

Hospice Care Week 2025

This year's theme is 'more than you think' – spotlighting all the amazing work hospices do beyond what you might expect/beyond the hospice building, and showing why it's so vital these services are protected.

Hospice UK accounts

Facebook: @HospiceUK

Instagram: @Hospice_Uk

Bluesky: @hospiceuk.bsky.social

Key links

Hospice Care Week landing page:
<https://www.hospiceuk.org/our-campaigns/hospice-care-week>

Hospice Care Week resources:
<https://www.hospiceuk.org/our-campaigns/hospice-care-week/resources>

Hospice UK Linktree (our campaign video will be here from 6 October):
<https://linktr.ee/HospiceUK>

Suggested social copy

Before Hospice Care Week

Facebook, Instagram, and LinkedIn:

We're proud to support #HospiceCareWeek from 6-12 October, showing all the ways hospices do #MoreThanYouThink.

They deliver care on the wards and in the community, keep people out of hospital who do not need to be there, and care for people in the place they love most: their own home.

And with the right support, they could do even more. That's why we're celebrating all the things that hospices do to make people's lives better, to help raise awareness that these services should be properly funded.

<https://www.hospiceuk.org/our-campaigns/hospice-care-week>

X/Bluesky:

We're proud to support #HospiceCareWeek (6-12 Oct), celebrating how hospices do #MoreThanYouThink - delivering care on the wards, in homes, & the community.

With proper funding, they could do even more. Let's raise awareness for the vital role they play. ❤️

<https://www.hospiceuk.org/our-campaigns/hospice-care-week>

On launch day

Facebook, Instagram, and LinkedIn:

On the wards, in the community, and in people's homes across the UK, hospices look after people who need palliative and end of life care day in, day out.

They make 1.4 million community visits to help people at the end of their lives, delivering care closer to home, keeping people out of hospital who do not need to be there, and letting many people be in the place they love most: their own home.

But just when these services should be growing, they're shrinking. With the right support, there is so much more they can do.

That's why, this #HospiceCareWeek, we're celebrating all the things that hospices do to make people's lives better to help raise awareness that these services should be properly funded.

Because hospice care is more than you think.

<https://www.hospiceuk.org/our-campaigns/hospice-care-week>

X/Bluesky:

Hospices provide vital end of life care on the wards, in the community and in the place they love most: their own home. With proper funding, they could do even more.

This #HospiceCareWeek, we're showing how hospice care is #MoreThanYouThink
❤️

<https://www.hospiceuk.org/our-campaigns/hospice-care-week>

Anytime during the week

1. Share your own stories of how hospice care is 'more than you think'

Throughout the week we'll be sharing stories of hospice care that show how it's 'more than you think' – going beyond the typical assumption someone might have of hospice care that only takes place in the hospice building in the final weeks of someone's life.

We'd love to see as many stories from hospices as possible which show the range of dedicated, specialist care your hospice delivers.

2. Write to your MP, and ask your community to do the same

We're asking people to write to your MP, encouraging them to attend our Westminster event following Hospice Care Week on 15 October to hear what their local hospice needs to secure its future, care for more patients, and support the NHS.

We know what a difference it makes when campaigns like this are promoted by hospices. You could include the ask in supporter emails, on social, in shops and at events. It makes a real difference if your comms and marketing team can get behind it.

Visit [this page](#) to find suggested social copy and graphics.

3. Share campaign film

We've worked with the People's Postcode Lottery on a beautiful campaign film. Featuring stories from nurses and patients, we want to spread the message far and wide that hospice care is 'more than you think', and we'd love it if you could share the film too.

Keep an eye out for our social posts on launch day (6 October) to share the film.