



# Keeping Texans Safe at Home

#HomeCareHospiceMonth

**2020**

Texas Association for Home Care & Hospice

**PR & MEDIA TOOL KIT**



Texas Association for  
Home Care & Hospice  
*Leading ★ Advancing ★ Advocating*

## CONTACT US

Please send us information on what your agency has planned and send any related photos so we may feature it in our communications!

Please e-mail or fax  
Helen Carrillo  
helen@tahch.org

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Dear TAHC&H Member:

TAHC&H has requested that Governor Greg Abbott declare November “Texas Home Care & Hospice Month” to coincide with the national celebration. This presents a prime opportunity to promote the benefits of home care and hospice to the public. TAHC&H wants you to be prepared and encourages you to advance the ideas throughout your community during this special month. Use this Public Relations Toolkit as a guide!

At this moment, you are at the focal point to enlighten Texans about one of the greatest health care services: home care & hospice! Even in the middle of a pandemic it’s important to celebrate our dedicated healthcare professionals who provide vital home care and hospice services throughout the Lone Star State. This celebration presents a prime opportunity to promote the benefits of home care and hospice to the public.

TAHC&H has sent a request to each County Judge in Texas, asking them to declare November “Home Care and Hospice Month in Texas”. We will post to the [TAHC&H website](#) counties that have Proclamations. If counties where you are located or serve have not passed a proclamation, please encourage them to do so at their October or November meeting. For photo opportunities, you may want to be present at these meetings, [however due to COVID-19 the structure of these meetings may be virtual only](#). You should contact the judges offices to inquire about current meeting information and attendance.

In the past we have encouraged other ways to spread the word about home care and hospice through presentations to community groups. However, we know this may not be an option during the pandemic or it may be that they are allowing virtual presentations.

This toolkit shows you various ways to spread the word about home care and hospice!

We wish you much success in your agency’s planned celebrations for Home Care & Hospice Month.

Sincerely,

Rachel Hammon, BSN, RN  
Executive Director

# MEDIA RELATION TIPS

During Home Care & Hospice Month, it is important to contact the media to enlist their help in educating the community about the home and community support services industry. You can do this easily by using the suggestions and samples in this packet, altered to fit your own circumstances where necessary. Because Home Care & Hospice Month is in November, you should begin your media efforts now.

# #HomeCareHospiceMonth

Use this hashtag on Facebook, Twitter, Instagram, LinkedIn and other social media when sharing/posting content!

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## 01

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### Designate a media liaison/spokesperson.

This person or persons will convey all Home Care & Hospice Month information to the newspaper, radio and television media. They will be listed on your materials as the contact person to request further information or to schedule interviews or press conferences.

You may prefer to designate one person to disseminate information and another to speak with the media, or the same person can perform both functions.

## 02

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### Create a media list.

Compile a list of every newspaper, magazine, television station, radio station and wire service in your community that might be appropriate to deliver your Home Care & Hospice Month message. Media lists are often available at little or no cost from your area Chamber of Commerce. Your local library and public relations firm are other good sources. Information to include in your media list includes:

- Complete names of publication, station and wire services;
- Address, telephone and fax numbers and email address;
- Names and titles of assignment editors and reporters who cover health/medical, political and community events issues;
- Names and contact persons for radio or local TV talk shows; and
- Dates, times and deadlines for specific columns, issues or shows.

## 03

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### Develop a list of story lines and activities.

Some suggestions include:

- “A Day in the Life” of a patient and/or family member
- Human interest stories on patients and staff to share with media;
- Scheduled home visits by the media (patient permission required);
- Awards recognizing dedicated staff and send out press release of awards;
- Luncheon to recognize local elected officials who support home care and hospice initiatives;
- “Home Care & Hospice Career Day” at local colleges and high schools during the month of November;
- Host a home care & hospice poster contest in local elementary schools.

# TYPES OF MEDIA COVERAGE

## MEDIA KIT & SAMPLES

Following are some suggested ways to garner local media coverage for your organization, in general, and for Home Care & Hospice Month, specifically. Sample documents are provided to assist you with content and format. A media kit should be compiled, including a press release, fact sheet, opinion-editorial, copies of any pertinent newspaper or magazine articles, and any other item that will be helpful to the media source.

