

# Shifting perceptions of children's palliative care

Heard is a charity that helps change perceptions on a range of misunderstood social issues.

## Why it matters

People think fast and in stories - **we automatically draw conclusions** based on existing beliefs. Facts alone aren't enough because they don't speak to the feelings behind our assumptions.

When most stories about children's palliative care (CPC) focus on death, tragedy, or conflict - it's no surprise that professionals, families, and the public feel **hesitant or reluctant to engage with it**.

One tried-and-tested way to shift how people think, feel and act about CPC is often as simple as making strategic changes in **how we frame the conversation** - to highlight the stories that often go untold.

**Framing** means being intentional about *what* info we present, *how* and *when*.

## We're here to help

Since 2020, we've been working to **improve how CPC is understood**, using evidence from communication science. A key part of this work is supporting professionals to drive change by applying these principles in their day-to-day practice.

**Small shifts in language and approach can have a big impact.** By understanding how people currently react, talking in a way which encourages more open mindsets, and repeating these messages consistently - we can overcome common misconceptions and create a clearer picture of what CPC truly offers.

## What we offer

- Presentation and expert guidance on **framing science** and strategies.
- **Feedback** on your communication materials.
- **Bespoke workshops** to help teams and organisations align messages.
- **Resources** to help influence colleagues' understanding.

**By being intentional and consistent, we can shift how people react to palliative care and break down barriers to access.**