

National Health Care Decisions Day – Communications Actions

This year the emphasis will be placed on communicating patient stories and promoting the importance of end-of-life care decisions year-round.

National Health Care Decisions takes place April 16, 2013.

Communications Actions:

What?	When?	Who?
Physician Editorials SCMA will secure physicians to author editorials to be placed in South Carolina major newspapers on April 16.	Placed on April 16	SCMA
Press Release / Media Pitch SCHA will develop a press release and pitch patient stories to members of the media in early April.	Early April	SCHA
Identifying Patient Stories SCMA and SCHA will work with physicians, health care leaders, CSI Committee, etc, to identify patient stories that illustrate the importance of planning for end-of-life-care.	Now - until	SCHA/SCMA
Develop Speakers Bureau SCMA and SCHA will work with physicians, health care leaders, CSI Committee, etc, to identify spokespersons for end-of-life care issues.	Year-round	SCHA/SCMA
Association Message SCMA and SCHA will each send association-wide eNewsletter message from key leader expressing the importance of National Health Care Decisions Day	April 16	SCHA/SCMA
Information SCHA and SCMA will make use of website and social media outlets to provide information on National Health Care Decisions Day and end-of-life care planning.	April and on-going	SCHA/SCMA