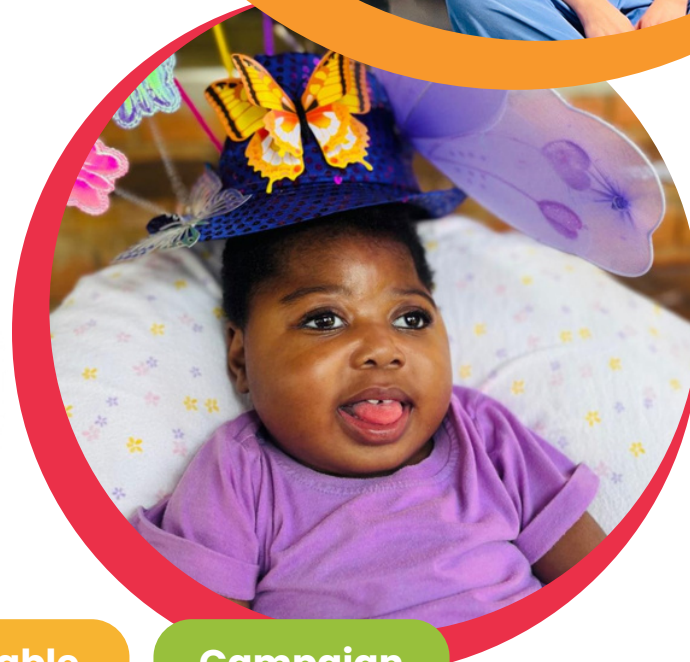


Hats On for Children's Palliative Care

DIGITAL
TOOLKIT

2026



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



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Primary Hashtag:

#HatsOn4CPC

Secondary
Hashtags:

#HatsOn4CPC26

#CloseTheGap

#MilesForMillions

The International Children's Palliative Care Network (ICPCN) is delighted to announce the 2026 Hats On for Children's Palliative Care campaign this October. Our #HatsOn4CPC campaign aims to raise awareness about children living with palliative care needs. Many people participate in the campaign, but have you ever stopped to wonder why you wear a hat every second Friday of October?

We all wear different hats when caring for children living with life-threatening or life-limiting conditions. #HatsOn4CPC is more than just wearing a hat – it's a symbol of solidarity for the many parents, siblings, health and social care professionals who wear different 'hats' every day as they navigate the complex challenges of caring for a child with a life-limiting condition. This year we invite you to "wear a hat to close the gap" - for the 21 million children and their families who need palliative care.



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Download the
#CloseTheGap
Toolkit
and
Policy Briefs



CLOSE THE GAP
PALLIATIVE CARE FOR CHILDREN,
EVERYWHERE

Close the Gap: Palliative Care for Children Everywhere

Millions of children around the world continue to experience preventable pain and suffering because they lack access to palliative care and essential health services. A global coalition of organisations, led by ICPCN, is calling for urgent, coordinated action to ensure equitable access to CPC for all children, everywhere.

Every day, we wear different hats to care for and protect seriously ill children—as parents, nurses, doctors, teachers and advocates. As we look toward critical milestones for 2026 and beyond, this year we ask you: “What hat will you wear to close the gap?”

Join the movement this second Friday in October. Wear your hat, share your story, and help us raise awareness for equitable care for every child, everywhere.

#HatsOn4CPC #CloseTheGap



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icpcn
#hatson4cpc

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Key messages

- Wear a hat to show your support for the world's 21 million children who need palliative care
- Let's celebrate the amazing professionals who work in children's palliative care
- Every hat tells a story. Every child deserves access to palliative care

Children's palliative care services, especially in low and middle income countries, 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, and physiological pain and other distressing symptoms. This HatsOn4CPC day, let's unite to raise awareness and advocate for these children to have the care and support they need.



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Why get involved?

1. **Corporate Social Responsibility:** #HatsOn4CPC can demonstrate your organisation's commitment to making a difference for children who need palliative care around the world.
2. **Employee Engagement:** Taking part in #HatsOn4CPC and raising funds can engage employees, build team spirit and boost employee morale.
3. **Global Impact:** With over 21 million children worldwide in need of palliative care, your support of #HatsOn4CPC will make a significant difference in their lives.
4. **Match Giving:** Your employees' fundraising efforts can be amplified by matching their donations.
5. **Making a Difference:** The funds raised through #HatsOn4CPC can either support services locally or can be donated to ICPCN. Funds donated to ICPCN will directly support ICPCN's important work aimed at improving the quality of life for children around the world.



