



Greater Manchester &
Cheshire Cancer Network

“Dying Matters – Let’s Talk About It” Awareness Week Campaign

14 – 20 May 2012

A Network Perspective

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Contents

Introduction	Page 3
What the Network did	Page 4
Events around Greater Manchester and Cheshire	
Ashton, Leigh and Wigan	Page 7
Bolton	Page 8
Central and Eastern Cheshire	Page 9
Heywood, Middleton and Rochdale	Page 11
Manchester	Page 13
Oldham	Page 16
Compendium of PCT activity Dying Matters 2012	Page 18
Dying Matters Photography Project	Page 20
Dying Matters 2013	Page 21

Introduction

In 2009, the National Council for Palliative Care (NCPC) set up the Dying Matters Coalition to promote public awareness of dying, death and bereavement. It is chaired by Professor Mayur Lakhani, who is a practising GP. The work of the Coalition is supported by Professor Sir Mike Richards, National Director for Cancer and End of Life Care, and by the NCPC's Board of Trustees.

Members include organisations from across the NHS, voluntary and independent health and care sectors (including hospices, care homes, charities supporting old people, children and bereavement); social care and housing sectors; a wide range of faith organisations; community organisations; schools and colleges; academic bodies; trade unions; the legal profession and the funeral sector.

The Coalition's Mission is "to support changing knowledge, attitudes and behaviours towards death, dying and bereavement, and through this to make 'living and dying well' the norm". This will involve a fundamental change in society in which dying, death and bereavement will be seen and accepted as the natural part of everybody's life cycle. Changes in the way society views dying and death have impacted on the experience of people who are dying and bereaved. Our lack of openness 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.

The Dying Matters Coalition is working to address this by encouraging people to talk about their wishes towards the end of their lives, including where they want to die and their funeral plans with friends, family and loved ones.¹

The End of Life Care Team at Greater Manchester & Cheshire Cancer Network (GMCCN) which has a footprint of 11 PCT areas has actively taken part in the awareness week for the past three years with the campaign growing year on year. Our aim is to bring death and dying into everyday life, breaking through the current barrier that this is an inappropriate subject to talk about, whilst encouraging members of the public to really think about what they would want for both themselves and family members when it comes to end of life.

¹ Taken from <http://www.dyingmatters.org/overview/about-us>

What the Network did...

Dying Matters Awareness week 2012 took place from 14th May to 20th May with the theme of “Small actions, Big difference”.

Media Campaign

In 2011, the Network had a successful radio campaign with a set of bespoke advertisements produced alongside Smooth and Real Radio. As the feedback was so positive and the advertisements seemed to have a good impact the Network decided to target a larger audience in 2012.

Initial meetings took place with local radio stations in January 2012 to ascertain what the potential was to expand upon the 2011 campaign. It was decided that advertisements via the media was appropriate for the 2012 campaign but this time involving several other radio stations, increasing the amount of coverage across the Network as well as audience numbers.

Discussions took place around the target audience between the team where it was highlighted the campaign should not only be aimed at people over the age of 50, but at the younger generations also. The younger generation of today seem to adapt to and accept more ‘taboo’ subjects, recognising this the team suggested airing the advertisements on radio stations such as Key 103 and Real XS which targets an age range from teens to forty-something’s.

Several script ideas were put forward by creative writers from Smooth FM and Key 103, a suite of ads were chosen and recorded by professional actors and actresses to air across five radio stations covering the Greater Manchester area.

To listen to the commercials please visit:- <http://www.dyingmatters.org/news/manchester-nhs-raises-awareness-radio>

Alongside the radio advertisements, GMCCN also funded the Key 103 bus to travel across the Network during Dying Matters week and provided materials to encourage members of the public to find out more about planning for future care. The bus was hosted in Bury, Central Manchester, Ashton under Lyne, Bolton and Trafford at town squares, markets and supermarkets. Through the End of Life Care Sub Group, the Network ensured that the bus was manned by End of Life colleagues with a range of specialist information such as nurses, hospice staff, End of Life Facilitators and Communications Managers.

