

National Advance Care Planning Week 2026 – Key messaging guide

16-22 March 2026

Theme: Your story, your choice

This National Advance Care Planning Week, Advance Care Planning Australia invites all Australians to pause and reflect on what matters most. Our 2026 theme, **Your story, your choice**, celebrates individuality and empowers people to think, talk and plan for the care they would want if they were unable to speak for themselves.

Every person's story is unique, and so are their healthcare preferences. Throughout the 2026 campaign, we'll be sharing powerful personal stories that highlight why advance care planning matters.

We invite your organisation to join us in raising awareness by sharing this messaging across your communication channels.

Campaign resources

👉 A full suite of campaign resources including posters, social media tiles, banners, videos and printable materials is available at www.acpweek.org.au

Please share these through your networks to help spark meaningful conversations in your community.

Social media copy

👉 Feel free to copy and paste the posts below, or simply re-share content from our channels:

Facebook: www.facebook.com/acpaustralia

LinkedIn: www.linkedin.com/company/advancecareplanningaustralia/

Post 1

Every story is unique, and so are your healthcare choices. This Advance Care Planning Week, we celebrate *Your story, your choice*. Learn how advance care planning helps ensure your values guide your future health care: www.acpweek.org.au

#AdvanceCarePlanning #ACPWeek2026

Post 2

Your story matters. This Advance Care Planning Week, choose someone you trust, share your wishes, and record them, so your story can guide your future health care, if there comes a time when you can't speak for yourself. Find out how at www.acpweek.org.au

#AdvanceCarePlanning #ACPWeek2026

eNewsletter copy

👉 Below are suggested articles to include in your eNewsletter

eNewsletter article – 120 words

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This National Advance Care Planning Week, Advance Care Planning Australia invites all Australians to pause and reflect on what matters most. The 2026 theme, **Your story, your choice**, celebrates the uniqueness of every individual and encourages people to share their experiences and make informed decisions about future health care.

Why it matters

Advance care planning ensures your values and preferences guide your care, even if you can't speak for yourself.

How you can help

- Download and share campaign resources: www.acpweek.org.au
- Promote ACP Week 2026 through your organisation's communication channels
- Encourage conversations about future health care choices.

Need advice?

Call the National Advance Care Planning Advisory Line: 1300 208 582 (Mon–Fri, 9am–5pm AEST/AEDT)

eNewsletter article – 50 words

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