

# Changing the story around Children's Palliative Care

Heard is a charity that shifts perceptions around misunderstood social issues.

## Why it matters

Children's palliative care (CPC) supports seriously ill children and their families to have the best quality of life - from diagnosis through bereavement. It's expert, holistic care focused on comfort and joy, helping families make the most of every moment together.

Right now, the media often shows CPC as only end-of-life and conflict. **This coverage has real consequences:** it can prevent families from seeking support, discourages healthcare professionals from making timely referrals, and limits investment in services.

**People working in the media have the power to shift this narrative.** Stories told with depth and nuance can inform, inspire, and drive change.

## What we do

At the core of the CPC programme is our **Spokesperson Network:** a diverse group supported to safely change perceptions with their stories. We collaborate with journalists, producers, and content creators to tell **transformative, compelling stories about CPC**, without shying away from complexity or emotion.

## What we offer

1. **Access** to a network with lived experience
2. **Real-life story** ideas and creative angles
3. **Interview prep** and contributor care
4. Briefings, fact-checking, & framing **support**
5. **Quick-turnaround input** when time is tight
6. Tailored **workshops** for editorial teams
7. **Paid opportunities** to deliver media sessions

Watch the short film: **Childhood Needs Magic**



### The need in numbers

- Number of children needing CPC in England **tripled** since 2001: from 33k to **99k** in 2025.
- CPC funding gap reached **£310 million** in 2025, just 0.16% of NHS England's budget.

- Bereaved & caregiving families
- Young adults with lived experience
- Healthcare professionals
- Charity & hospice leaders
- Chaplains & bereavement leads
- Play therapists, community carers



*"I'll never forget the day we got a real penguin to waddle into a 13-year-old girl's bedroom - and pooped everywhere. She couldn't get out of bed but she laughed harder than ever. It's when I knew my job was about joy, not medicine."*

**Tara, Clinical Specialist Nurse**

"The Heard team put together an extraordinary briefing, connecting us with real people who knew this world first-hand. It inspired me to develop a BBC Radio 4 documentary idea - and more."

**Kristine Pommert, Head of Radio, CTVC**

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🌐 **Learn more:** [heard.org.uk](http://heard.org.uk)

📁 **Check out our** [Communications Toolkit](#)

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