

Comms pack for the build-up to the elections

What's included

- Key messages and [manifesto priorities](#)
- Template press release for MP/candidate visits
- Pitching tips
- Social media support
 - Content ideas
 - Suggested copy
 - Video guide
 - Social Assets

1. Press release template

[Candidate/MP name] visits [Hospice name] to discuss vital role of hospices in Wales

[Hospice name] in [location] recently welcomed [candidate/MP name], the [party] [candidate/MP] for [constituency], for a visit focused on the vital role hospices play in Wales' health and social care system.

The visit forms part of Hospice UK's work to raise awareness of hospice and palliative care ahead of the Senedd elections, highlighting both the impact of local hospices and the urgent need for long-term, sustainable funding.

During the visit, [candidate/MP name] met with [hospice name] staff and volunteers, and heard about the care and support provided to people living with a life-limiting illness and their families. Each year, [hospice name] supports over [X] people through inpatient, community and family support services.

They support people like [insert name and story - an opportunity to demonstrate the powerful impact of hospice services].

Hospices across Wales are under increasing pressure from rising costs, workforce challenges and growing demand for palliative care. A recent survey by Hospice UK found that nearly 30% of Welsh hospices are reducing the number of inpatient beds or wider services as a result of increasing cost and workforce pressures.

[Name], Chief Executive of [Hospice name], said:

“[Quote from CEO - focusing on funding pressures and importance of sustainable funding]”

[Candidate/MP name] said:

“[Quote from MP/candidate - reflecting on visit and importance of hospice care]”

Matthew Brindley, Policy and Advocacy Manager for Wales at Hospice

UK said: “Hospices are an essential part of Wales’ health and care system, easing pressure on the NHS by helping people stay out of hospital and receive expert care in their own communities, but many are under increasing pressure. Now more than ever it’s important for all candidates to champion their local hospice and work to secure the support they desperately need, so they can continue to provide their expert care and compassion for everyone who needs it.”

ENDS

Notes to editors

About **[Hospice Name]**

[Short description of the hospice, services provided, area covered etc]

Media contact - **[Name, job title, hospice name, email, phone number]**

To contact Hospice UK, please email media@hospiceuk.org

2. Social media

Hospices can create powerful social media content at many moments – not just during MP or candidate visits. The aim is to show the human impact of hospice care, explain the funding pressures facing services, and clearly set out what needs to change.

Content ideas

1. MP or candidate visits

Use visits as a timely hook to highlight the importance of hospice care and the need for sustainable funding.

2. Funding and awareness posts

Use the social media graphics provided to explain the funding pressures facing hospices, rising demand for palliative care, and why action is needed now.

3. Voices from the hospice

You can create short videos or posts featuring:

- Hospice nurses, doctors or healthcare assistants
- Volunteers or fundraisers
- Senior leaders explaining local pressures

These first-hand perspectives help bring the issue to life and build public understanding.

4. Patient or family stories

If you have consent, short videos from patients or families can be incredibly powerful in showing what hospice care means and what would be lost if services are reduced.

What to share:

- A short video clip or photo (from a visit or everyday hospice activity)
- A short video from a hospice spokesperson explaining current pressures and calling for change (see key messages below)
- A quote from an MP/candidate, staff member, volunteer or family member
- A clear message about why hospice care matters and what needs to change

Suggested post copy

Visit-focused

Today we welcomed [MP/candidate name] to [Hospice name]. It was a valuable opportunity to show the impact hospice care has for people and families, and to discuss the urgent need for sustainable funding in Wales.

Funding-focused

Demand for hospice and palliative care is rising, but services are under growing financial pressure. Hospice care is vital – and Wales needs a sustainable funding model to protect it.

People-focused

Hospice care is about dignity, compassion and choice at the end of life. Our staff and volunteers see every day why sustainable funding matters for patients and families.

Suggested post copy (MPs/candidates)

Today I visited [Hospice name] to meet the incredible staff and volunteers who support people and families at the end of life. Hospices are vital to our health and care system and must be properly supported.

Social media graphics are attached to the email this PDF came in.

Please note that all social media posts should be impartial. You can refer to our guidance on this [here](#).

How to make simple, effective videos for social media

- You don't need professional equipment – a phone filmed horizontally or vertically is fine
- Keep clips short (20–60 seconds works best)
- Film in a quiet, well-lit space
- Avoid filming patients unless explicit consent has been given
- Ask speakers to look at the camera and speak naturally

Helpful video prompts:

- “Why is hospice care important in your community?”
- “What pressures is your hospice facing right now?”
- “Why does Wales need sustainable hospice funding?”

3. Pitching to media

Local media are often most interested in people, not policy alone. You will all know the power and impact of sharing emotive stories of hospice care, and why it matters to local communities.

In the build-up to the Holyrood elections hospices can play an important role in keeping momentum behind our cause by placing powerful human stories of hospice care with your local media.

Hospice UK will also be placing national media stories in Wales, if your hospice would be happy to host journalists or speak to the media, email us at media@hospiceuk.org.

What makes a strong story?

- A real person or frontline perspective
- A clear local angle (your hospice/area/community)
- A wider message about why hospice care needs protecting
- Story ideas to pitch to local media

MP or candidate visit

Use visits as a hook to talk about the value of hospice care and the need for sustainable funding. Local papers are often keen to cover representatives visiting important community services.

Patient or family case study

With consent, share a story that shows the difference hospice care makes - e.g. dignity, comfort, support at home, care for the whole family. These stories help readers understand what is at stake if services are reduced.

Staff or spokesperson interview

First-hand accounts can be very powerful - e.g. staff such as nurses, Medical Directors etc can speak about rising demand, workforce pressures, and the importance of being able to provide the best care they can.

Community impact story

Focus on volunteers, fundraisers, or community-led support and explain why charitable income alone is no longer enough to sustain essential care.

Practical pitching tips

- Keep pitches short and clear (2 - 3 paragraphs is enough)
- Lead with the human story
- Explain why the story matters now
- Offer interviews, photos or short videos where possible
- Contact Hospice UK if you want additional data or stats about hospice care in Wales, or a quote or spokesperson for interview. We will do our best to help.

4. Key messages to weave through media coverage and social media content

You might want to reference the following key messages from our [manifesto priorities for Wales](#) in media or social posts:

We and Hospices Cymru are calling on the next Welsh Government to:

- Establish a sustainable funding solution for Welsh hospices, so more people receive the support they need closer to home
- Tackle inequalities in palliative and end of life care across Wales, especially in rural areas and for those facing financial hardship
- Drive innovation and improve quality of care by collaborating with hospices, improving regulation, and building a resilient workforce
- Demand for palliative and end of life care in Wales is soaring at a time when nearly 1 in 3 Welsh hospices are being forced to cut vital services.
- Palliative care needs are forecast to rise by 25% over the next 25 years.
- Welsh hospices are struggling year on year to meet the rising costs of employing their expert staff and spiralling cost of living pressures.
- Nearly every hospice in Wales is forecasting a deficit this financial year.
- This is unsustainable. We need urgent action to continue delivering the best care, now and in the future.