

# YOUR CARE YOUR IMPACT

NOV 2023

# Resource Toolkit



# Celebrating Home Care and Hospice in November

The **National Association for Home Care and Hospice (NAHC)** is proud to spearhead the annual **[Home Care & Hospice Month](#)** each year. This month is a special occasion when we honor the countless individuals who, from administrators to clinicians, social workers, and volunteers, consistently deliver the highest quality healthcare to the most vulnerable patients in the U.S. right in the comfort of their homes. Their work leaves a lasting imprint on the patients and families they serve.

This year, under the theme **#YourCareYourImpact**, we are spotlighting every industry professional's role in shaping the quality of care and the well-being of the community. We celebrate your invaluable contributions by championing the significance of our profession, engaging in outreach efforts, advocating for our field, fostering professional growth, and amplifying your voice.

In the following Home Care & Hospice Month Toolkit, you will find the resources and tools needed to communicate how your care is impactful. **#YourCareYourImpact**

# How to Participate

Embrace Home Care & Hospice Month in your own unique way, but we've crafted some weekly themes inspired by NAHC resources to help you along. We're eager to hear about your initiatives anyway, so don't hesitate to share your experiences with us across all our platforms.

## ADVOCACY – NOV 1- 7

Join us in advocating for essential policies at all levels, from Capitol Hill to your local community.

Stand up for caregivers, home health, and hospice patients by lending your voice to critical issues. Visit our [Legislative Action Center](#) to make a meaningful impact with just a few clicks.

[Stop Home Health Cuts](#) to preserve access to life-sustaining and life-saving home health care.

Urge Congress to Pilot a [New Community-Based Palliative Care Demo](#) to enhance access to these vital services.

[Sign up to be an NAHC Advocate](#) to strengthen our voice and bring the spotlight to quality home health care and hospice services. Help them receive the necessary support and attention to meet the rapidly growing demand.

## RECOGNITION – NOV 8 – 14

Celebrate the outstanding achievements of your colleagues, friends, mentors, and dedicated home care and hospice professionals this month by presenting them with our [Certificate of Appreciation](#). Share with NAHC on social media using the hashtag [#YourCareYourImpact](#).

Let's recognize the industry has a WHOLE! NAHC has engaged with a cross-section of the home-based care provider community and Transcend Strategy Group to build the infrastructure for a [public campaign to raise the image of care in the home](#) in the United States.

We've created a range of [customizable resources](#) to help you attract and retain top talent, foster mutually beneficial partnerships with payers, and educate consumers about the various types of care available. [Stay updated](#) on our campaign's progress and help spread the word.

# How to Participate <sup>e.</sup>

## PROFESSIONAL DEVELOPMENT – NOV 15- 21

We understand that your professional development is of utmost importance to you. We encourage you to invest in your growth by participating in at least TWO of our [upcoming webinars](#) before the end of this month, and many of these sessions are offered FREE of charge to our valued members.

This month, we're collaborating with the **American Heart Association** to offer a captivating [Heart Failure Educational Series](#). Topics encompass heart failure management, care coordination, clinical practices, patient compliance, and staff education.

For those looking to advance their careers, we have a special offer: consider obtaining the [Senior Home Safety Specialist™ certification](#) at a discounted rate exclusively available to NAHC members. Elevate your agency's reputation by exploring our [Private Duty Home Care Certification](#).

If you're enthusiastic about staying informed on the most current strategies, solutions, tools, and industry insights as taught by influential thought leaders, make the most of our on-demand learning [available at Home Care University](#).

## COMMUNITY – NOV 27 -30

Join our vibrant community of home care and hospice professionals at [COMMUNITY.NAHC.ORG](#). Share your experiences, exchange innovative ideas, and stay updated on the latest tools in real time. It's the ideal platform to connect with like-minded individuals and explore endless networking possibilities, available 24/7.

Join one of NAHC's numerous [Committees and Advisory Councils](#) in the upcoming year. These roles are pivotal within our organization, as they leverage our greatest asset: our united membership. By getting involved, you can enhance membership services and quality for dedicated professionals like yourself.