You should contact each newspaper, television/radio station or other media source individually to determine specific procedures and deadlines (rule-of-thumb suggestions are provided regarding timelines). Follow-up calls generally should be made two days prior to publication or broadcast. Afterward, thank-you calls or letters are recommended.

## PROCLAMATIONS

SAMPLE ON PG. 18

TAHC&H has emailed a request to each County Judge in Texas and to Governor Abbott to declare November Home Care & Hospice Month in Texas. As county proclamations come in, we will post on the county names on our page: [www.tahch.org/HomeCareHospiceMonth](http://www.tahch.org/HomeCareHospiceMonth)

**Pictured here, Brewster County's 2019 proclamation.**

**Timeline:** Call the elected official's office several weeks in advance to determine the process for issuance of the proclamation.

You may be able to persuade a local government body such as the city council or school board to adopt a proclamation celebrating Home Care & Hospice Month. Contact the presiding officer of the group, such as the mayor or school superintendent, to submit your request. You should submit a sample proclamation such as the one included in this package to serve as a guideline.

STATE OF TEXAS

BREWSTER COUNTY

### PROCLAMATION HOME CARE AND HOSPICE MONTH

**WHEREAS,** Many Texans suffering from illness or injuries receive quality care from dedicated health care professionals in hospitals or other facilities, some Texans need or prefer a more comfortable, intimate setting; and

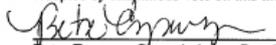
**WHEREAS,** Home care and hospice organizations meet this need by providing individualized and professional medical care and assistance to the elderly, disabled and chronically ill. The simple, yet powerful comfort of a home setting is a key feather of these services that offer that excellent care that helps patients achieve a better quality of life; and

**WHEREAS,** During the month of November, an awareness campaign is conducted to highlight home care and hospice as alternatives to hospitalization and other forms of institutional health care. Home care and hospice professionals help their patients live every day to its fullest, and it is important for their commitment and skill to recognize and commend these individuals; and

**WHEREAS,** Brewster County Commissioners Court encourages all Texans to learn more about home care and hospice options and the invaluable contributions of all Texans health care providers; and

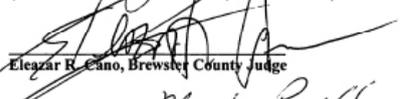
**NOW, THEREFORE, LET IT BE PROCLAIMED,** that Brewster County Commissioners Court, do hereby proclaim November 2019 as **HOME CARE AND HOSPICE MONTH**.

Adopted by unanimous vote on this the 2<sup>nd</sup> Day of October, 2019.

  
Betsy Esparza, Commissioner, Pct. 1

  
Sara Colando, Commissioner, Pct. 2

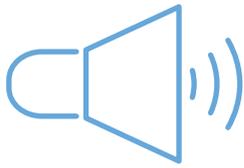
  
Ruben Ortega, Commissioner, Pct. 3

  
Eleazar R. Cano, Brewster County Judge

  
Mike Pallanez, Commissioner, Pct. 4

ATTEST:  
Berta Rios-Martinez, Brewster County Clerk





## PUBLIC SERVICE ANNOUNCEMENT

SAMPLE ON PG. 17

*PSAs are brief messages carried by broadcast/print media at no charge because they provide information that is beneficial to the public.*

A PSA should educate the audience and should include a call to action.

**Timeline:** Since PSAs are “free,” they are generally carried as space allows. Submit PSAs to newspapers, radio or television stations at least two weeks before the proposed publication or air date. Confirm placement one day prior.

### A. Broadcast PSAs.

Contact the television/radio station’s PSA director, community development director or public service department for the station’s PSA procedures. Fax or mail your contact a letter of request, along with a media kit. Radio stations usually will read your copy over the air, but television stations will require that you submit the produced video tape. The PSA should be brief and direct. Several format samples are included in this package.

### B. Print PSAs.

Contact the newspaper’s ad department for the appropriate procedures for submitting PSAs. Send a letter, media kit and PSA to your established contact.



## PRESS RELEASES

SAMPLES ON PG. 13-15

*Press releases are used to convey news about an issue or an event.*

**Timeline:** Submit press releases two weeks prior to desired publication, if possible. If not, submit them by fax as late as the day before the event. Follow up with a phone call to make sure the release was received and to urge the newspaper to cover your event.