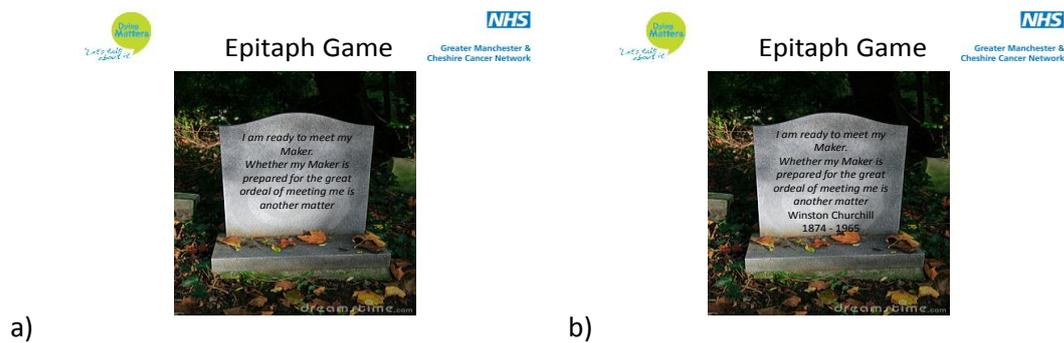


The Key 103 bus in Piccadilly Gardens, Central Manchester

In House Development Sessions

The End of Life Care Team within GMCCN held an internal development session with colleagues for the campaign. Themes to start the conversation were an epitaph game, conversations for life cards and general information sharing which encouraged the groups to share their thoughts on planning for future care. This did trigger some quite emotional conversations; however this reinforced the importance of the topic.

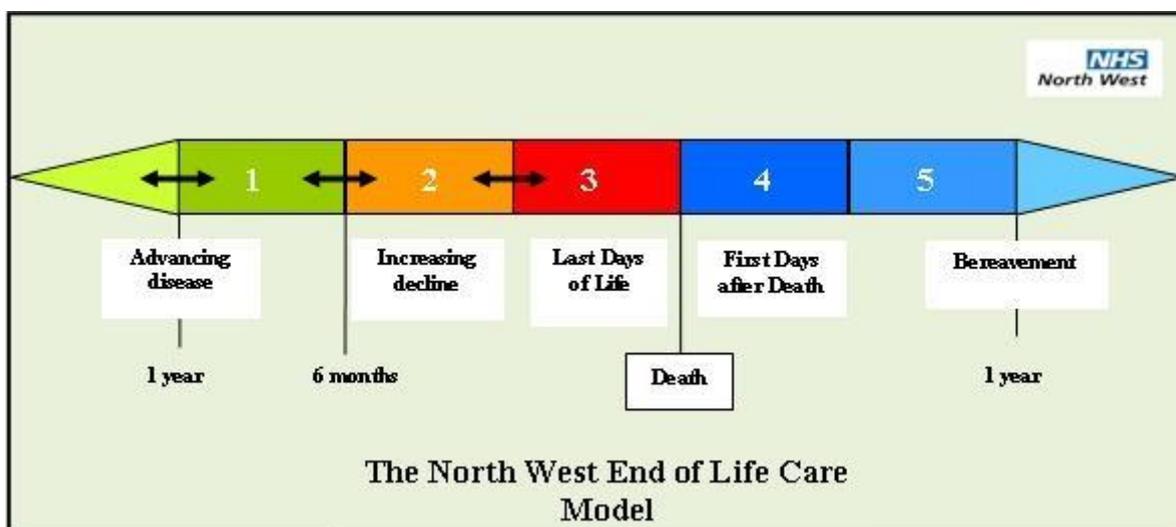
For more information on Conversations for Life please visit <http://www.conversationsforlife.co.uk/>



Examples of the Epitaph Game slides

Collaborative Event

In addition to the GMCCN awareness campaign, a collaborative event took place on 16th May at the Village Inn, Bury. GMCCN worked with Greater Manchester and Cheshire Cardiac and Stroke Network, Kidney Care Network and Neurosciences Network to run the one day end of life event which was a huge success and had inspirational presentations all relating to the North West end of life care model.



Amongst others, there were presentations from Dr David Waterman Consultant in Palliative Care, Fiona Murphy (awarded Nurse of the Year for 2011) who presented on the importance tissue and organ donation, Reverend Kathleen McLoughlin who talked about spirituality and the day finished on a very positive note with an inspirational and entertaining presentation by Ryan Modlin from Cooperative Funerals.



Delegates at the End of Life Collaborative Event

The event was attended by over 100 delegates across the health and social care workforce and was chaired by Tony Bonser, North West Dying Matters Champion. Evaluations of the event were outstanding.



From left to right: Joanne Langton –GMCCSN, Elaine Horgan and Kim Wrigley – GMCCN, Tony Bonser – NW Dying Matters Champion

Events around Greater Manchester and Cheshire

Ashton, Leigh and Wigan – Anita Pennington, District Nurse / Palliative Care and Locality Practice Educator

Within Ashton, Leigh & Wigan Division of Bridgewater Community NHS Trust, Practice Development Team within District Nursing Service organised a dying matters stand which was placed within 5 different locations around the Wigan Borough. This event was promoted in the local press as well as the organisation's intranet. The stand also promoted Dementia awareness week.

