



Social Media Kit for “Saying Goodbye during COVID-19” Campaign

Please use this media kit provided by the CHPCA to promote the Saying Goodbye Campaign.

Feel free to alter the message and make it more regionally and community-specific to your needs.

Your voices and support are an integral part of this campaign. We hope your organization will join the conversation and share one or more of the following messages on social media. The BCHPCA campaign press release can be found [here](#), and the CHPCA press release [here](#). If you have any questions, please reach out to [Aia Raafat](#), CHPCA National Communication Director.

Retweet or share the CHPCA’s posts:

Channel	Post
Twitter	Since the #COVID19 outbreak, end-of life visitation protocols across Canada have been inconsistent and extremely restrictive. That's why we're calling on health authorities to take a more compassionate approach: https://www.chpca.ca/campaigns/saying-goodbye/ #hospicepalliativecare
	Because of #COVID19, many hospitals and long-term care homes don't allow family access for end-of-life situations, even with PPE. Every Canadian should have the chance to say goodbye to their loved ones: https://www.chpca.ca/campaigns/saying-goodbye/ #hospicepalliativecare #sayinggoodbye #cdnhealth
	Health and safety are paramount as we fight #COVID19, but we can do better as a society by promoting a more compassionate visitation protocol that embraces #hospicepalliativecare principles: https://www.chpca.ca/campaigns/saying-goodbye/ #sayinggoodbye #cdnhealth
	We urge health authorities and providers to adopt a more compassionate visitation protocol, liaise with the #hospicepalliativecare community, and offer grief and bereavement support services. Let's work together and give every Canadian a chance to say goodbye: https://www.chpca.ca/campaigns/saying-goodbye/
LinkedIn	Since the #COVID19 outbreak, end-of life visitation protocols across Canada have been inconsistent and extremely restrictive. That's why we're calling on health authorities to implement a more compassionate approach:

	<p>https://www.chpca.ca/campaigns/saying-goodbye/ #hospicepalliativecare #sayinggoodbye #cdnhealth</p>
	<p>Due to #COVID19, many hospitals and long-term care homes prohibit family access for end-of-life situations, even with PPE. Every Canadian should have the chance to say goodbye to their loved ones:</p> <p>https://www.chpca.ca/campaigns/saying-goodbye/ #hospicepalliativecare #sayinggoodbye #cdnhealth</p>
	<p>While health and safety must continue to be paramount as we fight #COVID19, we can do better as a society by promoting a more compassionate visitation protocol that embraces #hospicepalliativecare principles:</p> <p>https://www.chpca.ca/campaigns/saying-goodbye/ #sayinggoodbye #cdnhealth</p>
	<p>We urge health authorities and providers to deliver on three key asks:</p> <ol style="list-style-type: none"> 1. Adopt a compassionate protocol that allows those nearing death to say goodbye to their loved ones, and follows safety measures including PPE requirements. 2. Liaise with the #HPC community to exchange expertise in caring for the dying and the bereaved. 3. Offer grief and bereavement support services for those who lose a family member or loved one. <p>Let's work together and give every Canadian a chance to say goodbye:</p> <p>https://www.chpca.ca/campaigns/saying-goodbye/ #COVID19 #hospicepalliativecare #sayinggoodbye #cdnhealth</p>
Facebook	<p>During the COVID-19 pandemic, end-of life visitation protocols have been extremely restrictive and inconsistent across Canada. That's why we're calling on health authorities to adopt a more compassionate approach:</p> <p>https://www.chpca.ca/campaigns/saying-goodbye/ #hospicepalliativecare #sayinggoodbye</p>
	<p>COVID-19 has caused many hospitals and long-term care homes to prevent family access during end-of-life situations, even with PPE. We believe every Canadian should have the chance to say goodbye to their loved ones:</p> <p>https://www.chpca.ca/campaigns/saying-goodbye/ #hospicepalliativecare #sayinggoodbye</p>
	<p>Health and safety are imperative as we fight COVID-19, but we can do better as a society by integrating a more compassionate visitation protocol that embraces #hospicepalliativecare principles:</p> <p>https://www.chpca.ca/campaigns/saying-goodbye/ #sayinggoodbye</p>

	<p>We urge health authorities and providers to deliver on three key asks:</p> <ol style="list-style-type: none"> 1. Adopt a compassionate protocol that allows those nearing death to say goodbye to their loved ones, and follows safety measures including PPE requirements. 2. Liaise with the #HPC community to exchange expertise in caring for the dying and the bereaved. 3. Offer grief and bereavement support services for those who lose a family member or loved one. <p>Let's work together and give every Canadian a chance to say goodbye: https://www.chpca.ca/campaigns/saying-goodbye/ #COVID19 #hospicepalliativecare #sayinggoodbye</p>
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Copy and post your own, tagging the CHPCA:

