

A Lion in the House

a film by Steven Bognar and Julia Reichert

COMMUNITY ENGAGEMENT CAMPAIGN



A LION IN THE HOUSE Community Engagement Campaign

Campaign Tool Kit

Working with National Partners:

National Hospice and Palliative Care Organization (NHPCO)

The complete A LION IN THE HOUSE Campaign Tool Kit was created to guide public television stations, organizations and the community to support A LION IN THE HOUSE outreach activities in collaboration with national partners: American Academy of Pediatrics (AAP), American Cancer Society (ACS), Association of Oncology Social Work (AOSW), Association of Pediatric Oncology Nurses (APON), Centers for Disease Control and Prevention (CDC), Children's Cause for Cancer Advocacy (CCCA), CureSearch, Gilda's Club Worldwide, Health Ministries Association (HMA), Hope Street Kids, Intercultural Cancer Council (ICC), Lance Armstrong Foundation (LAF), Leukemia & Lymphoma Society (LLS), National Association of Social Workers (NASW), National Cancer Institute (NCI), National Hospice and Palliative Care Organization (NHPCO), Oncology Nursing Society (ONS), PADRES Contra El Cáncer. The full Tool Kit with information for all national partners is also available for download.

Get involved at www.itvs.org/outreach/lioninthehouse.



National Hospice and Palliative Care Organization (NHPCO)

www.nhpc.org

The National Hospice and Palliative Care Organization (NHPCO) is committed to improving end-of-life care and expanding access to hospice and palliative care with the goal of profoundly enhancing quality of life for people dying in America and their loved ones. The NHPCO is a nonprofit organization representing 3,000 hospice and palliative care programs and more than 10,000 professionals in the United States. Priority areas include advocating for the seriously ill and their families, developing public and professional education programs, conducting research, and working closely with other organizations that share an interest in end-of-life care.

Partnering with Hospice, Palliative Care and Bereavement Programs

- Search for a hospice, palliative care or bereavement program in your area at: <http://www.nhpc.org/custom/directory/main.cfm>. Additionally, you can search for end-of-life coalitions in your viewing area using this same online search tool.
- Local end-of-life coalitions and programs can assist you in identifying expert spokespeople in pediatric palliative care and possibly connect you to family members who would like to be advocates on these issues.

Community Engagement Activities

- Host a community screening of A LION IN THE HOUSE using the “End of Life” clip, available on DVD, to explore ways your community might better support families faced with losing a child. Explore settings such as the faith community and schools.
- Utilize the LION IN THE HOUSE DVD at conferences and training for professionals in health care, school professionals, those in faith ministries and youth development programs.
- Facilitate group viewings of the LION IN THE HOUSE series as it airs, providing an opportunity to convene and discuss all of the end-of-life content in the film.
- Explore ways to utilize the film and NHPCO resources to support various state and community initiatives to improve pediatric palliative care.

Resources

- Families can search for a provider in their community at <http://www.nhpc.org/custom/directory/main.cfm> in Spanish and English. The NHPCO directory offers a search for hospice, pediatric palliative care, community bereavement care, grief counseling and more.

National Hospice and Palliative Care Organization Continued

Resources Continued

- Caring Connections is an initiative of the NHPCO that offers a wide range of free materials about end-of-life care. Resource information is available at <http://www.caringinfo.org> and through the Caring Connections HelpLine at 800-658-8898.
- The NHPCO has developed resources for health professionals on pediatric palliative care under the auspices of the Children's Project on Palliative/Hospice Services. These materials are available through the NHPCO Marketplace at <http://www.nhpc.org/marketplace>:
 - *Caring for Kids: How to Develop a Home-Based Support Program for Children and Adolescents with Life-Threatening Conditions* (CD only)
 - *Education and Training Curriculum for Pediatric Palliative Care*
 - *Compendium of Pediatric Palliative Care*
- <http://www.PartnershipForParents.org> is a national website for parents of seriously ill children sponsored by the Children's Hospice and Palliative Care Coalition. The website offers practical information, resources and support for parents whose children are receiving curative treatment, palliative or end-of-life care. The site also includes information for families grieving the loss of a child.