

NATIONAL HEALTHCARE DECISIONS DAY

Contest

Purpose

To augment and amplify all efforts of advance care planning for National Healthcare Decisions Day.

Contest

To identify and celebrate the person, group, or organization that creates the most engagement and buzz through activities and social media posts. Winner will receive promotion through Honoring Choices PNW and bragging rights. Additional gifts may be provided.

Parameters

Timeline: March 19 – April 23, 2019. Winners announced May 1, 2019.

Points awarded for activities and hustle. Double dipping (e.g. tweet + traditional media) will not occur; however, the highest possible points will always be awarded/

Activities

- Must occur April 14 – 20, 2019
- 5 points per activity
- Register regionally with Honoring Choices PNW at <https://www.surveymonkey.com/r/NHDD2019>
- Register nationally with National Healthcare Decisions Day at <https://www.nhdd.org/join#sign-up>

Hustle

- Must occur March 19 – April 23, 2019
- 2 points per original Tweet and/or Facebook Post
 - Can share same content on platforms for full points once per original post
- 1 point for retweeting or sharing another WA state person, group, or organizations post about NHDD
 - Highly encouraged! First five retweets will earn double points!
- 3 points for each traditional media coverage (paper, tv, etc) of own organization's event(s)
 - Can be shared via social media or emailed to bonnie.bizzell@honoringchoicespnw.org
- To add points, tweets and posts must:
 - Tag Honoring Choices PNW
 - On Facebook: @HonoringChoicesPNW
 - On Twitter: @HCPNW
 - Include this hashtag
 - #WADecisionsDay

Questions

Contact Bonnie at bonnie.bizzell@honoringchoicespnw.org or 206-577-1803