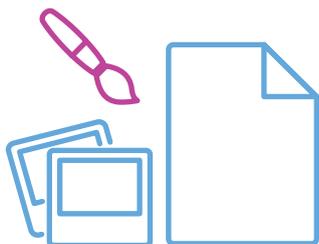
**Tip:** Be sure to include a timely “hook” in your press release that is relevant to the newspaper’s readership, such as highlighting home visits by lawmakers. Ideally, the release features patients, caregivers and others in the readership area of your local paper who can speak to the benefits of the home care and hospice industry.

Press releases should be written following this format: ● (limit to one page, if possible)

➔ **HEADING** - “FOR IMMEDIATE RELEASE” indicates that the release is provided for immediate publication; “EMBARGOED UNTIL (date/time)” specifies a later date for publication.

➔ **BODY** - Include basic info such as a brief definition of home health care, benefits, stats and goals of the industry etc. Present the facts in descending order of importance. Opinions should be referenced to an individual or presented as a quote (include titles & organizations with their names).

➔ **CLOSING** - The last paragraph should present a brief description of your organization, its role in the home care & hospice industry and any awards or commendations you may have received.



## PRINT ADS

**Timeline:** Space reservation deadlines for print ads are usually three-four days prior to publication; Contact your newspaper for specific deadlines.

Included in this package is our Home Care & Hospice Month logo that can be used in any ad you may place in your local newspaper. For the most effective communication, your advertisement should be a combination of text and graphics. The advertising account executive of your newspaper can give you ad prices and assist in composing and designing the ad, which can be placed either in the classified section or in another designated section such as health, business or lifestyle.



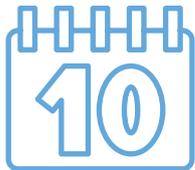
## FACT SHEETS

SAMPLE ON PG. 15

A fact sheet is a one-page document that quickly communicates basic facts about your organization, home care and hospice, and special event, if applicable.

**Timeline:** A fact sheet should be included with any other document you submit to the media.

The document tells who, what, where, when and why something is happening. Be sure to include your company's name, address, telephone/fax numbers, media liaison's name, history, staff size, mission, activities and structure.



## COMMUNITY CALENDAR

Newspapers, radio and television stations often have community calendars to advise the public of special events. **Timeline:** Publication dates for community calendars vary - some are published monthly, others quarterly. Contact your media sources immediately to learn their schedules and deadlines, and then submit your information as early as possible.

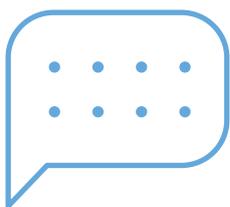
Send a request for inclusion in the calendar to the community affairs director of the newspaper or station. Include your organization's name, a description of the event, time, date, place, admission cost (specify FREE if appropriate), and the name and phone number of a person to contact for more information.



## EDITORIAL BOARD VISITS

**Timeline:** Contact editorial boards at least two-three weeks in advance of your desired visit. Editorial boards generally meet once a week.

Every newspaper has an editorial board which is a team of managers such as the publisher, editors and reporters who formulate the newspaper's positions on various issues. You should contact the editorial board of your local newspaper to request a meeting (lasting 30 min. - 1 hr.) with the board. You will be given the opportunity to tell the board about Home Care & Hospice Month, the industry, and how your organization is participating in the celebration. Find out in advance how many members comprise the editorial board and take a media kit for each of them.



## OPINION EDITORIALS

Op-eds are brief documents (usually about one page) giving a personal opinion.

**Timeline:** Submit your op-ed two weeks in advance in order to allow the newspaper's editorial staff sufficient time to review the document. Signatories could include representatives from your agency, caregivers, patients and/or family members who can speak to the benefits and success stories of the industry.

They are printed on the page directly opposite the newspaper's editorial page. Contact the editorial page editor for the newspaper's preferred format, length and rules for submission. Fax or mail your article to the editor and call to confirm receipt.



## LETTERS TO THE EDITOR

**Timeline:** Letters to the editor should be submitted two-three weeks in advance of the desired publication date. Signatories could include representatives from your agency, caregivers, patients and/or family members who can speak to the benefits and success stories of the industry.

Letters to the editor have essentially the same content as op-eds, however, they are shorter and delivered in a letter format. They are carried on the newspaper's editorial page, as well. Contact the editorial page editor for the newspaper's preferred format, length and rules for submission.

