



## 2024 WILDFLOWER BLOOM CAMPAIGN COMMUNICATIONS TOOLKIT

Wildflower Bloom Campaign Page	<a href="http://www.bchpca.org/wildflowers">www.bchpca.org/wildflowers</a> <a href="https://bchpca.org/campaigns/wildflower-bloom-2024/">https://bchpca.org/campaigns/wildflower-bloom-2024/</a>
Link to purchase wildflower seeds and Wildflower Bloom lapel pins	<a href="https://members.bchpca.org/Store">https://members.bchpca.org/Store</a>
<b>MEDIA OUTREACH</b>	
Provincial News Release	<a href="#">Media Release 2024</a>
Local News Release Template	
<b>IMAGES (for Social Media and other Online &amp; Digital Media)</b>	
<div style="text-align: center;">  <p><i>Hospice Month wildflower bloom</i></p> <p>April 3 to 30 bchpca.org/wildflowers</p> <ul style="list-style-type: none"> <li style="width: 50%;"><b>• Advance care planning</b></li> <li style="width: 50%;"><b>• Education, Respite</b></li> <li style="width: 50%;"><b>• Vigil Support</b></li> <li style="width: 50%;"><b>• Palliative Support</b></li> <li style="width: 50%;"><b>• caregiver support</b></li> <li style="width: 50%;"><b>• Grief &amp; bereavement support</b></li> <li style="width: 50%;"><b>• spiritual Support</b></li> </ul> <p><i>Hospice services are as diverse as wildflowers</i></p>  </div>	<div style="text-align: right;"> <p>April 3-30, 2024</p>  </div> <p style="text-align: center;"><b>Hospice Services are as diverse as wildflowers</b></p> <p style="text-align: center;">Be a Hospice Ambassador! Purchase wildflower seeds and wildflower Bloom lapel pins to honor your local hospice and spread the word</p> 

## 2024 WILDFLOWER BLOOM CAMPAIGN COMMUNICATIONS TOOLKIT

### Purchase wildflower seeds in support of BC & Yukon Hospices

April 3-30, 2024

care planning  
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*Hospice services are as diverse as  
wildflowers*



Hospice Services are as Diverse as Wildflowers  
[WWW.BCHPCA.ORG/WILDFLOWERS](http://WWW.BCHPCA.ORG/WILDFLOWERS)

*Wildflower Bloom*

Purchase wildflower seeds and lapel pins in  
honour of BC & Yukon Hospice Societies



### MESSAGING *(Revise and tailor copy as needed)*

**Instagram** (@bchospicepalliativecare)  
**Facebook** (@bchospice.palliativecare)

Did you know that BC and Yukon hospice societies provides a diversity of palliative, psychosocial, caregiver, and practical support services to our community? We provide people with serious illnesses, older adults with chronic conditions, caregivers and loved ones, as well as anyone grieving a significant loss in their life with support at your home, within assisted living and long-term care homes, hospitals, and in the hospice setting.

This April, we are helping to raise awareness that *hospice society services are as diverse as wildflowers*. Help spread the word by becoming a hospice ambassador. Purchase your wildflower seeds to bloom and lapel pins to wear in honour of BC and Yukon hospice societies.

Learn about the Wildflower Bloom Campaign, visit [www.bchpca.org/wildflowers](http://www.bchpca.org/wildflowers)  
#WildflowerBloom  
#HospiceMonth  
#BCHospiceSocieties  
#YukonHospiceSocieties



## 2024 WILDFLOWER BLOOM CAMPAIGN COMMUNICATIONS TOOLKIT

	#honourhospices
<b>Twitter (@BCHPCA)</b>	<p>BC and Yukon hospice societies provides a diversity of palliative, grief &amp; bereavement, caregiver, and practical support services to our community.</p> <p>Purchase wildflower seeds and lapel pins in honour of BC and Yukon hospice societies.. Visit <a href="http://www.bchpca.org/wildflowers">www.bchpca.org/wildflowers</a> to learn more.</p> <p>#WildflowerBloom</p>
<b>Newsletter Copy</b>	<p>During the month of April, we are raising awareness of the many services our hospice society, and others throughout the province, offers. Hospice Societies are valuable members of healthcare teams, offering a diversity of services aimed at improving the quality of life of individuals living with a serious illness and their loved ones and caregivers.</p> <p>Show your support for BC and Yukon hospice societies, blooming wildflower seeds or wearing a wildflower bloom lapel pin by purchasing wildflower seed packages and/or wildflower bloom lapel pins from our website <a href="https://members.bchpca.org/Store">https://members.bchpca.org/Store</a>.</p> <p>Fundraising for this campaign will go towards the continued delivery of quality grief and bereavement support, symptom management, wellness programs, education and resource lending, respite and many other services to our communities.</p> <p>Thank you for being a hospice ambassador to help spread the word!</p> <p>Visit <a href="http://www.bchpca.org/wildflowers">www.bchpca.org/wildflowers</a> for more information on the Wildflower Bloom Campaign.</p>
<b>COMMUNITY PARTNER/STAKEHOLDER ENGAGEMENT</b>	
Community Partner/Stakeholder engagement letter template	<a href="#">Community Partner Signage</a>
Community Partner/Stakeholder appreciation certificate	



# 2024 WILDFLOWER BLOOM CAMPAIGN COMMUNICATIONS TOOLKIT

Community Partner/Stakeholder Signage

[Community Partner/ Stakeholder Signage](#)

April 3-30, 2024



*wildflower Bloom*

Purchase wildflower seeds and wildflower  
Bloom lapel pins  
in support BC and Yukon hospice



Thank you for being Hospice Ambassador to help  
spread the  
word the many services we provide to our  
community

