



Newsletter Blast Guidelines

INTRODUCTION

The Palliative Care Coalition of Canada's e-newsletter blast is produced by the Secretariat of the Palliative Care Coalition of Canada (PCCC), Pallium Canada, and is sent out to all members of the Coalition twice a year.

The newsletters serve as a platform to share updates, initiatives, and achievements of PCCC members in the field of palliative care. The newsletter is created in digest format with links to more information.

These guidelines aim to provide clarity on the format, content, and deadline for submitting initiatives for inclusion in the PCCC newsletters.

DISTRIBUTION SCHEDULE

The newsletters will be distributed biannually. Once finalized, the newsletter will be distributed to all coalition members via email from pccc@pallium.ca.

In 2025, the newsletter will be sent out on the following dates:

1. May 5, 2025
2. October 1, 2025

Over time, the Secretariat may increase the frequency of the e-newsletter blast.

SUBMISSION DEADLINE

A Call for Submissions email is sent out one month before the distribution date to coalition members. All submissions must be submitted using the online form.

The deadlines for submissions in 2025 are the following:

1. April 22, 2025, at 4 p.m. ET
2. September 17, 2025, at 4 p.m. ET

Submissions received after this time will not be included in the e-newsletter blast.

SUBMISSION PROCESS

All submissions must be submitted using the online form provided by the Secretariat. This form will be created on Pallium Canada's website (www.pallium.ca) as its own designated page.

Submissions should be no more than 200 words and should include a link where possible. Each initiative should be submitted separately. Submissions in English and French are welcome.

The submission form will include fields such as:

1. Organization name
2. Contact person



3. Initiative title
4. Initiative description (max 200 words)
5. Relevant links (if any)
6. Attachments (if applicable, e.g., images, documents)

Submitted initiatives will be reviewed by the Pallium Canada team for relevance, accuracy, and appropriateness. All submissions are **subject to editing** for clarity and style prior to publication.

CONTENT GUIDELINES

1. Initiatives should primarily focus on activities, projects, events, or developments related to palliative care. This includes but is not limited to education, research, advocacy, and policy initiatives within the field.
2. Submissions should be concise and informative, providing a brief overview of the initiative and its significance. Aim to convey key information succinctly to ensure clarity and engagement.
3. Include any relevant achievements, milestones, or outcomes associated with the initiative. This could include successful outcomes, impact metrics, or noteworthy accomplishments.
4. Please refrain from using promotional language or advertisements within submissions. The focus should be on providing valuable information and updates rather than promotional content.
5. Ensure that content is respectful, inclusive, and aligns with the values of the Palliative Care Coalition of Canada (PCCC). Avoid language or content that may be offensive, discriminatory, or exclusionary.

SUGGESTED CONTENT TYPES

1. **Member initiatives:** Updates on projects, programs, events, or activities undertaken by coalition members related to palliative care.
2. **Advocacy initiatives:** Updates on advocacy efforts by coalition members to promote palliative care, including campaigns, policy goals, successful outcomes, and opportunities for member engagement.
3. **Educational resources:** Information about workshops, webinars, conferences, or new courses that may be of interest to coalition members and related to palliative care.
4. **Research and innovation:** Highlights of recent research findings or innovative practices in palliative care that your organization has undertaken.
5. **Upcoming events:** Promotion of upcoming events, conferences, webinars, or other opportunities that would be of interest to coalition members.
6. **Community engagement:** Opportunities for coalition members to engage in community activities, volunteer opportunities, or fundraising initiatives related to palliative care.

CONTACT INFORMATION

For any questions or clarifications regarding newsletter submissions, please contact Georgina Dunn at gdunn@pallium.ca.