# SCHEDULING VIRTUAL LAWMAKER VISITS

2020 EDITION

**VIRTUAL VISITS  
ARE VALUABLE  
OPPORTUNITIES  
TO COMMUNICATE  
WITH YOUR  
LAWMAKER AND  
HIS/HER STAFF TO  
ENSURE THEY ARE  
UP TO SPEED ON  
HOME CARE ISSUES.**

Senators and Representatives frequently travel back to their home districts to meet with constituents like you and communicate with local voters. **However during the pandemic many of these visits are now virtual.**

The best grassroots advocates build a relationship with both Washington D.C. and district staff. The most effective tool for impacting a lawmaker's perception and support for home care is to personally show them what home care is and how it is benefiting patients throughout the community. There is no better way to do this than taking them directly into a patient's home during a home care visit so the lawmaker can witness first-hand the clinically-sophisticated care home health offers today. A legislator's personal home visit can make a strong lasting impression and speak volumes about the home care community and our issues. It will also help establish your position as a resource for the lawmaker.



# PLANNING YOUR VIRTUAL HOME VISIT

A well-planned virtual home visit leaves your legislator with a better understanding of you, your patients and your employees.

This could be a national, state, or local lawmaker:

- U.S. SENATORS
- U.S. REPRESENTATIVES
- CANDIDATES FOR PUBLIC OFFICE
- GOVERNORS
- STATE SENATORS
- STATE DELEGATES/REPRESENTATIVES/ASSEMBLY MEMBERS

The procedures described here are similar for national and state officials alike.

With the proper planning, conducting virtual home visits for national and state legislators or a political candidate can become an easy and enjoyable part of grassroots activism. It helps your individual agency while supporting our entire profession.

Whether you have invited a legislator to participate in a virtual home visit via a written invitation, phone call or a personal contact, there are some proven techniques for making the most of your opportunity. The steps involve planning, executing, and following up with the legislator (or his/her staff) after the virtual visit.

When a legislator visits virtually your agency or meets virtually with your patients, he or she is able to see first-hand what home care offers to local communities all across America. Home visits, while virtual during the pandemic, remove legislators from the complicated policy world and allow them to discover someone's living situation to truly understand what home care is and see the positive impact you are having on your patients and their health.

# INVITING YOUR LAWMAKER TO PARTICIPATE IN A VIRTUAL HOME VISIT

A personal visit is always best, but during the pandemic a virtual visit will have to do. Organizing and conducting a virtual visit has a more immediate impact and more lasting impression than a letter.

Every Member of Congress has at least one local office in the district they represent, and most have several. Most Representatives and many Senators are back in their home districts on weekends.

Legislative offices are staffed with people whose job is to communicate with constituents like you. Therefore, the best method for securing a virtual home visit is to contact your Representative's and Senators' district office to extend the invitation – a sample letter is provided in this packet. (Contact information for your local offices can be found on your lawmakers' individual web pages or at [www.congress.org](http://www.congress.org) and at <http://www.legis.state.tx.us/>).

Be sure to inquire about the Member's willingness to participate and possibly take a screen shot, video or recording of the virtual visit. Seek permission and their help to secure media.

Remember it may take a long time to organize a virtual home visit. Start early in your attempts.

Also, don't underestimate the importance of including a staff member as part of the virtual visit – they are VERY influential on their boss's policy positions and the decision making process!

## PATIENT SELECTION

Consider which patients you choose for the virtual home visit. Ideally, choose patients with powerful personal stories about how they benefit from home health services.

Be sure to discuss their participation with them in advance and that you have their complete buy in on being visited virtually and their role. Get all necessary permission statements signed, including the right to take and publish photos (screen shots), and video. Include in any patient release the right to give information about the virtual visit to the media.

## CONGRESSIONAL VIRTUAL VISIT FOLLOW-UP

Following any virtual visit by a public official with your agency or with your patient in their home your follow-up should be immediate, courteous, and informative.

Send a "thank you" letter similar to the sample we have provided the day after the home tour, while the experience is still fresh in the mind of your visitor.

For fastest processing, send your letter to your visitor's district office. Also be sure to send a letter thanking any legislative staffer who accompanied the lawmaker on the home visit or helped make the visit possible. Send a press release to local media, ideally the day the visit occurred.

