



Suggestions for Outreach

We encourage you to take a unique approach when reaching out to different audiences.

Here are some ideas:

Social Media – Use your agency’s social media platforms to spread the word about National Home Care & Hospice Month. You can “like” and share our social media posts on Facebook, LinkedIn, or Twitter, too. We also created special graphics for you to download and use.

Traditional Media – Use our template to create a press release, and then email it to editors and reporters who cover health care. Local, state, and national level officials – Advocacy is a huge part of what we do, and we can’t do it alone. Visit the [NAHC Advocacy Center](#) to see how easy it is to make your voice heard among legislators and on Capitol Hill.

Senior centers, nursing homes, and assisted living facilities – Many home care and hospice agencies forge valuable relationships at these locations. Share your knowledge and expertise about home care and hospice, and advance care planning.

Health care facilities and providers – Inform others about the importance of home care and hospice by sharing your knowledge and expertise. Use the resources at [NAHC.org](#), too.

NOVEMBER