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

DONATE ❤️

Primary Hashtag:
#HatsOn4CPC

Secondary Hashtags:
#HatsOn4CPC25
#CloseTheGap
#MilesForMillions

Don't forget to register your event on [our map!](#)

Things you could do for Hats On

Which hat will you wear on **09 October**? Some of us are parents, some are professional caregivers, some of us will just want to show compassion in our local community. You can take part by:

1. Holding an event to honour these children and those who care for them every day – sharing your pictures and using the Hashtag **#HatsOn4CPC**
2. Making a donation to help improve palliative care for the world's children either to a local CPC facility of your choice or to the ICPCN as the international charity providing one voice for CPC
3. Endorse our **#CloseTheGap** campaign whilst wearing your hat and joining the cause.
4. Wear Your Hat & Share Your Story: whether as a family navigating care or as a healthcare professional. Every voice helps close the gap by raising awareness for equitable, compassionate care for every child, everywhere.
5. Join **#HatsOn4CPC** and make every mile count by taking part in **#MilesForMillions**.





Primary Hashtag:

#HatsOn4CPC

Secondary Hashtags:

#HatsOn4CPC26

#CloseTheGap

#MilesForMillions

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Don't forget
to register your
event on
our map!

Using Our Messages:

Please feel free to personalise the following messages 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 and Bluesky only allow you to have 280–300 characters, so adapt these messages for whatever platform you are using. Some will work better for Facebook and others for X and Bluesky.

Kindly follow and tag ICPCN on social media.

You can find us on [Facebook](#), [X](#), [Bluesky](#), [Instagram](#) and [LinkedIn](#)



If you would like to
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here:

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General Messages

- #1** You're never fully dressed without... A HAT! I'm wearing my hat today in honour of the millions of seriously ill children around the world who need palliative care.
- #2** One hat at a time! Show you care - wear a hat and make a donation to ICPCN to help us improve the lives of children around the world who need palliative care **#HatsOn4CPC**
- #3** Wear a hat to show your support for the world's 21 million children who need palliative care
- #4** Let's celebrate the amazing professionals who work in children's palliative care
- #5** The many hats of care deserve recognition and support
- #6** Every hat tells a story
- #7** Wear a hat today and join our call to close the gap for children's palliative care. **#ClosetheGap**
- #8** Wear your hat, share your story, and help us raise awareness for equitable care for every child, everywhere. **#HatsOn4CPC #ClosetheGap**
- #9** Join **#HatsOn4CPC** and make every mile count by taking part in **#MilesforMillions**.
- #10** Wear your hat whilst turning miles into action! **#MilesforMillions**.

(Coming Soon - new data to share from our 2025 mapping)





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transform lives:

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Examples of graphics for social media platforms :



Post Copy

Join Hats On for Children's Palliative Care and help us to close the gap!

www.icpcn.org

#hatson4cpc



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Primary Hashtag:

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#CloseTheGap

#MilesForMillions

Accounts to tag

Facebook: @ICPCN

X: @icpcn

Bluesky: @icpcn.bsky.social

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



Media
release
template



How to make
a short film
tip sheet



Fundraising
hints and
tips sheet



Government
template
letter



Poster
template



Campaign Branding



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LOGO



TYPE

Quicksand Bold
Gotham Rounded Bold

EVENT FLYER/POSTER

Available as an editable Word Document



COLOUR

Primary Colours

-  CMYK: Cyan 32, Magenta 0, Yellow 12, black 0
RGB: Red 235, Green 157, Blue 59
#aaddel
-  CMYK: Cyan 1, Magenta 10, Yellow 67, Black 0
RGB: Red 129, Green 207, Blue 211
#fedf71
-  CMYK: Cyan 3, Magenta 98, Yellow 80, Black 0
RGB: Red 0, Green 52, Blue 74
#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,
#8cbb15
-  CMYK: Cyan 90, Magenta 35, yellow 93, Black 30
RGB: Red 0, Green 98, Blue 56,
#006238



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Miles for Millions

This October, don't just wear a hat—go the distance! Join #HatsOn4CPC and make every mile count by taking part in Miles for Millions. Walk or run whilst wearing your favourite hat and help raise awareness and funds for children needing palliative care.

Wear a hat. Cover the miles. Change lives!

Key Messages

- #1** Wear your hat whilst turning miles into action.
- #2** Every hat starts a conversation. Every mile helps transform lives.
- #3** One hat. One challenge. One global movement.





International Children's Palliative Care Network



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[**communications@icpcn.org**](mailto:communications@icpcn.org)



[**www.icpcn.org**](http://www.icpcn.org)