## SAMPLE LEGISLATOR INVITATION FOR A VIRTUAL VISIT

Place the invitation on letterhead. Mail and fax the invitation, then follow-up with a phone call to the Legislator's scheduler. You may find the contact information for your elected officials at:

<http://www.fyi.legis.state.tx.us/Home.aspx>

<http://www.legis.state.tx.us/>

[Date]

The Honorable (Full Name)

Address

City, State Zip

Dear [Representative/Senator] [Last name]:

On behalf of the [state association/agency name], I would like to invite you to a virtual visit with members of our [home care / hospice] team and join us as we visit a patient in their home so that you can witness first-hand the quality services we offer to more than ## patients in the [town] community. We serve approximately ## patients/clients in \_\_\_\_\_ county/ies.

Studies show that individuals prefer to be cared for in the home, whenever possible. Our agency provides important services in the areas of \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

The services we provide are a valuable and necessary piece of the "health care continuum". Home care and hospice is highly cost-effective, costing the nation's care programs far less than other post-acute care settings, and offers important solutions to improving our nation's care delivery system and curbing health care costs.

As you and your colleagues continue to work toward maintaining and improving our government entitlement programs for a growing population in Texas, the home health and hospice community looks forward to joining you in these efforts. Together, our community of leading home care and hospice agencies are creating innovative solutions that will strengthen the integrity, enhance the quality, and reduce costs to the Medicare and Medicaid programs.

I would appreciate the opportunity to schedule a virtual meeting with you in to discuss the clinical, fiscal and human value of home care as well as some of the policy challenges facing the home care community.

On behalf of the [XX] employees and [XX] patients at [agency name] in [town, state], I hope you will accept our invitation and learn more about the quality care we provide to your constituents. We look forward to working closely with your office to identify a time convenient for you.

Please ask your staff to contact me at [phone/email] to arrange a date and time for your virtual home care visit.

Sincerely,

NAME

TITLE

## SAMPLE PRESS RELEASE

DATE

CONTACT (media liaison)  
phone: (000) 000-0000

FOR IMMEDIATE RELEASE

### **(CITY NAME) LEGISLATORS VISIT VIRTUALLY WITH HOME HEALTH CARE PATIENTS**

(City, State) - In recognition of the annual Texas/National Home Care & Hospice Month, (state/ U.S.) (Senator/ Representative) (name) and (name) met virtually with home care patients yesterday as visits were conducted by (agency) nurses on their daily rounds.

Among the individuals visited were (name) of (city), who is being treated at home for (illness); (name, city, and illness of a second patient), and (name) of (city), who suffers from (illness), which requires round-the-clock care.

[Sample quote from patient:] "Meeting (Senator/Representative Name) was a welcomed surprise," said (Name), a (agency) home care patient. "It's nice to know that (Sen/Rep Name) truly cares about the well-being of their constituents."

The legislator(s) met with each patient over (insert virtual platform e.g. Zoom), listening to the difference that home care makes in their lives, establishing a greater understanding of the home care industry, and learning about the cost-savings that home care and hospice provide for state and federal entitlement programs.

[Insert quote from lawmaker if possible – be sure to secure approval from their office]

(Agency) invited the legislator(s) to participate in the virtual home visits as part of its Home Care & Hospice Month 2020, celebration with the Texas theme, "Keeping Texans Safe at Home."

[Sample quote from agency director/staff:] "Here at (agency name) we considered our patients family," said (name/title.) "We invited (Sen/Rep name) to participate in these virtual home visits to interact with these patients and see firsthand why home care and hospice is the first choice in health care for thousands of Texans."

Home Care & Hospice Month pays tribute to the dedicated professionals who provide high-quality home care and seeks to educate elected officials and the general public about the growing demand for these services as the first choice for post-acute, therapy, hospice, and attendant services throughout Texas and the United States.

###

(Add closing paragraph describing your agency, such as "Founded in \_\_\_\_\_, XYZ Home Health Agency provides in-home health and supportive services for more than (estimated number of patients) (city) residents. Its (number) nurses, therapists, home care aides, social workers, and volunteers deliver comprehensive care ranging from basic assistance with daily living to advanced medical treatment.

