

MEDIA AND PUBLICITY – SPREADING THE CARE

Many people do not understand what a hospice is or how palliative care can offer a much-needed service to those with a life-threatening illness, and to their families. By ensuring free coverage through the generosity of the media, the HPCA is able to make people aware of the services offered by their local hospices. In addition, they are able to pay tribute to the benefactors and supports who make this all possible. Once an individual has experienced the all-embracing care given, they become advocates for the organisation, explaining to their friends and families how special hospice care is. Brand ambassadors Lucas Radebe and Jacques Kallis, both international sporting icons, have experienced hospice care. For this reason they are the “voices” for Hospice in South Africa.

Hospice Palliative care Association and member Hospices utilizes two most important dates reflected in the Health calendar that is Hospice week which is on the 2-8TH of May and Hospice and Palliative Care day on the 09TH of October to raise awareness and convey message of hospice and palliative care. This year’s theme for both days is SHARING THE CARE. Individual hospices, which have developed relationships with their local media, ensure that their local communities are sensitized, informed and recruited to support the local organizations.

Currently there are more than 50 000 patients receiving palliative care. The greatest need is evident in Kwa-Zulu Natal, where more than 15 000 patients and their families are benefitting from the services of their local hospices. The six month average provincial holding statistics show that KwaZulu Natal serves 15 962 patients, Gauteng 7 147, North West Province 5 482, Mpumalanga 7 481, Limpopo Province 168, Western Cape 7 377, Eastern Cape 3 665, Free State 2 069 and the Northern Cape serves 2 689 patients.