A variety of resources were purchased for the week which also included purchasing from the National Council for Palliative Care the booklet 'Difficult Conversations. Making it easier to talk to people with dementia about the end of life'. These have been given to each district nursing team to support their discussions around advance care planning. The stand was also supported by the Macmillan AHP team each day.

Practice development team also supported our local acute hospital with their organised coffee morning & manned their stand for a day. The main theme that emerged from the week's events was that a lot of people were seeking information on dementia and did form a lot of the conversations that took place throughout the week.

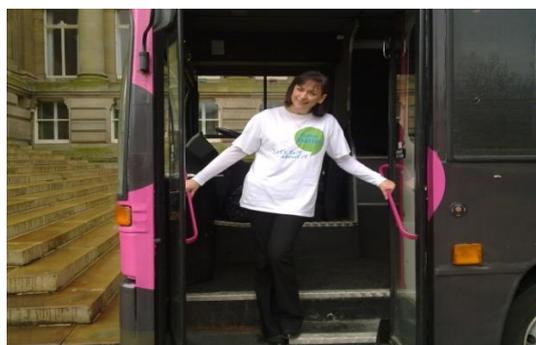
Later in the year we are hoping to plan an education event for the end of life care champions within the district nursing teams in conjunction with the palliative care link ward nurses from the acute hospital.

Bolton – Kathryn Arrowsmith, End of Life Care Facilitator

The Bolton End of Life Care team had a really positive experience using the Key 103 bus. We were very fortunate in that we met some extremely interesting characters. We met one lady who introduced us to the 'My Wonderful Life' website, who was particularly interesting. People in general were keen to talk to us about their experiences, some good and some not so good.

Getting people onto the bus was more difficult than we anticipated. Many people were interested in Key 103 and thought that they were coming on to listen to music. Once the people knew we wanted to talk about dying, some did say immediately that they were not comfortable with those kinds of discussions.

One member of the team spent some time away from the bus completing the questionnaire with passersby. Most of the people who were approached were more than happy to answer the questions and contributed quite happily. The people were invited to visit the bus, but remained reluctant.



Kathryn Arrowsmith-Bolton EoLC team.

The Bolton EoLC team were pleased to welcome Sam Turner from the NCPC to the bus for a while. It was really good to see her and gain her support on the day.



From left to right, Sharon France-Bolton EoLC team, Carmel Wiseman-Bolton EoLC team, Sam Turner-NCPC and Alison Wilkinson-community Macmillan team.

The two chaps who manned the bus were very helpful and provided us with all the materials we needed. The internet access was excellent and the interviews they recorded were done very professionally. Both the chaps expressed great empathy and were very compassionate towards the visitors we received.

Central and Eastern Cheshire – Alison Colclough, Macmillan Project Support Worker

One of the themes this year for dying matters is ‘small actions, big difference.’ With this in mind we have tried to implement this into what we are able to do this year that is both sustainable and hopefully will make an impact.

Colleges of Higher Education

Earlier this year I met with one of the health and social care lecturers at South Cheshire College to discuss meeting with the health and social care students (ones who will go on into the future to become carers, nurses and social workers). Dying matters have a lesson plan already available which encourages young people to look at their own lives and what death and dying, and thinking towards what the future can mean for them. Dying matters estimate that 20,000 children within education lose a parent or sibling each year and sometimes even teachers don’t know what to say, which can often leave children and young people feeling very isolated. The lesson will hopefully stimulate discussion, and may sow the seed both personally and in the future professionally for these young people. Dying matters recognize that if society is to change its attitude towards death and dying, then young people must be involved.

In April 2012 I and a hospice volunteer took the Dying Matters lesson to the college. We had a class of ten first year students who were participating in a BTEC course in Health and Social Care.

The lesson started with a brief Dying Matters DVD which was set around a grown up son who had lost his mother. By showing the preparations for the funeral the message was that because he had talked to his mother about her wishes, he was able to give her the funeral she would have wanted. The students then did a variety of activities such as thinking what they would like for their own funerals, and they answered questions such as ‘what would you want someone to say to you if you had lost someone?’ and ‘would you know what to say to another person in that position?’ They used post-its to answer and then we discussed it.

Feedback was mixed. Two of the students had enjoyed the session and found it relevant, whilst many of the other eight said they found it irrelevant as they were so young, and also said that although they saw the relevance of talking openly about death; they did not enjoy having to think about their own funerals! They felt it would have been better for it to have been less personal.