Channel	Post
Twitter	Since the #COVID19 outbreak, end-of life visitation protocols across Canada have been inconsistent and extremely restrictive. We support @CanadianHPCAssn's call for a more compassionate approach: https://www.chpca.ca/campaigns/saying-goodbye/ #hospicepalliativecare
	Like @CanadianHPCAssn, we believe every Canadian should have the chance to say goodbye to their loved ones during #COVID19. Learn more: https://www.chpca.ca/campaigns/saying-goodbye/ #hospicepalliativecare #sayinggoodbye #cdnhealth
	We stand with @CanadianHPCAssn that Canada can do better as a society by embracing #hospicepalliativecare principles in #COVID19 visitation protocols: https://www.chpca.ca/campaigns/saying-goodbye/ #sayinggoodbye #cdnhealth
	We support @CanadianHPCAssn's call on health authorities to adopt a more compassionate visitation protocol, liaise with the #hospicepalliativecare community, and offer grief and bereavement support services throughout #COVID19: https://www.chpca.ca/campaigns/saying-goodbye/
LinkedIn	Since the #COVID19 outbreak, end-of life visitation protocols across Canada have been inconsistent and extremely restrictive. We support @CHPCA's call on health authorities to implement a more compassionate approach: https://www.chpca.ca/campaigns/saying-goodbye/ #hospicepalliativecare #sayinggoodbye #cdnhealth

	<p>Due to #COVID19, many hospitals and long-term care homes prohibit family access for end-of-life situations, even with PPE. Alongside @CHPCA, we believe every Canadian should have the chance to say goodbye to their loved ones: https://www.chpca.ca/campaigns/saying-goodbye/ #hospicepalliativecare #sayinggoodbye #cdnhealth</p>
	<p>While health and safety must continue to be paramount as we fight #COVID19, we agree with @CHPCA that we can do better as a society by promoting a more compassionate visitation protocol that embraces #hospicepalliativecare principles: https://www.chpca.ca/campaigns/saying-goodbye/ #sayinggoodbye #cdnhealth</p>
	<p>We endorse @CHCPA's appeal to health authorities to deliver on three key asks that will give Canadians a chance to say goodbye during #COVID19:</p> <ol style="list-style-type: none"> 1. Adopt a compassionate protocol that allows those nearing death to say goodbye to their loved ones, and follows safety measures including PPE requirements. 2. Liaise with the #HPC community to exchange expertise in caring for the dying and the bereaved. 3. Offer grief and bereavement support services for those who lose a family member or loved one. <p>Let's all work together: https://www.chpca.ca/campaigns/saying-goodbye/ #hospicepalliativecare #sayinggoodbye #cdnhealth</p>
Facebook	<p>During the COVID-19 pandemic, end-of life visitation protocols have been extremely restrictive and inconsistent across Canada. We support @CanadianHospicePalliativeCare's call on health authorities to adopt a more compassionate approach: https://www.chpca.ca/campaigns/saying-goodbye/ #hospicepalliativecare #sayinggoodbye</p>
	<p>COVID-19 has caused many hospitals and long-term care homes to prevent family access during end-of-life situations, even with PPE. Together with @CanadianHospicePalliativeCare, we believe every Canadian should have the chance to say goodbye to their loved ones:</p> <p>https://www.chpca.ca/campaigns/saying-goodbye/ #hospicepalliativecare #sayinggoodbye</p>
	<p>We agree with @CanadianHospicePalliativeCare that we can do better as a society by integrating a more compassionate visitation protocol that embraces #hospicepalliativecare principles AND keeps Canadians safe:</p> <p>https://www.chpca.ca/campaigns/saying-goodbye/ #COVID19 #sayinggoodbye</p>

	<p>We back @CanadianHospicePalliativeCare's urgent call on health authorities and providers to:</p> <ol style="list-style-type: none">1. Adopt a compassionate protocol that allows those nearing death to say goodbye to their loved ones, and follows safety measures including PPE requirements.2. Liaise with the #HPC community to exchange expertise in caring for the dying and the bereaved.3. Offer grief and bereavement support services for those who lose a family member or loved one. <p>Let's work together and give every Canadian a chance to say goodbye: https://www.chpca.ca/campaigns/saying-goodbye/ #COVID19 #hospicepalliativecare #sayinggoodbye</p>
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