Awareness Week
10-16 May 2021
How you and your organisation can get involved

dyingmatters.org
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There is no right or wrong place to die; it will be different for everyone.
Introduction

More and more people have been dying at home in recent years. COVID-19 has seen this number surge upwards even further, with more than 1,000 extra people dying at home each week. We know very little about these people’s experiences at the end of their lives, nor for those close to them.

There is no right or wrong place to die; it will be different for everyone. But the pandemic has proven that it is more important than ever for families to think about it, talk about it and to plan for it.

Dying Matters Awareness Week is a chance for you to join the Dying Matters movement – making sure that more people in the UK are in a good place when they die.

About Dying Matters

Dying Matters believes in an open culture that talks about death, and where people feel able to listen and support those who are planning for end of life, who are dying and who have been bereaved.

The lack of openness in society has affected the quality and range of support and care services available to patients and families. It has also affected our ability to die where or how we would wish.

We want to break the stigma, challenge preconceptions and normalise public openness around death, dying and bereavement.

Discover more →
How your organisation can get involved

During Dying Matters Awareness Week, we're asking you to:

Join the Dying Matters movement

We can’t do any of this alone. Over the coming months, we need your help to build a better understanding of people’s experiences of dying so that we can help ensure everyone is in a good place when they die.

Add your name today →

Tell your story

We know very little about people’s experiences at the end of their lives, nor for those close to them.

Help us understand what is happening to people and families in the UK at the end of life, and when they’ve been bereaved.

Share your #DMAW21 story on:
Facebook → Twitter → Instagram →

Hold an event

While we know that face-to-face events may not be happening for a while yet, it is more important than ever for us to talk about death, dying and bereavement. You can still host virtual events, or if you wish, events in a safe and socially distant way.

Planning an event?
Make sure you register your event now. → See what’s on during the week →
How to describe Dying Matters Awareness Week

Long

Where people die is changing. More and more people have been dying at home in recent years. And the pandemic has seen this number leap by tens of thousands.

We know that when asked, more than four in five people say they would prefer to die at home, but we don’t know enough about what the reality of this looks like. We have very little evidence about the quality of these deaths, and whether the right care and support was in place. The quality of care for some people at the end of their life is still not good enough.

There is no right or wrong place to die; it will be different for everyone. But it is important for families to think about it, to talk about it and to plan for it. Planning for death is more important than ever in a time when the COVID-19 pandemic has taken so many lives at such short notice, and in circumstances that are beyond our control.

We want people of all ages to be in a good place when they die – physically, emotionally and with the right care in place. Getting there means having some important conversations, and taking some careful decisions.

Make sure that you and your loved ones are in a good place to die - join the Dying Matters movement.

Medium

Where people die is changing. More and more people have been dying at home in recent years. And the pandemic has seen this number leap by tens of thousands.

We have very little evidence about the quality of these deaths, and whether the right care and support was in place. The quality of care for some people at the end of their life is still not good enough.

There is no right or wrong place to die; it will be different for everyone. But it is important for families to think about it, to talk about it and to plan for it.

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Short

There is no right or wrong place to die; it will be different for everyone. But it is important for families to think about it, to talk about it and to plan for it.

We want people of all ages to be in a good place when they die – physically, emotionally and with the right care in place.

Make sure that you and your loved ones are in a good place to die - join the Dying Matters movement.

General CTA

Make sure that you and your loved ones are in a good place to die - join the Dying Matters movement.
Materials

These resources will help you talk about Dying Matters Awareness week on your channels. You will also find them on the Dying Matters website →

Social media graphics →

Social media images →

Social headers →

Dying Matters logos →

Don’t forget to tag @DyingMatters and use the hashtags #InAGoodPlace or #DMAW21
Resources

Dying Matters information and event organising

**Dying Matters Awareness Week** → This where you’ll find all information and updates for Dying Matters Awareness Week. Bookmark this page to get the latest on what is going on and how you can register your event.

**Event organising** → Want to hold a Dying Matters event but not sure where to start? This page has very useful tips to get those ideas going.

**Hold your own Death Café** → Get up-to-date info on death cafes happening around the word (in-person or online) and useful tips on how to hold your own.