As a response to the feedback and some module guidelines the tutor sent me, I adjusted the lesson. The lesson was based around loss and grief, using Kubler-Ross stages of grief which the students were already familiar with. The same two questions were used as in the first lesson and discussion was once more generated around this. The students engaged and contributed well.

End of Life Community Champions

Two events were held for the Community Champions to celebrate the extent and effect of all the hard work the community teams had undertaken in the past few years, which had contributed towards best practice being embedded in End of Life Care across the locality. All of the End of life tools were on display, and audits were there so the staff could see the direct input their work had on patients. Discussions for the future were held and the Champions were unanimous in their desire to continue to meet and to share best practice and case study they had been involved in.

Public awareness with C.A.B.

The two Macmillan Public Health workers teamed up twice with the local Citizen's Advice Bureau (CAB) to go out in to the local towns with Dying Matters resources. Discussions were had with members of the public concerning living and dying well.

Social Event

The local Cooperative Funeral Care brass band was approached and performed a musical evening called 'The Circle of Life.' The local College gave the space free of charge and 170 members of the public attended. 20 volunteers were engaged in the evening serving drinks and cakes, or manning stalls showcasing Dying Matters resources and taking opportunities to talk to members of the public around living and dying well matters. Some members of the public chose to take part whilst others declined.

Hospital staff invited to Dying Matters awareness event

Two epitaph writing sessions were held at a local Hospital near to the staff canteen. A display board was evident with examples of various famous epitaphs. People passing were encouraged to read the epitaphs and Dying Matters awareness week was fully explained to them. Through the vehicle of the epitaph they were encouraged to think about their own futures and to write an epitaph for themselves. The two winners who each won an M + S voucher wrote "I have gazed at the stars for so long I am unafraid of the dark" and "I have prepared for this day and now it has come!" Forty three epitaphs were written and a great deal of discussion generated.

A clinical lecture was given by a palliative care consultant and a Macmillan Public Health Worker at a local hospital which encouraged the staff to think about their own mortality as well as that of the patients they were responsible for. Approximately 60 members of staff attended, and the session was well evaluated.

Will writing

Four free will writing sessions were held across the locality with a local solicitor giving his time free of charge. One session was held in an older person's day group and three others were held in Extra Care Facilities where members of the community were invited to attend. Thirty nine people attended and evaluations included 'explanation was in full,' 'very informative,' and 'full of useful information.' Supportive literature around will writing was distributed to accompany the session.

Local Older People's Day group

The months leading up to Dying Matters week saw visits to local older person's day groups to talk about preparing for the future. The groups were encouraged to look back over many years and to see if they thought society had changed. They all agreed that society had become less compassionate and supportive and they would value a return to the old values. By using this I was able to introduce the importance of talking openly and preparing for the future. The groups engaged really well and were very honest and open. The group leader commented that a great deal of discussion was generated after the visit and people were very keen to speak to one another about their feelings.

Advance care Planning Conference

An Advanced Care Planning conference is being planned for professional in the autumn, details as yet to be arranged.

Local Media

The local newspaper carried a two page spread on Dying Matters and all the local events surrounding it. This included interviews with staff and volunteers involved in Dying Matters week.

Heywood, Middleton and Rochdale - Janice Sedgwick, Lead Cancer and Palliative Care Nurse

A steering Group was set up comprising of representatives from Pennine Acute Hospitals NHS Trust (PAT), Pennine Care NHS Foundation Trust (PCFT), Springhill Hospice and Rochdale Carers Resource Centre to plan and hold events in Heywood, Middleton and Rochdale for Dying Matters awareness week

The steering group members were:

- Lead Cancer and Palliative Care Nurse – PCFT
- MDT Coordinator and team Secretary – PCFT
- End of Life Care Facilitators – PCFT
- End of Life Care Facilitators – PAT
- Cluster Leads District Nursing – PCFT
- Carers Resource Manager – RMBC
- Counsellors – Springhill Hospice

To raise awareness the group decided to distribute promotional posters and leaflets at local Health Centres and Carers Resource Centre.

Merchandise, leaflets and other promotional materials were ordered with careful consideration and tailored to events held. The events agreed were:

- A stand at Rochdale Infirmary on the afternoon of 16th May 2012
- Events for staff held over 3 days:
 1. Boardroom, London House - 14th May 2012
 2. Meeting room, Croft Shifa Health Centre - 15th May 2012
 3. Magic Centre, Heywood – 16th May 2012
- Carers Resource Centre, Rochdale – Coffee morning – 16th May 2012
- Dying Matters tea party for student nurses to be held in July 2012 and to be coordinated with Julie Hardman, Practice Education Facilitator and Community Nursing Sisters within Heywood Middleton and Rochdale.

