



#InAGoodPlace

Dying Matters

Awareness Week

2-6 May 2022

How you can get involved

hospiceuk.org/dyingmatters

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Introduction

Dying Matters Awareness Week:

2-6 May 2022

Thank you for supporting Dying Matters Awareness Week 2022.

Building on the success of 2021, we're looking at what it means to be **#InAGoodPlace** when we die.

It's important that we all know what it means for us and our loved ones to be in a good place to die – physically, emotionally, financially, spiritually, and crucially, with the right care and support.

However, we know that **right now people are dying without the support they need**. Since the start of the pandemic, it is estimated that almost 70,000 people have died at home without access to specialist care. The past two years have accelerated this issue like never before.

We know that by talking, we can change the conversation about death. And that by coming together, we can show political and healthcare leaders what is needed to make end of life care accessible to everyone across the UK. That's why your support, and what you do in your communities, is vital.

Let's talk about dying and grief, and our plans for the end of life so that everyone can die #InAGoodPlace, no matter who they are.

Dying Matters Awareness Week is a chance for you to rally your friends, colleagues and community to **join the Dying Matters movement** – to get talking about death and dying, and to call for end of life care for all. →

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 you can get involved

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

Write to your MP

We know that not everyone gets the quality end of life care they deserve. Help us show our political leaders what is needed to make end of life care accessible to everyone across the UK, no matter who they are.

Take action with us today and [write to your MP](#) →

Let's get MPs talking about death and dying too – and taking action – so that everyone can die #InAGoodPlace.



Host your own event

It is more important than ever for us to come together and talk about death, dying and grief. You can host your own virtual or in-person event, or search for what's going on in your area.

Planning an event?

[Make sure you register your event now.](#) →

Want to get involved?

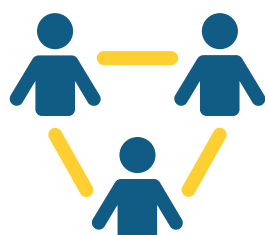
[See what's on during the week](#) →

Spread the word

There is no right or wrong way to grieve, and everyone experiences it differently. Sharing stories can help create spaces for people to talk openly, share experiences and support each other.

We'll be sharing stories online:

[Our website](#) → [Facebook](#) → [Twitter](#) → [Instagram](#) →



Join the movement

We can't do any of this alone. We need your to raise your voices and join the movement to make sure that people of all ages are in a good place when they die.

[Add your name today](#) →

How to describe Dying Matters Awareness Week

Key messages: long version

Dying Matters Awareness Week, 2-6 May, is our chance to get our community talking about dying and grief.

We want everyone to be **#InAGoodPlace** when they die – physically, emotionally, financially, spiritually, and crucially, with the right care and support.

Right now, we know that **people are dying without the support they need**. Since the start of the pandemic, it is estimated that almost 70,000 people have died at home without access to specialist care. The past two years have accelerated this issue like never before.

We know that it's by talking, and by sharing stories, that we can change the conversation about death. When we talk about dying and grief, we remove the taboo and stigma that have for too long surrounded these topics. And we can also better understand what's happening in our communities so that political and healthcare leaders know what is needed to make end of life care accessible to everyone in the UK.

Dying Matters Awareness Week is our chance to **join the Dying Matters movement** – to get talking about death and dying, and to call for end of life care for all. →

Let's talk about dying and grief, and our plans for the end of life, so that everyone can die **#InAGoodPlace**, no matter who they are.

Key messages: short version

Dying Matters Awareness Week, 2-6 May, is our chance to get our community talking about dying and grief. We want everyone to be **#InAGoodPlace** when they die – whatever that means for them.

Right now, we know that people are dying without the support they need. And we know that it's by talking, and by sharing stories, that we can remove the taboo and stigma that surround these topics. We can also better understand what's happening in our communities so that political and healthcare leaders know what is needed to make end of life care accessible to everyone.

Dying Matters Awareness Week is our chance to get talking, to share stories, and to call for end of life care for all. **Join the Dying Matters movement today.** →

Your call to action

Let's talk about death and dying, so that everyone can die **#InAGoodPlace**, no matter who they are. **Join the Dying Matters movement today.** →

Materials

These resources will help you talk about Dying Matters Awareness Week on your channels. [All resources can be downloaded here.](#)

You will also find them on the [Dying Matters website](#) →

Social media graphics →



Social media images →



Social headers →



Dying Matters logos →



Template press release →



Don't forget to tag @DyingMatters and use the hashtags #InAGoodPlace or #DMAW22

Resources

Dying Matters information and event organising

Dying Matters Awareness Week → This is 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.

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:



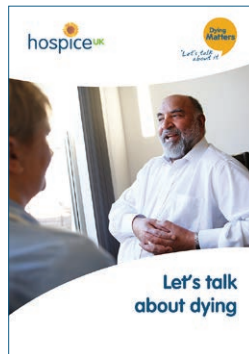
Things to do before you die:

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 always 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

Support and advice

Ataloss helps 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

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

Compassionate Employers is Hospice UK's workplace support programme, helping organisations and their employees to build an open, compassionate culture to support staff through grief, caring responsibilities, or a life-limiting illness.

www.hospiceuk.org/compassionate-employers

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

The Good Grief Festival is a brilliant community of people talking about grief in a refreshing and honest way, with virtual talks, workshops and webinars held at online festivals through the year.

goodgrieffest.com

Hospice UK's planning ahead tool, developed with palliative care expert Kathryn Mannix and others, leads you, step by step, to think about your own values and the things that matter most to you in life and in dying. It will explain some of the treatment decisions that may lie ahead and ask you to think about whether the length of your life, or the quality of the way you live, matters more to you:

hospiceuk.org/latest-from-hospice-uk/new-planning-ahead-tool-launched

Hospice UK's guide to end of life care provides clear and concise guidance about what to expect, what to ask and where you can get support when you or a loved one are facing the end of life.

hospiceuk.org/information-and-support/your-guide-hospice-and-end-life-care

Support and advice (continued)

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

Booklets and resources, including easy read versions: mariecurie.org.uk/publications

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 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 is a child bereavement charity which offers specialist practical support and guidance to bereaved children, their families and professionals.

08088 020 021

winstonswish.org.uk





Dying Matters

For more information visit:
hospiceuk.org/dyingmatters

   [dyingmatters](#)

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