Join the conversation on social media using the hashtag **#YourCareYourImpact**. Tag NAHC so we can repost the good work you're doing this month.

# Home Care & Hospice Month Customizable Resources

## List of resources

- 🏠 Logos
- 🏠 Certificate
- 🏠 Email template
- 🏠 Press templates
- 🏠 Poster
- 🏠 Online ads
- 🏠 Social media posts



# Logos & Tagline

The Home Care & Hospice Month Logo, created by NAHC, is the cornerstone of our annual celebration's branding. Utilize the full logo and incorporate your brand to promote your initiatives this month.

**TAGLINE: YOUR CARE YOUR IMPACT**

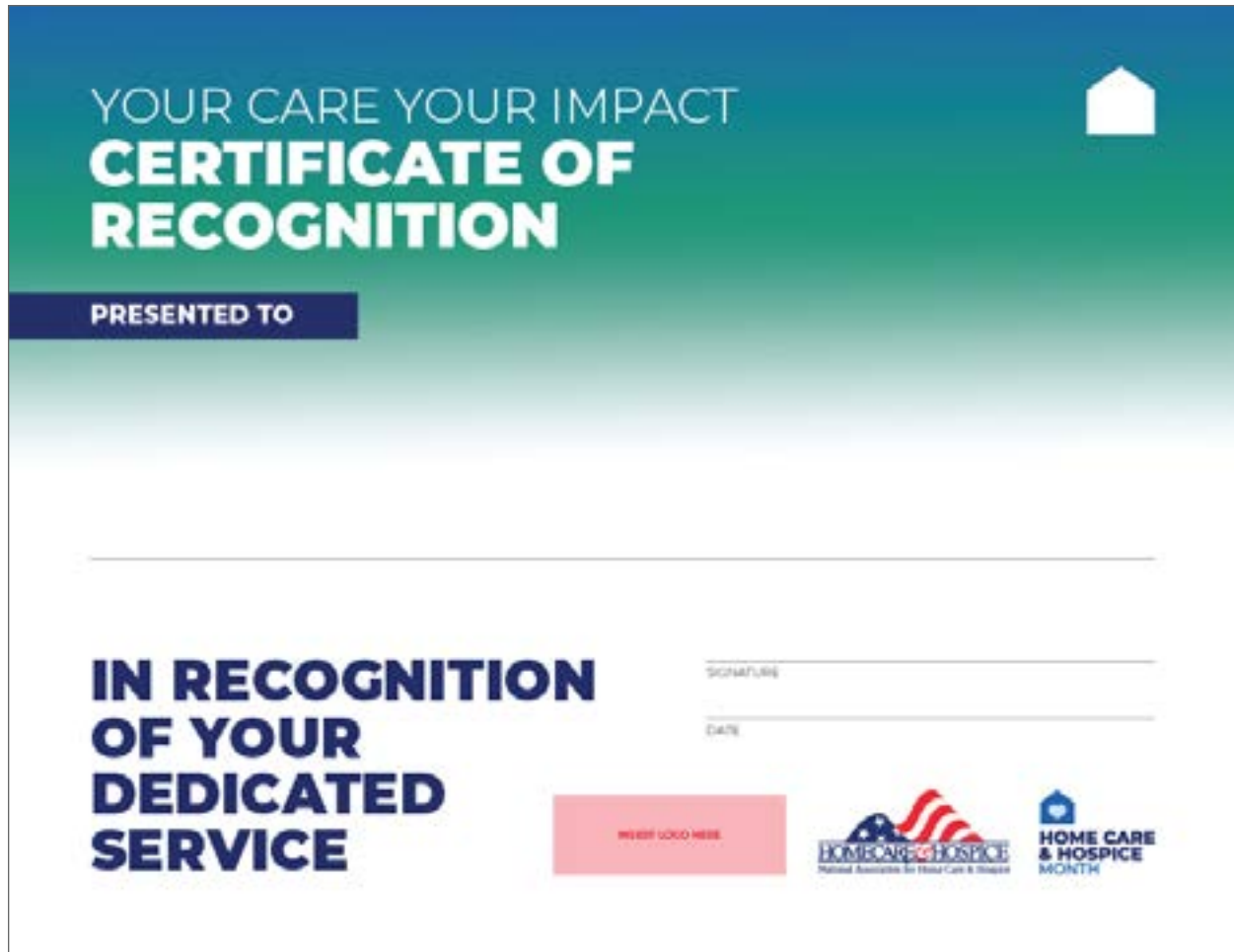


AI, EPS, JPG, PNG, SVG

DOWNLOAD

# Certificate

Customize and print or digitally share the Certificate of Recognition for the rockstar in your organization, facility, home, or community. Use the hashtag **#YourCareYourImpact** when sharing on social media.



High-resolution PDF, Adobe InDesign or PowerPoint

DOWNLOAD

# Email Template

Download the 600 x 200 email header to craft a personalized email highlighting your involvement in Home Care & Hospice Month and direct recipients to our available resources. Feel free to tailor the following message to your unique style and perspective.



PNG

DOWNLOAD

## EMAIL SIGNATURES

OPTION 1



OPTION 2



AI, EPS, PNG, JPG, PDF, SVG

DOWNLOAD



# Email Template

[Subject] Join Us in Celebrating National Home Care & Hospice Month!

Dear [Recipient's Name],

November is a time when we come together to honor and recognize the countless heroes who form the backbone of our healthcare system. Nurses, home care aides, therapists, and social workers tirelessly dedicate themselves to making a remarkable difference in the lives of patients and their families. Their unwavering commitment to the well-being of our communities deserves our utmost appreciation and respect.

This November, we invite everyone to join us at [ORGANIZATION Name] and the National Association for Home Care & Hospice (NAHC) to celebrate National Home Care & Hospice Month. This is an opportunity to shine a spotlight on the invaluable services that these dedicated professionals provide.

