

Compassionate Communities

Handbook

of Ideas for a 'Say Yes to Help' Campaign



**Compassionate
Communities SA**

Program of Palliative Care SA

*We are inclusive. We celebrate multiple approaches and points of view.
When we say palliative care is everybody's business, no matter their age, we mean everybody.*

Acknowledgements

Our organisation acknowledges the Traditional Custodians of the lands and seas on which we live and work, and pays respect to Elders - past, present and emerging.

Palliative Care South Australia (PCSA) has undertaken this work as part of the Nurturing Compassionate Communities in Councils project, this has been made possible by collaborating with the City of Mitcham and Campbelltown City Council and funding from Adelaide Primary Health Network.

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About This Ideas Handbook



Purpose

The outcome of all Compassionate Community Conversations has been that more people are willing to offer help to a neighbour than they are willing to accept help from a neighbour. Therefore this Handbook provides ideas for councils to create a communication campaign to encourage their community members to accept help.

Campaign Goal Suggestions

- Normalise asking for and accepting help.
- Reduce stigma around vulnerability, serious illness, caregiving, aging, dying and grief.
- Encourage informal and formal support.
- Build Mitcham as a Compassionate Community.



ACTIVITY IDEAS

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Key Messages Suggestions

- “You don’t have to do it alone.”
 - “Helping starts with saying yes.”
 - “We all need help sometimes – and that’s okay.”
 - “Helping make the helper happy”
 - “Small acts of help make a big difference.”
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Visual Identity & Branding Suggestions

- Friendly with a warm color palette
 - Slogan: “Say Yes to Help – A Mitcham Community Campaign”
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Stories from the Community (Core Campaign Element)

- Collect and share real stories of local people who gave or received help, anonymously or by consent.
- Examples:
 - *“When my husband passed away. My cousin offered to cook me a meals each sunday — I finally said yes. Now Sunday’s are my favourite meals.” Maria, 68, Blackwood*
 - *“My children gave me an exercise bike to help me be more active, but i didnt know how to put it together from the package. My neighbour offered to help put it together for me. Now i use it each day.” Jack, 82, Mitcham*
 - *“I have been struggling to put my bins out each week. Local school kids offered to help put them out and bring them in once a week. Now it is so much easier.” Shirley, 79, Bedford Park*

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Campaign Activities Suggestions

Pop-Up Help Points

- Host weekly pop-ups at libraries, shopping centers, community hubs. Create interaction opportunities for people to share how they have asked for help and received it.
- Offer info on local services, conversation starters, "I Can Help" badges.

Art & Chalk Campaign

- "Say Yes to help" chalk messages on footpaths:
- "Need help with the bins? Just ask."
- "Say yes to a cuppa. Say yes to connection."

Say YES to Help Postcards

- Distribute blank postcards at council venues:
 - "Write a note of thanks to someone who has helped you."
 - Return to the library or post anonymously — staff will distribute.
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Digital Campaign Suggestions

Social Media Hashtag: #SayYesToHelpMitcham

- Shareable messages:
 - "Saying yes doesn't make you weak. It connects you."
 - "Need help with meals, transport, or a chat? Here's where to start..."

Video Series:

- "1 Minute of Help": locals share how help changed a moment in their life.
- Animated explainer on why accepting help builds stronger communities.



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Campaign Collaborators Suggestions

- Consider your local treasures and encourage all to display posters and share materials.
 - Request Palliative Care SA to share
 - Liaise with local volunteering organisations
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Measuring Success Suggestions

- Community feedback surveys
- Social media engagement and hashtag use
- Participation in events and other activities

Recommended Free App



The HELP App

HELP comes in all shapes and sizes

Coordinate social and practical support in the free Healthy End of Life Planning App

SAFE | SECURE | PROVEN technology

- An easier way to ask for, offer and accept help
- One central place to plan, share and connect
- Health professional approved

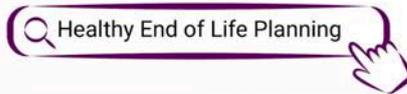
"Let me know if I can help..."



Scan to download the HELP App today



or search for:



Give your group a name

Invite people via their phone numbers

List some things people can help with

Learn about end of life in the app

Stay Connected



**Compassionate
Communities SA**

Program of Palliative Care SA



Compassionate Communities are groups of people and places where everybody recognises that we all have a role to play in supporting each other in times of serious illness, dying, death, grief and caregiving.

Residents of Compassionate Communities recognise that care for one another at times of crisis and loss is not simply a task solely for health and social services but is everyone's business. Everyone is ready, willing and confident to support each other in emotional and practical ways.

About our Compassionate Communities SA (CCSA) program:

- We host Compassionate Community Conversations
- We manage the:
 - Compassionate Communities Charter SA project
 - Nurturing Compassionate Communities in SA projects
- We deliver public education programs – Last Aid, PalliLEARN and TLC
- We act as a source of guidance on policy formation at local, regional, national and international levels
- We create community awareness initiatives that promote and develop an understanding about compassionate communities
- We host a SA Death Literacy Working Group

and more...

**Keeping LOVE, LAUGHTER and FRIENDSHIP
central to people's lives in the last chapter of life**

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We strive to create a community where members say: *“everybody has a role to play in supporting each other in times of serious illness, dying, death and grief. We are ready, willing and confident to have conversations about living, dying and grieving well and to support each other in emotional and practical ways.”*

Palliative Care South Australia's mission