



Message from Lisa Revell



May 12th to 15th saw the 4th National Dying Matters Week. Every year we have undertaken a series of activities to highlight this most important agenda. This year saw the 3rd annual conference, we also, held 2 Death Cafes as well and undertook other public engagement. I am pleased with the interest from health and social care colleagues in attending the conference and although we were unable to offer 140 places to those that showed an interest I am grateful to the



100 that attended and hope they found the day both informative and enjoyable. Although the week was

a success in raising the profile of this most important topic, there is still a long way to go and I would like to take this opportunity to thank those who are part of this journey. Many Thanks ...*Lisa*

What happened in N E Lincolnshire during Dying Matters Week 12th–18th May 2014

A busy week was planned, in N E Lincolnshire engaging with the public in Freshney Place Shopping Mall, death cafes and the 3rd Annual Conference at Oaklands Hall Hotel.

'You Only Die Once' Event took place on Thursday 15th May. On a beautiful sunny day a welcoming committee greeted attendees for registration and presented the delegates with name badges, 'Hello, my name is' 'Dying to meet you'.

Advance Planning Presentations were delivered by Dr Boland and Val Revell. Dr Boland spoke of the importance of advance decision discussions, and emphasised the need for 'Communication, Communication, Communication'. Val launched the 'My Future Care Plan' booklet (also available on the website). Dr Salisbury addressed the attendees and advised them of the role of the GP in Planning and stated 'Our duty is to provide the best care for all patients'.

Kellie then talked and gave insight into her inspirational personal story which was well received, which attendees gave praise on the impression she left on them.

Attendees then enjoyed a fabulous buffet lunch with some choosing to enjoy the sunshine ahead of the next session.

Angie Wilson of Inheritance Trust was welcomed to the stage to commence the afternoon, when she discussed Wills, Lasting Power of Attorney, Probate whilst also taking questions from the floor, many of which were informative and thought-provoking. Angie suggested a key factor in legalising your documents is to choose your executor wisely! Angie was followed by Steven Near, a local Funeral Director who lightened the mood with options that are available for funerals in order for them to be personal. Steven was asked 'What is an average cost of a funeral?' and answered 'There isn't one, because no-one is average.' There were lots of audience participation which generated some interesting reactions from types of transport on the final journey, to coffins and caskets to scattertubes to fireworks and diamond rings and jewellery.

Following a brief interlude, table top Death Cafés then took place with cupcakes which carried our individualised logo especially created by Enchanted Delights of Grimsby. They were served along with a cup of tea and Death Café 'prompt' questions to aid conversations. Before long chatter was filling the room.

The market place was made up of information stands from Haven Team, Marie Curie, Macmillan, St Andrews Hospice (some of the booklet / leaflets are available from the website). We asked that people help to create a Bucket List, Word cloud for emotions and a Memory Table., thank you for taking part. (photographs over page).

Bags with Website, Twitter and Facebook contact information were supplied for any booklets / leaflets collected to be taken away.



Good communication is vital



'I really enjoyed the day and have been 'raving' to my colleagues about the event - they are looking forward to the next one'



I found the content excellent and would like to attend more of these events...



What a fantastic event, amazingly well organised and fantastically attended Yours has to be one of the most successful of the week

Angie Wilson, Inheritance Trust



I feel better informed to give information to patients and their families



Wonderful cakes!



Another useful, sensitive & enjoyable day. Thank you





Death Cafes during #YODO

We commenced the week at Florence's Coffee Shop in Scartho with a Death Café. Although people were a little apprehensive once welcomes had taken place, tea and cake were served everyone warmed to the discussion and were happy they had been introduced to the concept of these discussions.

The end of the week approached and our final Death Café took place at Lilly's Tea Room in Keelby. Once again it was thought provoking and the ladies left, after enjoying a 'ladies lunch' of tea and cake, feeling pleased they had come and would welcome the conversations to take place both at team meetings and personally.



Public Engagement Event during #YODO



Tuesday saw a very early start as we had planned to have a 'pop-up' area within Freshney Place Shopping Centre, Grimsby. The day was busy and people were interested in what was being 'sold'. When we told them we weren't selling anything, they became interested in the discussions and information available. The end of the day ended with a gentleman delivering flowers!



Social Media during #YODO

The week was an immense success through Social Media. During the Conference alone, around 22,000 people were reached through Twitter who then favourited and / or retweeted our comments which gained us a significant number of new followers. Facebook also provided us with a window to gain more 'Likes' and spread the word. When discussing personal wishes, things to think about were put on our Facebook page to encourage everyone to chat with family, friends or colleagues about the importance of preparing for death and take five simple steps to make their end of life experience better, both for them and for their loved ones. These are:

1. Write your will
2. Record your funeral wishes
3. Plan your future care and support
4. Consider registering as an organ donor
5. Tell your loved ones your wishes



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Resource information available

If you require any further information regarding anything referred to in this Newsletter, please call Tracey Parkinson on (01472) 360167.

Information available:
Dying Matters leaflets, posters & information by visiting the website: <http://dyingmatters.org/> or www.neleolcare.org

For bereavement booklets, When Someone dies, What If Celebrating My Life and My future Care Plan or if you would like any leaflets, posters or further information, then please contact t.parkinson@nhs.net