## SAMPLE PRESS RELEASE

CONTACT:

DATE:

Media Inquiries

Becky Campbell

Texas Association for Home Care & Hospice

(800) 880-8893

### TEXAS CELEBRATES HOME CARE AND HOSPICE MONTH IN NOVEMBER

(City, State) - Governor Greg Abbott today recognized November as Home Care & Hospice Month in Texas. Approximately 6,000 Home and Community Support Services Agencies are licensed in Texas to provide home health, hospice, or personal assistance services to persons with acute, chronic or long term illnesses or disabling conditions.

The home is fast becoming the center of health care as the preferred choice among elderly, disabled and medically frail Texans. Home care and hospice serves to promote independence and keep families together.

“Home health care and hospice contributes to billions of dollars in taxpayer savings by preventing or reducing the use of more expensive institutional care options,” said Rachel Hammon, executive director of the Texas Association for Home Care & Hospice (TAHC&H). “Treating individuals at home – whether someone who needs care after leaving the hospital, or a senior or individuals with disabilities that requires ongoing attendant services at home - these services decrease re-hospitalizations and the use of expensive institutional settings.”

During Home Care & Hospice Month, TAHC&H is encouraging its 1,200+ members to invite their local legislators on virtual home visits and to share stories of home care and hospice with the public.

“I am excited to share how the quality home care and hospice services we provide benefit patients with local hospitals, medical specialists and primary care physicians to get our patients the support they need at home,” said Kristen Robison, RN, board president of TAHC&H. “Home really is the first choice in health care for Texans.”

###

“Home health” services meet the patient’s needs for skilled and supportive care and include nursing, physical, occupational, and speech-language pathologies, medical social work, home health aide and nutritional counseling. Services range from periodic nursing assessments to high-tech intravenous therapies and enable persons to remain in their homes and communities. Skilled services must be under a physician’s order. All services must be provided by or under the supervision of the appropriate licensed health care professionals.

“Hospice” is care which provides support for persons in the last phases of life - so they may be as comfortable as possible. Hospice recognizes dying as a part of the normal process of living and focuses on maintaining the quality of remaining life. Hospice provides a coordinated program of palliative care (treatment that eases pain and improves the quality of the patient’s life) to terminally ill patients and supportive services to their families and significant others in both home and facility based settings. These services include medical care, nursing, home health aide, social services, spiritual care, bereavement services, volunteer services, and other appropriate counseling services.

“Personal assistance services” (PAS) include routine, ongoing support services which may be performed by unlicensed personnel such as assistance with self-administered medications, bathing, dressing, grooming, feeding, meal preparation, toileting and ambulation. Certain health related tasks may be performed for clients whose condition is stable and predictable under the delegation and supervision of a registered nurse, such as intermittent catheterization, feeding through permanently placed gastrostomy tubes, administration of routine oral or topical medications, and bowel and bladder programs. It is designed to meet the long term care needs of clients in the home or in other independent living environments.

“Respite services” are support options that are provided temporarily for the purpose of relief for a primary caregiver in providing care to individuals of all ages with disabilities or at risk of abuse or neglect. Respite services may be provided under home health, hospice, or personal assistance services depending on the needs of the client.

Funding sources for home and community support services includes private insurance, Medicare, Medicaid, other programs through the Texas Health and Human Services Commission, and Early Childhood Intervention. For more information on services, programs and agencies in your area contact Texas Association for Home Care & Hospice at (800) 880-8893.

###

## SAMPLE FACT SHEETS

DATE

CONTACT (media liaison)  
phone: (000) 000-0000

HISTORY:

(When was the agency formed? Why was it created? How many were involved?)

STAFF SIZE:

(How many people work at the agency, including volunteers?)

OVERVIEW:

(What do you do? What is the corporate mission statement?)

STRUCTURE/SERVICES PROVIDED/SERVICE AREA:

(What are the key areas of activity/services provided? How many clients do you serve?  
What is your service area?)

###

phone: (000) 000-0000

FACT SHEET for Mayoral Proclamation

WHAT: Mayor [Name of Mayor] will sign a proclamation designating November as Home Care & Hospice Month in \_\_\_\_\_(name of city).

WHERE: Place of the event

WHEN: (time) (day, month, year)

WHY: Home Care & Hospice Month recognizes the nurses, therapists, social workers, aides and other

specialists who provide in-home health, hospice, and supportive services to the nation's elderly, disabled, and infirm, and aims to heighten public awareness of this sensible and humane alternative to institutionalization.