The completed events were successful and well received by staff and carers.

Venues and Events

It was agreed and arranged by the group that the majority of events would coincide with the National Dying Matters Awareness commencing 14th May 2012.

However the group felt that raising awareness should where possible take place at every opportunity throughout the year. This work is ongoing and the first event outside Dying Matters Awareness Week is a Student Tea Party scheduled to take place in July, 2012.

Interactive Staff Sessions

Three interactive staff events held at:

- London House, Middleton
- Croft Shifa, Rochdale
- Magic Centre, Heywood

Presentations delivered by End of Life Care Facilitators and by Counsellors from Springhill Hospice. Dying Matters and other relevant literature was distributed along with a variety of merchandise bearing the Dying Matters logo.

This event captured 50 Health Care Professionals within the Multi Disciplinary Team including District Nurses, Health Visitors, Assistant Practitioners, Carers and Ward Staff. These events were extremely well received and provoked much conversation around end of life care and personal experiences of Health Care Professionals. The events were very well evaluated by all who attended.

These are some of the comments received in the evaluation:

- Importance of communication by all disciplines involved in a persons care.
- Information received as results of Dying Matters quiz.
- Ideas given on how to start discussions on death and dying.
- Very good and informative.
- Very good session, interesting to hear everyone's experiences and discuss a very important topic.
- As a Residential Manager I feel very motivated after today's session to raise awareness amongst care home staff regarding Dying Matters.
- More information regarding the Hospice.
- Ideas on how to approach patient's relatives about dying.
- Enjoyed the relaxed atmosphere about a difficult subject.

Coffee morning 10.30 – 12.00 16th May 2012 at Carers Resource Centre, Rochdale

Attended by End of Life Care Facilitators, informal group discussions around Dying Matters. Dying Matters merchandise given out during the morning session. Well received by carers and provoked discussion around advanced care planning, making a will and organ donation.

Following discussion with a carer who was a registered tissue donor, information was provided by facilitator regarding where to access resources. A carer discussed a recently bereaved child. Information was sent regarding Children's Bereavement Services in the Borough.

Stand at Rochdale Infirmary Wednesday afternoon 16th May 2012

The stand displayed and distributed Dying Matters as well as a variety of merchandise bearing the Dying Matters logo. The stand was manned by the End of Life Care Facilitators for PAT. This was well received by a number of staff.

Tea Party for Student Nurses

This is still in the planning stage but it is anticipated that the event will take place in July 2012 and that there will be approximately 12 -15 students nurse and new qualified staff nurses in attendance.

Lessons learned and early plans for next year.

- We will meet earlier as a whole group to plan Dying Matters 2013 events
- Following successful staff events plans to arrange a full day event for staff
- Arrange a more formal session with presentation for the Carers Resource Centre

- The ‘Dying Matters’ roller banner was a great success and will continue to be well used
- Provisionally planning to make contact with colleges in the Rochdale Borough to capture a student audience

Manchester – Val Bayliss-Bayeaux, Communications and Engagement Officer

NHS Manchester were allocated the Key 103 bus on Tuesday 15th May and the bus was parked in Piccadilly Gardens, a central point for both visitors to the city, shoppers and workers which gave a wider range of visitors to the bus.

Whilst on board the bus, visitors were asked to fill in Dying Matter’s cards on ‘five things to do before I die’ and ‘five things I want to be remembered for’. Please see below for some of the responses received from the public.

The bus had a good number of visitors, of which many took leaflets and information away as well as asking questions around the subject matter of death and dying.

Five Things to do before I Die	Five things I want to be remembered for
<ul style="list-style-type: none"> • Travel to Bournemouth • Get rid of walking stick • Barbados • Get married • Have kids • Make a difference • Work in genetics • Be happy • Sky dive • See the wonders of the World • Music is known – it is urban Hip Hop • Travel – America • Achieve spiritual aim • Win Lotto • Be happy • Drink more • Get in £50,000 worth of debt • Party 6 days a week • Get a Porsche • Go on holiday abroad • Pay off my mortgage • Learn to ride a bike! • Finish my to do list • Scuba dive • Go to Eden Project • Be happy and healthy 	<ul style="list-style-type: none"> • Good sense of humour • Elvis music • Bob Marley • Beatles • Making a different • As being a good Mum • Wish family well • For being me • