

Delaware End-of-Life Options Access Campaign

With Delaware's End-of-Life Options Act taking effect in January 2026, this campaign will build awareness of the new law and help Delaware residents, families, healthcare professionals, and community partners understand what it means, who may be eligible, and where to find accurate information and resources. The following draft outlines initial content themes and engagement opportunities for the weeks leading up to implementation, emphasizing public education, community voices, advance care planning, and the transition from legislative advocacy to access. These concepts are intended for team review and development as we build out the winter access campaign.

1. Countdown to Compassion

Theme: Milestone awareness

Post idea: Create a visual countdown ("30 Days Until Delaware's End-of-Life Options Law Takes Effect!"). Share what this law means for patients, families, and the future of compassionate care in Delaware.

CTA: "Learn what this historic change means for you and your loved ones."

2. Your Rights, Your Choices

Theme: Education & empowerment

Post idea: Explain in simple terms what medical aid in dying is — and what it isn't. Clarify eligibility and safeguards under the Ron Silverio/Heather Block End-of-Life Options Act.

CTA: "Knowledge is power — understanding your options is the first step toward compassionate care."

3. Meet the Advocates

Theme: Community voices

Post idea: Feature Delaware advocates, healthcare partners, or storytellers who supported the law's passage. Include a short quote about why this matters to them.

CTA: "Every voice made this possible. Join us in celebrating Delaware's champions of compassion."

4. My End-of-Life, My Say

Theme: Personal reflection

Post idea: Encourage followers to reflect on what matters most to them in their own healthcare decisions. Include a graphic prompt like, “I want my care to reflect ____.”

CTA: “Start the conversation with your loved ones today.”

5. Planning Is an Act of Love

Theme: Emotional connection

Post idea: Highlight that advance care planning isn’t just paperwork — it’s a gift to your loved ones.

CTA: “Download our free tools to help you start the conversation.”

6. Behind the Law

Theme: Storytelling / education

Post idea: Share a carousel or short video introducing the namesakes — Ron Silverio and Heather Block — and their advocacy journeys.

CTA: “Their courage helped bring this option to Delaware. Learn their stories.”

7. Healthcare Voices for Compassion

Theme: Professional engagement

Post idea: Feature a quote or short interview clip from a healthcare provider who supports patient autonomy or end-of-life choice.

CTA: “Healthcare professionals play a key role in ensuring care aligns with patient values.”

8. Delaware Leads with Dignity

Theme: State pride

Post idea: Celebrate Delaware joining other states with medical aid in dying laws. Use a simple map or timeline graphic to show progress nationwide.

CTA: “Delaware stands for dignity, compassion, and choice.”

9. Let’s Talk About It

Theme: Conversation starter

Post idea: Encourage followers to share how they discuss end-of-life wishes with their families – or to tag someone they trust with these decisions.

CTA: “Talking about care is one of the most loving things you can do.”

10. Join the Movement

Theme: Engagement and participation

Post idea: Invite the community to attend upcoming webinars, share posts, and spread awareness about the new law.

CTA: “Together, we can make sure every Delawarean understands their options and their rights.”