CONTACT: Name of your media liaison Street Address City, State Phone FAX

###

## SAMPLE PUBLIC ANNOUNCEMENTS

DATE  
SAMPLE PUBLIC SERVICE ANNOUNCEMENT

CONTACT (media liaison)

STOP: Date of announcement (15 seconds)  
liaison)

CONTACT (media  
phone: (000) 000-0000

ACROSS THE NATION, HEALTH CARE IS COMING HOME. THIS MONTH MARKS THE HOME CARE & HOSPICE MONTH CELEBRATIONS IN TEXAS AND THE NATION, AND (AGENCY) HAS WAYS FOR YOU TO PARTICIPATE. FOR MORE INFORMATION, CALL (000) 000-0000.

###

The following are several more versions of PSAs available for use. Please remember to present these to the broadcasters using the format on the previous page.

(10 seconds)

WE'RE (Agency). JOIN US AND OUR DEDICATED TEAM OF HEALTH PROFESSIONALS IN CELEBRATING HOME CARE & HOSPICE MONTH. CALL (telephone number) FOR MORE INFORMATION.

(10 seconds)

THE CHOICE IS YOURS.  
TO LEARN MORE ABOUT HOME CARE & HOSPICE DURING HOME CARE & HOSPICE MONTH, CALL (Agency) AT (telephone number).

(15 seconds)

DID YOU KNOW THE OLDEST FORM OF HEALTH CARE IS ALSO THE NEWEST? (Agency) DELIVERS THE LATEST IN HIGH QUALITY HOME HEALTH SERVICES (INSERT "AND HOSPICE" OR "HOSPICE") WITH OLD FASHIONED CARE, RIGHT TO YOUR DOOR. FOR MORE INFORMATION, CALL (telephone number). AND REMEMBER...THE CARE YOU NEED IN THE HOME YOU LOVE.

(15 seconds)

DID YOU KNOW HEALTH CARE PROFESSIONALS STILL MAKE HOUSE CALLS?  
THIS IS HOME CARE & HOSPICE MONTH AND (Agency) WANTS YOU TO KNOW YOUR RIGHTS AS A PATIENT. CALL (telephone number) FOR INFORMATION ON HOW TO GET THE HEALTH CARE SERVICES YOU NEED RIGHT AT HOME.

(30 seconds)

IMAGINE YOURSELF TERMINALLY ILL, DISABLED, OR TOO SICK TO FULLY TAKE CARE OF YOURSELF. (Pause) MOST PEOPLE ENVISION THEMSELVES CONFINED TO THE STERILE SURROUNDINGS OF A HOSPITAL OR NURSING FACILITY. BUT IF HOME IS WHERE YOU'D RATHER BE, THEN (Agency) CAN HELP. OUR PROFESSIONALS ARE DEDICATED TO PROVIDING THE HIGHEST QUALITY HEALTH CARE IN THE COMFORT OF YOUR OWN HOME. FOR INFORMATION ON HOW TO OBTAIN THESE SERVICES, CALL (telephone number). THE CARE YOU NEED IN THE HOME YOU LOVE.

## SAMPLE PROCLAMATION - COUNTY

### Home Care and Hospice Month Proclamation

WHEREAS, many Texans suffering from illness or injuries receive quality care from dedicated health care professionals in hospitals or other facilities, some Texans need or prefer a more comfortable, intimate setting; and

WHEREAS, home care and hospice organizations meet this need by providing individualized and professional medical care and assistance to the elderly, disabled and chronically ill. The simple yet powerful comfort of a home setting is a key feature of these services that offer excellent care that helps patients achieve a better quality of life; and

WHEREAS, during the month of November, an awareness campaign is conducted to highlight home care and hospice as alternatives to hospitalization and other forms of institutional health care; home care and hospice professionals help their patients live every day to its fullest, and it is important for their commitment and skill to be recognized and commended; and

WHEREAS, we encourage all Texans to learn more about home care and hospice options and the invaluable contributions of all Texas health care providers.

NOW, THEREFORE, WE, THE \_\_\_\_\_ COUNTY COMMISSIONERS COURT, do hereby proclaim November, 20\_\_\_ as "Home Care and Hospice Month" in \_\_\_\_\_ County and encourage the support and participation of all citizens in learning more about the home care and hospice philosophy of care for the elderly, disabled and the terminally ill.