Messaging matters when marketing palliative care. Images are a key element of effective palliative care messaging. They must reflect that palliative care is improving quality of life and providing support and relief for patients living with a serious illness, and their families.

According to public opinion research, the most compelling visuals to use when messaging palliative care are images that show a patient and family feeling positive and happy about their care.

**Appropriate Images**

The images below tested well with the general public. They used the corresponding language to communicate how they felt when viewing these images.

- **“Love, support, happiness, compassion, bonding, caring”**

- **“Happiness, love, understanding, bonding, support, hope, familiar situation”**

- **“Understanding, love, explaining the situation, caring, familiar situation”**
Inappropriate Images
Do not use images that represent negative emotions or evoke end of life. Studies show that these are very off-putting to patients and families.