We're celebrating by [ADD PERSONALIZED TEXT].

Together, we can make a meaningful difference in the lives of those who give their all to improve the health and well-being of our loved ones.

To learn more about the events and activities we have planned for National Home Care & Hospice Month, please visit our website or contact us at [Your Contact Information]. Visit [nahc.org/yourimpact](http://nahc.org/yourimpact) for free resources to celebrate this month.

Let's come together to celebrate the power of caring this November. Your participation and support can make a world of difference!

Thank you,

[Your Name]  
 [Your Title]  
 [ORGANIZATION Name]  
 [Contact Information]

LOGO

# Press Release

FOR IMMEDIATE RELEASE:

[Date]

CONTACT:

Name

Phone

Email address

[ORGANIZATION Name] Recognizes the Heroes of Home Care and Hospice During National Home Care & Hospice Month

[CITY], [STATE] – [Date] – Throughout November, the nation comes together to celebrate and honor the dedicated professionals who play a pivotal role in the well-being of countless patients and their families. Home care aides, nurses, therapists, and social workers, often unsung heroes in the healthcare community, make an immeasurable difference in the lives they touch. Their unwavering commitment to providing care and compassion is a cornerstone of our healthcare system, allowing individuals to receive vital services within the comfort of their homes. Recognizing their profound impact, [ORGANIZATION Name] joins the National Association for Home Care & Hospice (NAHC) to commemorate November as **National Home Care & Hospice Month**.

With an estimated 10,000 Americans reaching 65 every day, the demand for healthcare services is continually rising, leading to soaring costs. Home care and hospice emerge as the preferred choice for most patients, offering substantial cost savings while delivering personalized care. Care provided within the home is more affordable than hospital or nursing home care. It also empowers countless seniors to maintain their independence, allowing them to age gracefully in the familiar surroundings of their communities—a goal shared by 90 percent of Americans.

