



Background

The client is the 'Pediatric Palliative Care' Section of the Czech Society for Palliative Medicine (CSPM).

Czech Society for Palliative Medicine (CSPM) works on the definition and implementation of the national strategy of the palliative care in the Czech Republic (CR). It also develops and provides the professional education in palliative medicine and care, and it takes part in local and international research projects. CSPM is a collective member of the European Association of Palliative Care (EAPC). Like all the main legitimate medical specialty societies in the CR, CSPM is also formally a part of the Czech Medical Association of J.E. Purkyně.

CSPM is dedicated to this specialty and guarantees the quality of professional education in the field. CSPM currently has almost 200 physicians specializing in palliative medicine and the associated fields (pediatrics, neonatology, oncology, internal medicine, cardiology, pulmonology, geriatrics, primary care etc.). The society also has non-physician members from fields such as psychology, nursing, social work and spiritual care.

CSPM makes available the most recent information about the current state, development and palliative treatment guidelines in the CR to medical professionals and institutions (such as government ministries, insurance companies, other medical specialty societies etc.) both from the CR and abroad.

The Pediatric Palliative Care Section of the CSPM appeared from the transformation the Pediatric palliative care working-group towards the end of 2017. The goals of the section include the creation of standards and guidelines of pediatric palliative care in the CR, and also making sure this care is available and run across the country.

One of the main priorities is assuring that effective palliative care is delivered to the children in need preferably at their homes, even in the terminal phase of the disease. Maintaining a high-quality system of professional education in pediatric palliative care is also very important.

We believe that, by establishing effective cooperation between university and local hospitals, primary care pediatricians, hospices and related non-medical services, it will be possible to gradually assure adequate complex palliative care for all the children who need it, all over the Czech Republic.

Overall mission of The Pediatric Palliative Care Section:

We want to assure that all the children with life-limiting diseases have the best possible end-of-life care preserving their dignity and reflecting their and their families' beliefs and preferences as much as possible.

Business objective

Create new residential hospices, strengthen the existing teams providing mobile specialized palliative care, and ultimately improve availability and access to this palliative care for children.

What was already done for communications - tasks already completed by The Pediatric Palliative Care Section:

- published a study „The state of pediatric palliative care in the CR“
- held a Meeting of people interested in pediatric palliative care in Jihlava in 2016 and 2017
- held a Second Czech Pediatric Palliative Care Conference in Prague in Nov 2016
- organized two courses “Introduction to pediatric palliative care” in 2017, led by foreign lecturers from the British organization International Children’s Palliative care Network (ICPCN)
- organized a Salzburg Seminars Visiting Professorship in Prague by professor Jennifer Hwang from University of Philadelphia, the topic was pediatric palliative care
- organized a Special seminar about pediatric palliative care in the Senate of the Parliament of the Czech Republic in September 2017
- organized a training of 10 lecturers to be able to provide specialized courses in pediatric palliative care
- launched an e-learning course of pediatric palliative care via ICPCN
- held a Third Czech Pediatric Palliative Care Conference in Olomouc in Nov 2017
- started to provide the course “Introduction to pediatric palliative care” (certified by ICPCN)

Biggest challenge in our communication

When trying to spread the awareness and deepen the understanding of pediatric palliative care both among Czech relevant publics, we always face a big problem: the relationship to death in general, and especially death of children in our culture. This subject is considered taboo, people don’t like or want to talk about it, media & influencers included. This situation complicates communication of the Section and its ability to support the cause.

Specific goals of this brief

- Overcome the taboo – make this a subject people talk about in a meaningful way
- Spread the awareness and deepen the understanding of pediatric palliative care both among the involved professionals and other Czech relevant publics, with the aim to improve availability and access to this palliative care.
- Do it in a creative way that minimizes costs: provide us with an innovative solution that makes relevant people & organizations want to be involved pro-bono – we cannot afford to spend our resources on this awareness program, as we strongly believe that all available funds should go where they are needed most: in service of the children with life-limiting diseases.
- Do it in an original way – we do not want to copy PR programs done elsewhere; avoid tactics such as surprises done by celebrities or other clichés; we very much want to be relevant to the Czech people, and the Czech mentality, so please use Czech related strategic and cultural insights as a basis for your creative ideas

Target audience

Core target: involved professionals (physicians and non-physicians), involved families, relevant authorities in CR;

Broader target audience: key opinion leaders (we count on you to help us identify the best ones), general public - especially families, medical professionals at large, the society in CR at large.

Tone of voice

Considerate, supportive and compassionate;

Authentic and real, not too theatrical and melodramatic;

Emotional yet never depressing, but hopeful and encouraging.

Take into account that it is hard for us to convince parents to involve their sick children into our campaigns, so please minimize or avoid the use of these children.

Timing

Because this is an educational program, we're thinking of a longer period (6 months to a year), but the peak should be in October when it is the World Hospice and Palliative Care Day 2018 (13th of October).

main partner for PR



organizer



in cooperation with



media partner

MÉDIÁŘ