

BE A HERO, MAKE A PLAN

by National Patient Advocate Foundation

April 1, 2021 – April 30, 2021



ABOUT THE CAMPAIGN

COVID-19 has heightened awareness about the importance of care planning. Whether you're managing multiple chronic conditions, 17 or 75, everyone should have a care plan.

Care planning should be as important as signing up for health insurance: identifying your needs, defining how you prefer your care, and personalizing or selecting a plan that best matches you. By making a care plan, you will always have a voice in your care.

The goal of the campaign is to normalize care planning for young adults, all patients and caregivers and underserved populations.

HOW YOU CAN HELP

The easiest way to engage in this campaign is to direct people to our [care planning resources here](#) and sign-up for our campaign [newsletter here](#).

You can also join our weekly Twitter chats beginning Tuesday, April 13 at 3pm ET, and every subsequent Tuesday throughout the month.

Be sure to follow us on social media!

- Twitter: [@npaf_tweets](#)
- Facebook: [@npaforg](#)
- Instagram: [@patient_advocates](#)

WEEK OF ACTION

Mon, 4/12

Create a Care Plan & share your action on social media

Tues, 4/13

Twitter Chat: Care Planning 101
3pm ET | 12pm PT

Wed, 4/14

Share campaign resources with three people

Thurs, 4/15

Help one person you know create a care plan

Fri, 4/16

Healthcare Decisions Day! Share why care planning is important to you on social media with [this graphic](#).

TWITTER CHATS

Tues 4/20

Twitter Chat: Navigating Care Planning Conversations
3 pm ET | 12 pm PT

Tues 4/27

Twitter Chat: Proactive Care Planning
3 pm ET | 12 pm PT

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SPREAD THE WORD

Help us bring awareness to care planning! Please use the blurbs below to share our resources with your audiences and network.

CAMPAIGN TOOLKIT

NPAF's campaign toolkit presents all the superhero actions that everyone can take to spread awareness about care planning throughout the month of April.

Access our [campaign toolkit here](#) to learn more about the campaign and how you can share NPAF's care planning guide!

Website link: <https://www.npaf.org/be-a-hero-campaign/>

CARE PLANNING GUIDE

NPAF's care planning guide is designed to help anyone gather their thoughts on the priorities and concerns they have about their health and well-being, to ensure that the care they receive is based on what matters to them.

Access our [care planning guide here](#) to share with others, or use it to make your own care plan!

Website link: <https://act.npaf.org/a/care-planning-guide>

SAMPLE SOCIAL MEDIA POSTS

TWITTER

- Care planning is as important as signing-up for health insurance. [@NPAF tweets](#) created a guide to help everyone, regardless of age or health, start a care plan. #BeAHeroMakeAPlan <https://www.npaf.org/be-a-hero-campaign/>
- Do you find it difficult to talk about what matters to you with your loved ones & care team? Be proactive about your health & priorities & make sure you get the care you want! Use [@NPAF tweets](#) care planning guide to help you. #BeAHeroMakeAPlan <https://www.npaf.org/be-a-hero-campaign/>

FACEBOOK

- #COVID19 has made it clear that we need to plan for anticipated and unanticipated health events. Communicating your health care needs and creating a care plan is the best way to receive the care you want. Use [@NPAForG](#)'s care planning guide and start your care plan today. #BeAHeroMakeAPlan <https://act.npaf.org/a/care-planning-guide>