



WORLD COMPASSIONATE COMMUNITIES DAY
1ST NOV 2021 CONNECTING GLOBAL COMMUNITIES

2021 GUIDE TO HOSTING EVENTS

YOUR GUIDE TO HOSTING EVENTS FOR #WORLDCCDAY2021

There are many options for getting involved in World Compassionate Communities Day, depending on where your town, suburb, or country is at in terms of COVID-19. You can do something face-to-face with your local community, or organise an online event.

Events don't need to be big, nor should they cost a lot, or even any, money.

The key ingredients are **NOTICING** and **CELEBRATING** what you are doing that is making a difference in your **COMMUNITY**, no matter how small it may seem. The following guide will give you some ideas for the day*, show you how to connect around the globe, and prompt you to promote and evaluate your activities.

*On or close to the 1st November 2021

KEY MESSAGES

IDEAS

PROMOTION

SOCIAL MEDIA

EVALUATION

2021 WORLD COMPASSIONATE COMMUNITIES DAY KEY MESSAGES

1. Death, dying, loss and care is everyone's responsibility.

(What are you noticing about networks and connections in your communities?)

2. Your work IS making a difference, and we want to celebrate this!

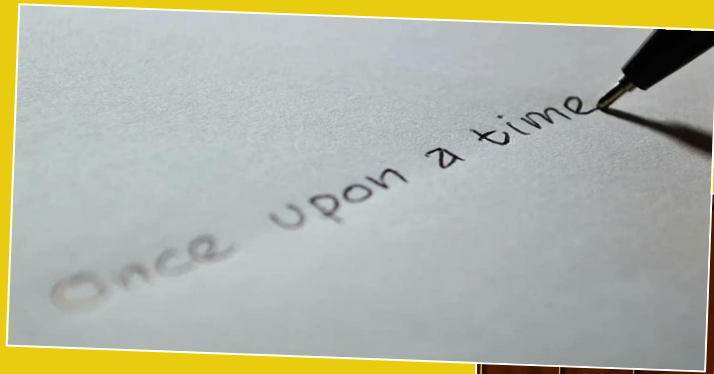
(How is your work making a difference? Who does it impact?)

3. Connecting you to other compassionate communities around the world.

(What have you learnt from each other? What tools, resources, meetings etc made a difference? What does it mean to you to “meet” other compassionate communities?)

**4. What can YOU do to celebrate / connect with / inspire others this #WorldCCDay?
Think: LOCAL ACTIONS, GLOBAL MOVEMENT.**

(What has your community been doing that you would like to showcase? Get creative with your event!)



- **SHARE YOUR SKILLS**
- **MEET YOUR NEIGHBOURS**



- **PUT ON A PLAY**
- **RUN AN ART OR STORYTELLING COMPETITION**



- **MAKE A VIDEO ABOUT YOUR COMMUNITY**
- **CREATE A MEMORIAL EVENT IN YOUR NEIGHBOURHOOD**





- GET TOGETHER ONLINE
- MEET UP WITH A COMMUNITY IN ANOTHER COUNTRY (see event registration page)



- GET YOUR LOCAL SCHOOL INVOLVED
- MEET WITH YOUR CITY LEADER



- CELEBRATE WITH VOLUNTEERS
- HOST A DEATH CAFE OR BEREAVEMENT CAFE
- HAVE A COMMUNITY MEETING



PROMOTION AND DOCUMENTATION **CONNECTING WITH YOUR COMMUNITY**

PROMOTING YOUR EVENT will help you connect with more people in your community. You can promote your event in many ways*:

- Local newspaper - write a story about your group, your event and include local people. People LOVE (need...) stories
- Posters, flyers (and conversations!) in local cafes and shops
- Local community centres and doctors' waiting rooms
- Social media (see next page)

*Remember to include contact information so people can get in touch with you.

TAKE PHOTOS AND VIDEOS* of your events (people, activities, initiatives, vox pops (short interviews) etc) and **SHARE** them on social media, in local community newsletters, newspapers and health centre notice boards. This shared documentation helps build community, nurture community spirit and keeps the message getting out there.

People LOVE photos and stories.

*Be sure to ask permission first.

SHARING YOUR EVENTS ON SOCIAL MEDIA **SHARE SHARE SHARE**

- FOLLOW ALONG ON SOCIAL MEDIA Facebook & Twitter
- FACEBOOK @PublicHealthPalliativeCare
- TWITTER @PHPalCare
- USE THE FOLLOWING HASHTAGS :

#worldccday2021

#phpci

#compassionatecommunities

#localactionsglobalmovement

#dyingiseveryonesresponsibility

INCLUDE YOUR OWN HASHTAGS AND TELL YOUR STORIES



- FACEBOOK PROFILE FRAME link:

EVALUATION STORIES STORIES STORIES

EVALUATION IS ANOTHER WAY OF UNDERSTANDING the impact your event has had. For example, did it make a difference, and what *is* that difference? Evaluation does not need to be lengthy or complex, just ask consistent questions! (You can use the campaign questions on page 4 as a guide if you like.)

In a community setting, it is good to collect people's stories as evaluation. Interview people in a short video, record audio feedback, ask people to take a picture, or write down their views. Ask people about their experience, and listen to their stories.

These stories and quotes speak for themselves, and you can evaluate them further by looking for common themes (see wordcloud example on pg 10).

“Sharing stories of success is an enabler of community development. It can be a deliberate strategy used to encourage others to act, to join the work or to be inspired to start something similar in another place. Stories of success throw out threads of possibility for others to catch and use. They demonstrate that change can happen and focus energy and attention on successful actions and reason for change.”

Horsfall et al. (2020) Researching Compassionate Communities in Australia.
