 million children and young people who need palliative care.

Wear your Hat to raise awareness of the global need for children’s palliative care. Let’s flood social media with photos of us wearing our hats and holding up banners with our calls to action at home, at work, in school, or even on the street, using the hashtag #HatsOn4CPC.
The handful of services that exist in low income settings are underfunded and inadequate to meet the overwhelming need. As a result, millions of children have a poor quality of life and suffer from physical, emotional, psychological and spiritual pain and other distressing symptoms which could be significantly improved with quality palliative care services.

**Here’s how to get involved**

**STEP 1**
Wear a hat to work, college or school on **Friday 13th October 2023**.

**STEP 2**
Use the #HatsOn4CPC resources to produce eye catching materials e.g., with key facts and statistics about children’s palliative care.

**STEP 3**
Take a photo of yourself in the hat and post it to social media. Tag us @ICPCN on all social media platforms and use #HatsOn4CPC #HatsOn4CPC10

**STEP 4**
Make sure if you are organising an event, you register it on our map of #HatsOn4CPC events.
Things you can do to mark 10 years of #HatsOn4CPC

1. You could get your friends, family or colleagues together and take pictures in groups of 10 in reference to the 10th anniversary.

2. Donate at least £10 to ICPCN or a paediatric palliative care organisation or charity of your choice.

3. Write to policy makers in your country to highlight 10 things that need to be addressed to improve children’s palliative care.

4. Be creative with the Number 10 in mind and do something good, symbolic, creative and fun #HatsOn4CPC10

5. Encourage 10 organisations or groups in your community to support your organisation by wearing a hat on Friday 13th October and sharing their pictures with a call to action and/or holding a #HatsOn4CPC event to raise funds for your organisation.

If you would like to make a donation to ICPCN please click here: DONATE
Primary campaign hashtag: #HatsOn4CPC and #HatsOn4CPC10

Secondary hashtags: ##ChildrensPalliativeCare, #UHC #PaediatricPalliativeCare, #Paediatrics

SUGGESTED MESSAGES:

Please feel free to personalise the messages below for your own voice, channels and followers. To boost engagement, include a visual from our resources, and tag friends, colleagues and partner organisations.

Remember, X only allows you to have 280 characters so adapt these messages for whatever platform you are using. Some will work better for Facebook and others for Twitter.

Kindly follow and tag ICPCN on social media. You can find us on Facebook, X, Instagram and LinkedIn

#1 Today we celebrate 10 years of raising awareness and advocating for children’s palliative care. Put on a hat and let’s celebrate. #HatsOn4CPC10 #HatsOn4CPC

#2 21 million children have a life-limiting illness and suffer from pain, which could be controlled with palliative care. We take a stand to demand better services for children. #HatsOn4CPC #UHC

#3 We have signed up for hatson4cpc to speak up and represent the voices of children and young people all over the world who continue to suffer from unnecessary pain. Children’s voices matter. #ChildrensPalliativeCare #UHC #PaediatricPalliativeCare #Paediatrics

#4 10 Years of advocacy in children’s palliative care. Every step, voice and achievement counts. Together we can share our voices to do more. #HatsOn4CPC #HatsOn4CPC10 #ChildrensPalliativeCare
#5 Today is ‘Hats on for children’s palliative care’ the international day to raise awareness of the compassionate work of children’s hospice and palliative care services worldwide. #HatsOn4CPC #ChildrensPalliativeCare

#6 Today I’m wearing my hat in honour of the teams of compassionate people around the globe providing children’s palliative care, all wearing different, and sometimes many hats! #HatsOn4CPC #ChildrensPalliativeCare

#7 You’re never fully dressed without...A HAT! I’m wearing my hat today in honour of the millions of very sick children around the world who need palliative care. #HatsOn4CPC

#8 Marking a decade of raising awareness for children around the world who need CPC. Let’s make our voices heard and wear our hats with the purpose of sending a message on behalf of all children around the world. #HatsOn4CPC10 #UHC

#9 One hat at a time! Show you care and wear a hat for children’s palliative care. You can also donate any amount @ICPCN #HatsOn4CPC

#10 Hats off to the healthcare heroes providing quality children’s palliative care across the globe! #HatsOn4CPC

Accounts to tag:
Facebook: @ICPCN
X: @icpcn
Instagram: @icpcn
LinkedIn: @International Children’s Palliative Care Network (ICPCN)

Don’t forget to tag accounts that are relevant to your organisation or location eg minister for health or local radio station

Download templates:
Click on each of the templates below to download
- Media release template
- How to make a short film tip sheet
- Fundraising hints and tips sheet
- Government template letter
- Poster template

If you would like to make a donation to ICPCN please click here: DONATE

Hats On for Children’s Palliative Care
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Shareable Graphics

Please see the examples of graphics below for each social media platform.
You can download all here.

Facebook & Twitter

Please see the examples of graphics below for each social media platform.
You can download all here.

DONATE
If you would like to make a donation to ICPCN please click here:
Hats On for Children’s Palliative Care

10 YEARS of raising awareness of children’s palliative care

Hats On for Children’s Palliative Care

10 YEARS of advocating for children’s palliative care through

Put on your favourite hat and give us your 100% smile

Show you care... ...and wear a hat for children’s palliative care.

You can donate to ICPCN or your local hospice

Celebrating 10 YEARS of #hatson4cpc

If you would like to make a donation to ICPCN please click here:

DONATE
Hats On for Children’s Palliative Care
DIGITAL TOOLKIT 2023

Campaign Graphics

LOGO

ICPCN
#hatson4cpc

EVENT FLYER/POSTER

Available as an editable Word Document

Type

Quicksand Bold
Gotham Rounded Bold
Arial

Colour

Primary Colours

CMYK: Cyan 32, Magenta 0, Yellow 12, black 0
RGB: Red 235, Green 157, Blue 59
#aadde1

CMYK: Cyan 1, Magenta 10, Yellow 67, Black 0
RGB: Red 129, Green 207, Blue 211
#f6d771

CMYK: Cyan 3, Magenta 98, Yellow 80, Black 0
RGB: Red 128, Green 141, Blue 42
#e6233c

CMYK: Cyan 0, Magenta 48, yellow 93, Black 0
RGB: Red 248, Green 141, Blue 42
#f88d2a

CMYK: Cyan 51, Magenta 6, yellow 100, Black 0
RGB: Red 140, Green 187, Blue 21,
#bcb115

CMYK: Cyan 90, Magenta 35, yellow 93, Black 30
RGB: Red 0, Green 98, Blue 56,
#006238

Download

TWIBBON

Square Round

Download

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DONATE

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