



Dying  
Matters

*Let's talk  
about it*

# Dying Matters

# THE DYING MATTERS COALITION

The logo for Dying Matters, featuring the words "Dying Matters" in a blue, sans-serif font inside a light green speech bubble shape.

*Let's talk  
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- Dying Matters was set up by the National Council for Palliative Care, the umbrella charity for all those involved in palliative care, to support the 2008 End of Life Care Strategy. It has been part of Hospice UK since 1<sup>st</sup> July 2017.
- Our aim is to raise public awareness about the importance of talking more openly about dying, death and bereavement and of making your wishes known
- Dying Matters currently has 32,000 members ranging from health and care organisations, funeral directors, legal and financial organisations and thousands of individual members

# DYING MATTERS PARTNERS



Sue Ryder



Blood and Transplant

# DISCUSSING DEATH

Dying  
Matters

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**ComRes research released for Dying Matters Awareness  
Week 2018 found:**

- Majority of people say they would prefer to hear of the death of a loved one by phone
- 55% of people still prefer to say “passed” or “passing” instead of “dead” or “dying” (29%)
- 34% of people say they rarely or never think of death. 33% say they think about death once a week or more

# BUT WE'RE NOT TAKING ACTION

- Just **35%** of adults said they had made a will
- Just **30%** had let someone know their funeral wishes
- Just **7%** had written down wishes or preferences about the care they would want if they couldn't make decisions
- Just **25%** had asked a family member about their end of life wishes
- Just **33%** registered to be an organ donor

# CAMPAIGNING



**Dying Matters**

## ARE WE READY?

Awareness Week:  
May 13th - 19th, 2019

#DyingMatters #AreWeReady?  
[www.dyingmatters.org](http://www.dyingmatters.org)  
@DyingMatters  
@DyingMatters



**Dying Matters**

## My funeral wishes

**Dying Matters**

In partnership with



Getting your funeral right can give you peace of mind and will help your friends and relatives to remember you, following their loss

*Let's talk about it*



**Dying Matters**

## What can you do?

**Dying Matters**

You can do something to help someone cope with dying, death and bereavement

# COMMUNICATIONS

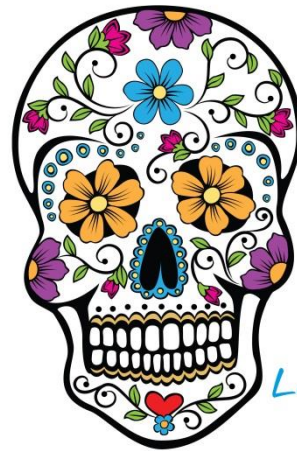
Dying Matters

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## Social Media



## Podcasts



Dying Matters

*Let's talk about it*

Plus email bulletins which you can sign up to via the website

[www.dyingmatters.org](http://www.dyingmatters.org)

# DYING MATTERS: AWARENESS WEEK IMPACT

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We want to build on the impact of last year's awareness week.

- Member engagement was a real success story with more than 700 events and activities across the country in shopping centres, town halls, hospices, hospitals and arts venues.
- At a conservative estimate, member activities directly reached 767,000 people, with 10,000+ volunteer hours contributed
- Over 468,000 Dying Matters promotional items were distributed in the run up to awareness week
- [www.dyingmatters.org](http://www.dyingmatters.org) saw its highest ever traffic, with record numbers of page impressions and visitors.

[www.dyingmatters.org](http://www.dyingmatters.org)



# MEDIA COVERAGE

- 700 pieces in regional and national media
- Substantial broadcast media coverage, including across the BBC
- 189,826 webpage views in May
- 157,113 unique web visitors in May
- On average, our tweets received 277 likes per day

# DYING MATTERS AWARENESS WEEK 2019

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- This year's Dying Matters Awareness Week takes place from 13- 19 May 2019 with the theme of Are We Ready?
- There are new materials to encourage people to think about what they can do for themselves, their family and friends and in their community
- Each day will have a specific theme
- Exciting initiatives are being planned by members across the country
- There is now a permanent Awareness Week hub on the Dying Matters website, offering practical tips and inspirational ideas for running events

**ARE WE READY?**  
Dying Matters

Dying Matters Awareness Week  
May 13th - 19th, 2019

ent is...

**Ready?  
Prepared?  
Excited?  
Scared?**

Whether it's 'yes' or 'no'  
there's lots to talk about...

#DyingMatters #AreWeReady?  
www.dyingmatters.org  
@DyingMatters  
/DyingMatters

hospiceUK



*'Let's talk about it'*

# NEW RESOURCES

## #AreWeReady?

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