

Palliative Care – Because I Matter

安寧緩和醫療 – 因為我是重要的

- Speaks to the individual experience
貼近個人經歷
- Ties in with Cicely Saunders' centenary and her iconic quote: 'You matter because you are you and you matter until the end of your life'.
迎合安寧緩和醫療發起人西西里·桑德斯醫生的百歲誕辰，以及她的安寧緩和醫療核心名言“你是重要的，因為你是你。直到你生命的最後一刻，你仍然是重要的”
- Also contains elements of human rights and justice – If I matter, then why am I not getting the care I need?
安寧緩和醫療包含基本基本的人權與公平要素 – 如果我是重要的，為何我得不到我需要的照護？
- Financial impact of palliative care needs on individuals and households.
安寧緩和醫療對於病人及家庭的經濟影響

Sub-themes 副主題

- I matter as a person (So why am I not getting the care I need?)
我是人 – 作為獨立的個體，我是重要的（為什麼我不能得到我需要的照護？）
- What matters to me? (What do I need to live a dignified and full life?)
人生中什麼對我來說是重要的？（要過有尊嚴且圓滿的人生，我需要什麼？）
- Why does palliative care matter to me?
為什麼我該重視安寧緩和醫療？

World Hospice and Palliative Care Day 2018 on Social Media

如何獲得或分享 2018 年世界安寧日訊息

- Follow @WorldHospiceDay and @WHPCA for updates
- 追蹤帳號 @WorldHospiceDay 和 @WHPCA 的最新消息
- Use the official hashtag #BecauseIMatter
- 搜尋或標注官方活動主題標籤“#BecauseIMatter”
- Tag Worldwide Hospice Palliative Care Alliance in your Facebook posts!
- 在您的 Facebook 個人或粉絲頁貼文中標注或連結「Worldwide Hospice Palliative Care Alliance（世界安寧緩和醫療聯盟）」帳號

World Hospice and Palliative Care Day aims to:

慶祝世界安寧日的目的

- share our collective vision to increase the availability of hospice and palliative care throughout the world by creating opportunities to speak out about the issues
通過呼籲世界對安寧緩和醫療課題的討論，傳遞我們想要促進在世界各國開展安寧療護服務的願景
- raise awareness and understanding of the needs – medical, social, practical, spiritual – of people living with a life limiting illness and their families
提高大家對患有絕症的病人及他們家人的需求，包括醫療，社會，生活，靈性等層面的認知
- raise funds to support and develop hospice and palliative care services around the world.
籌募經費開展安寧療護、臨終關懷和緩和醫療服務，並支援在世界各國現有的服務

During the campaign we will ask people to take specific actions that will improve the public understanding of palliative care, and encourage governments to dedicate time and money to palliative care as part of Universal Health Coverage to improve the quality of life of people living with serious illness and their families.

活動期間，我們期待人人皆能透過具體行動，共同提升社會大眾對安寧緩和醫療的認識；也鼓勵政府在全民健康覆蓋政策中涵括安寧緩和醫療，挹注時間和資金來協助患有絕症的病人及家屬，使其得以擁有高品質的生活

This year's theme will have the experience of direct palliative care stakeholders (patients and carers) at the centre. We will invite members of the Palliative Care Voices Facebook group, and other people directly affected by serious illness to advise on key messages, draft and design of the Toolkit and Report, and contribute written or video contributions on the theme: 'Because I Matter', 'What Matters to Me?' and 'Why does palliative care matter to me?'

配合今年主題，我們關注安寧緩和醫療照顧者與被照顧者的經驗，因此計畫邀請

「Palliative Care Voices」Facebook 粉絲頁管理團隊以及正承受痛苦的末期病人們，共同構思活動關鍵字及相關資訊懶人包，並以文章或影片探討「我是人 – 作為獨立的個體，我是重要的」、「人生中什麼對我來說是重要的？」及「為什麼我該重視安寧緩和醫療？」三大副主題

A key aspect of this year's World Hospice and Palliative Care Day campaign will be to call on governments to listen to people who need or access palliative care and support the inclusion of the essential package of palliative care in all national UHC schemes.

今年世界安寧日其中一個倡議重點，則是呼籲各國政府傾聽需要安寧緩和醫療的病人的心聲，在他們的全民健康覆蓋政策中納入安寧緩和醫療服務。

Educate the public on what palliative care is, according to those who need it.

教育大眾以病人的視角瞭解什麼是安寧緩和醫療服務

- Direct stakeholders – Why does palliative care matter to me?
- 需要安寧緩和醫療服務的病人與家屬 - 為什麼我該重視安寧緩和醫療？
- Create shareable social media content (animation, videos etc).
- 製作可透過社群媒體傳遞分享的素材（如：動畫、影片...等）

Cross-cutting values and guiding principles arising from the consultation

跨領域價值和指導原則彙整

- Involvement of people directly affected by serious illness in palliative care services and advocacy
- 增進絕症患者獲得，並鼓勵其參與在宣導活動中
- Link to the Lancet Commission report
- 連結 the Lancet 期刊委員會所提出的調查報告
- Partnership and collaboration
- 建立合作的夥伴關係
- Challenging misconceptions
- 直視並解開對安寧緩和醫療的誤解

Outputs 產出的要點

- Messages from Direct Stakeholders 需要安寧緩和醫療服務的病人與家屬寫的資訊
Written 文章 / Photo + quote 照片（含圖說） / Video 影片
- Toolkit 懶人包
- Key messages 關鍵資訊
- Draft Tweets 微博/Twitter 推文
- Draft letter to governments 向政府投書提供建言
- Social Media graphics 社交媒體網站圖片
- Facebook ads 臉書廣告
- Animation 動畫影片
- Palliative care news and blogs 發佈文稿或網路文章
- Press release 媒體報導或新聞

Potential partners 合作對象

- Direct stakeholders 需要安寧緩和醫療服務的病人與家屬寫的資訊
- Cicely Saunders Institute 西西里桑德斯安寧緩和醫療研究所
- University of Glasgow End of Life Studies Group 格拉斯哥大學臨終關懷研究小組
- World Health Organization 世界衛生組織