

# Speak Up

Start the conversation  
about end-of-life care

April 16th was National Advance Care Planning Day in Canada. We worked with organizations across the country to encourage people to start the conversation.



After the launch of the ACP Day campaign kit in January:

The Speak Up website saw over **24,000 views**.

The campaign kit webpage received over **3,700 views**.



**928 Likes**

**26,397 Impressions**

**937 Engagements**

## THUNDERCLAP

Unified message  
on Social media

**160,000 Social Reach**  
**127% of our Goal**



**3,062 Followers**

**26,875 Impressions**

**643 Engagements**

ACP in Canada sent a press release for ACP Day through the Canadian News Wire.

The press release was picked up by

**131**

media outlets and had a potential audience of

**12,474,420.**

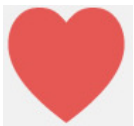


**14** print, video, and radio items about National Advance Care Planning Day.

Including: "End of Life Planning takes the burden away from your family."

- **CBC News PEI**

**Over 70 organizations** across Canada planned and completed events that encouraged advance care planning conversations, including:



**ACP contests:** Health Prince Edward Island issued a staff ACP contest, and Ceremonies Laïcka ran 10-day Facebook group challenges.

**Public conversations & exhibits:** 100% Certainty Project organized a death café, and Hospice Waterloo put on display the multimedia art project KNOW NOW.



**Staff/member education:** Alberta Health Services had 1:1 meetings with clinical nurse educators, and Caregivers Nova Scotia ACP hosted workshops for caregivers.



The Canadian Hospice Palliative Care Association appreciates and thanks our funding partner GlaxoSmithKline for their unrestricted funding support for Advance Care Planning in Canada.