

DEMYSTIFYING DEATH WEEK



COMMUNICATIONS RESOURCE PACK



10-16 MAY 2021

#DEMYSTIFYDEATH

WELCOME

Demystifying Death Week takes place 10-16 May 2021.

It is about shining a light on death, dying and bereavement in Scotland.

During the week, your organisation can play a key role in promoting important messages and information.

This pack brings together some resources that should help.

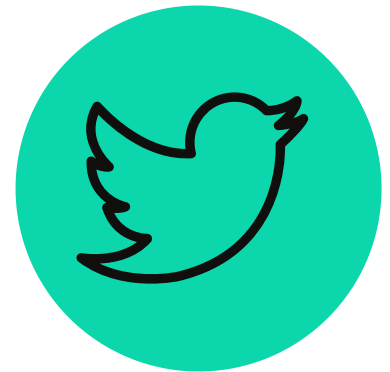
INFO

about the week's aims and key messages.



SOCIAL MEDIA

resources including images, tweet sheet and resources worth sharing..



PRESS RELEASE

that can be adapted for your website or local media release.



SHORT FILMS

brand new 60-second shorts being launched during the week.



WHY DO WE NEED DEMYSTIFYING DEATH WEEK?

People usually want to do the right thing when someone they know is caring, dying or grieving. But often they can feel awkward offering help, or worry about making things worse.

Making plans when you're healthy means there is less to think about when you're ill. But often people put off making plans until it is too late.

People can have questions about serious illness or death. But often they don't know who to ask.



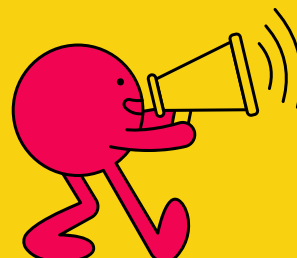
Demystifying Death week is about giving people knowledge, skills and opportunities to plan and support each other through death, dying, loss and care.

WHAT ARE THE AIMS OF DEMYSTIFYING DEATH WEEK?



Demystifying Death Week aims to:

- provide opportunities for people to learn more about death, dying and bereavement.
- promote the importance of planning ahead for ill health and dying.
- show that it is ok to talk about and plan for illness and death.
- signpost people to support and information.



COMMUNICATIONS RESOURCES



If your organisation supports the aims of Demystifying Death Week, here are some ways you can help to increase its impact...

WEBSITE PROMOTION



SHARE WITH LOCAL MEDIA

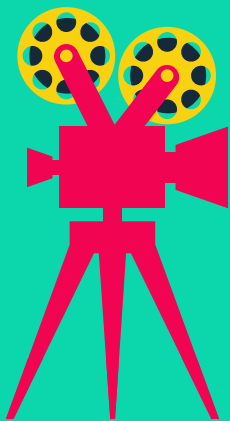
Please consider adding a news article about Demystifying Death Week to your website.

A press release about Demystifying Death week (embargoed until 10th May) is available here: [Press Release](#).

The press release can be tailored to promote your own events and resources.

If you are organising an event, you could use the template as a basis for your local press release.

**HELP
LAUNCH
FIVE NEW
SHORT
FILMS**



The week sees the launch of six '60 second shorts', each aiming to demystify a different aspect of death, dying or bereavement:

'What do children want to know about death?'

'How can I support a young person who's bereaved?'

'How might someone's breathing change when they are dying?'

'What do I need to know about CPR?'

'I think my health might get worse... what plans should I make?'

'If I become too ill to make my own decisions, who will make my decisions for me?'

We will be tweeting the new films from the @lifedeathgrief account, with hashtag #DemystifyDeath.

You can also access them here: [60 second shorts](#)

SOCIAL MEDIA

Social media plays an important part of awareness raising during Demystifying Death Week.



IDEAS



You might want to tweet about an event you're involved in or a resource you think is particularly helpful.

You could share a poem on the subject of death or dying, or a book with themes of loss or death.

You could look for the #DemystifyDeath hashtag and re-share some of the work others are doing.

You might want to share your own experiences or top tips.

Two Demystifying Death Week flyers are available for sharing on social media. These can be downloaded here:
[Social Media Resources](#)

IMAGES



We've pulled together some ideas for tweets - check them out here: [Tweet sheet](#).



**TWEET
SHEET**

**SHARE
YOUR
GOOD
WORK**

Many organisations will have resources or activities that they want to highlight, for example a website, leaflet or support group relevant to death, dying, loss or care.

Demystifying Death week is a good opportunity to share these on social media using the #DemystifyDeath hashtag - we can all work together to share each other's work more widely.

Many organisations are holding online events during the week that you may wish to publicise around your networks.

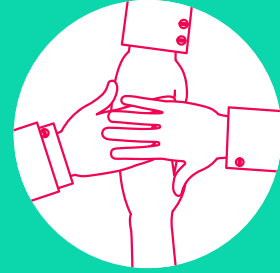
A full list of events is available here: [Demystifying Death Week events](#).

EVENTS

**RESOURCES
WORTH
SHARING**

More resources worth sharing are available here: [Demystifying Death Week Resources](#)

WHO ORGANISES DEMYSTIFYING DEATH WEEK?



Demystifying Death Week was initiated by Good Life, Good Death, Good Grief - a charity-led collaboration of more than 1000 individuals and organisations that want Scotland to be a place where people can be open about and plan for death, dying and bereavement.

Most Scottish NHS organisations, hospices and charities with an interest in palliative care, dying or bereavement support are members of GLGDGG, as well as many care homes, academic institutions and other interested organisations and individuals.

By coming together in the GLGDGG alliance, we can have a stronger voice to promote key messages, information and support. The hope is that by working together we can create a Scotland with an open and supportive culture, where everyone knows how to help when someone is caring, dying or grieving.

For more information contact:
rebecca@palliativecarescotland.org.uk

www.goodlifedeathgrief.org.uk