[ORGANIZATION Leader's Name], [Title] at [ORGANIZATION Name], remarks,.... “

This year, NAHC launched a pioneering campaign to elevate the **perception of home-based care**. This initiative will spotlight home-based care as a hub of innovation, exceptional value, and a top choice for consumers. This represents a significant milestone for our industry as we fight to attract and retain talent while delivering top-quality care to our most vulnerable population.

For additional information about the National Association for Home Care & Hospice (NAHC), Home Care & Hospice Month, and Home Care Aide Week, please visit **nahc.org/yourimpact**.

About [ORGANIZATION Name]  
[Insert Boilerplate Language for Agency]

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# Letter to the Editor

Dear Editor,

November is a time when we come together to honor and recognize the countless heroes who form the backbone of our healthcare system. Nurses, home care aides, therapists, and social workers tirelessly dedicate themselves to making a remarkable difference in the lives of patients and their families. Their unwavering commitment to the well-being of our communities deserves our utmost appreciation and respect. To celebrate and express our gratitude for their remarkable efforts, we urge all Americans to come together and commemorate the power of caring within the sanctity of our homes and our local communities.

This November, we invite everyone to join us at [\[ORGANIZATION Name\]](#) and the National Association for Home Care & Hospice (NAHC) to celebrate [National Home Care & Hospice Month](#). This is an opportunity to shine a spotlight on the invaluable services that these dedicated professionals provide.

With the daily milestone of 10,000 Americans turning 65, healthcare needs will continue to surge, and costs will soar ever higher. Home care and hospice emerge as a beacon of hope! As the preferred choice for most patients, it ensures personalized care and offers the most significant cost savings. Providing care for our seniors and individuals with disabilities at home is compassionate and fiscally responsible. It costs taxpayers significantly less than institutional settings like nursing homes and hospitals, all while delivering top-quality care.

Moreover, the desire to age in place, within the comfort of one's own home and community, is echoed by a staggering 90 percent of Americans. Home care not only upholds this cherished independence but also delivers the essential care and support individuals need and deserve to thrive.

As we embark on National Home Care & Hospice Month, we hope to see countless individuals from all walks of life joining us in educating Americans about the unique value of care in the home. Remember that home care and hospice are not just services; they are lifelines of hope, compassion, and support for our loved ones. This November, let us collectively recognize the unsung heroes of our healthcare system who bring solace and healing to those in need. Learn [more at nahc.org/yourimpact](https://www.nahc.org/yourimpact).

Sincerely,

[\[Your Name\]](#)

[\[Your Title/Organization, if applicable\]](#)

[\[Contact Information\]](#)

# Posters

The 24x36-inch poster is customizable. Print one or all four and display them throughout your organization.

- 🏠 **Generic** Poster
- 🏠 **Advocacy** Poster
- 🏠 **Development** Poster
- 🏠 **Recognition** Poster
- 🏠 **Community** Poster

## PRINTING TIPS

Use a local vendor for printing to save on shipping. If using an online print vendor, upload a high-resolution PDF when prompted for best results. Share a picture of your poster using the hashtag **#YourCareYourImpact**.

High-resolution PDF or Adobe InDesign

DOWNLOAD



# Online Ads

NAHC has developed a series of online ads for you to customize and add to your organizations or partner websites to champion Home Care & Hospice Month. Feel free to link these ads to your initiatives or [link them to us](#) for additional resources.

160x600



728x90



962x125



200x300



300x250



200x200



PowerPoint or PNG

DOWNLOAD

# Social Media

Connect with us on the following channels to share how you're participating in Home Care & Hospice Month, share recognition of colleagues, and tag us using the hashtag **#YourCareYourImpact**.

Customize the social media images below with your logo. Use the generic post or our weekly themed post. Create your own using the Home Care & Hospice Month logo --- get creative! [Social media headers.](#)

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [Twitter](#)

1200x630



1080x1080



ADVOCACY



COMMUNITY



DEVELOPMENT



RECOGNITION



PowerPoint or PNG

DOWNLOAD