**Death Board** → This is a great way to do a low-key event for Dying Matters, or even just for fun! The idea is by arts student Ning Tang, who designed this idea for a collage board to help get you started with thinking about your own death.

**Resources** → Dying Matters has several resources to help you get started talking and planning for death, including leaflets and podcasts.
Resources

Downloadable leaflets

We have 5 downloadable leaflets including:

**Things to do before you die:**
How to get started with thinking about what you want at the end of life, and starting to plan.

**Supporting bereavement:**
It can be hard to know what to say or do when supporting someone who is bereaved. This leaflet is full of useful tips on how to help yourself and others in this difficult situation.

**Let’s talk about dying:**
Talking about dying doesn’t make it happen, but it still feels taboo. This leaflet will help break those barriers and get you talking about the inevitable.

**Talking about dying with people affected by dementia:**
Talking about dying isn’t easy, but it can be more difficult if you are supporting someone with dementia. This leaflet is designed to support you through those conversations and get you talking and planning earlier with the ones you love.

**Talking about dying with children:**
We can’t protect children from death. This leaflet will help you talk to children to alleviate any fears or misunderstandings they may have about death and dying.

**What to expect when someone important to you is dying:**
If you are caring for someone who is in the last stages of life, or who may be soon, this information is for you. It is designed to help prepare you for what to expect in the very last days and hours of a person’s life. Read more →
Resources

Bereavement support services

Did you know that hospices are the largest provider of bereavement care in the country? Your local hospice can provide bereavement support to you and your family.

**Find your nearest hospice →**

**Ataloss.** Help for people who have been bereaved. Includes a search tool for local support, griefchat service, Grablife activity support weekends, bereavement support for men, and support for young people.

[ataloss.org](http://ataloss.org) →

**BAMEStream Bereavement Support Service.** Support for adults from Black, Asian and other minority ethnic (BAME) communities who’ve been bereaved due to covid-19. Provided by the Nafsiyat Intercultural Therapy Centre, which offers therapeutic support in over 20 different languages.

020 7263 6947 / bamestream.org.uk/bereavementsupport →

**Child Bereavement UK** provides information and support (including a helpline) when a baby or child of any age dies or is dying, and when a child is facing bereavement.

[childbereavementuk.org](http://childbereavementuk.org) →

**Cruse Bereavement Care** is a national charity, which provides support, advice and information to children, young people and adults when someone dies.

[cruse.org.uk](http://cruse.org.uk) →

**The Good Grief Trust** help all those affected by grief in the UK. They aim to find the bereaved, acknowledge their grief and provide reassurance, a virtual hand of friendship and ongoing support.

[thegoodgrieftrust.org](http://thegoodgrieftrust.org) →

**Marie Curie.** The Marie Curie Support Line provides practical and emotional support for anyone who’s been bereaved, whether it happened recently or some time ago. You can also get ongoing support from a bereavement volunteer.

Support Line: 0800 090 2309

Online information and support: [mariecurie.org.uk/support](http://mariecurie.org.uk/support) →

Booklets and resources, including easy read versions: [mariecurie.org.uk/publications](http://mariecurie.org.uk/publications) →
Bereavement support services (continued)

My Wishes is a free online platform that helps you get started thinking about your end of life. It leads you through funeral plans, care plans, bucket lists and more.
mywishes.co.uk →

SANDS is the leading stillbirth and neonatal death charity in the UK. Sands exists to reduce the number of babies dying and to ensure that anyone affected by the death of a baby receives the best possible care and support for as long as they need it.
sands.org.uk →

Sue Ryder supports people who are living with a terminal illness, a neurological condition or who have lost someone:
sueryder.org →

WAY (Widowed & Young) Foundation. WAY is the only national charity in the UK for men and women aged 50 or under when their partner died. It’s a peer-to-peer support group run by a network of volunteers who have been bereaved at a young age. It runs activities and support groups for people coping with grief.
widowedandyoung.org.uk →

Winston’s Wish. A child bereavement charity which offers specialist practical support and guidance to bereaved children, their families and professionals.
08088 020 021
winstonswish.org.uk →