

HPN Awareness Week

Consumers and Caregivers: Ideas to help you promote HPN Awareness Week

Before HPN Awareness Week (materials available at oley.org or 518-262-5079.

- send Oley photos of yourself with an HPN Awareness Week poster—at the market, the dr’s office, on vacation, etc. (send now!)
- order HPN Awareness Week buttons (free) at www.oley.org
- contact health editors at local TV stations and newspapers with your story (sample press release and more at oley.org)
- volunteer to speak at local hospital, home care company, or support group meeting
- organize a jeans day at work, or other local or online fundraiser (ie, walk, bake sale, “bagels for breakfast” sale) to raise awareness and donate proceeds to Oley
- create videos for Oley to post on Oley YouTube page (see suggested themes below)

During HPN Awareness Week

- use HPN Awareness Week logo as Facebook profile photo; join discussions on Oley FB page

Sunday, *Awareness: explain what home parenteral nutrition is and how it has helped you/ benefits of*

- tell your friends, family, associates
- distribute and wear HPN Awareness Week buttons (available through Oley)
- post on Web sites, blogs

Monday, *Outreach*

- share Oley materials with someone with a similar diagnosis

Tuesday, *Advocacy: drug shortages, insurance issues, Medicare Home Infusion Site of Care Act, MOU, etc.*

- send letters to elected officials; write to local media (samples at oley.org)
- write a letter to the editor

Wednesday, *Education: how to travel with HPN, share some facts about HPN and/ or Oley, etc.*

- write a letter to the editor
- contact local news media with your story

Thursday, *Networking: explain how knowing others on HPN has helped you, introduce Oley (and Oley Ambassadors), suggest ways to connect to others*

- share information packets with doctors, other organizations, etc. (available through Oley)

Friday, *Understanding: address misconceptions (HPN can be administered at home, can help one feel stronger, etc.)*

- letter to editor
- talk to family, friends, co-workers

Saturday, *Awareness: share a positive experience you have experienced because of HPN, and what made it positive*

- post on Oley-Inspire forum, Oley FB page

After HPN Awareness Week

- Send your stories to Oley

Questions or suggestions? Contact Lisa Metzger, The Oley Foundation, (518) 262-5079 or metzgel@amc.edu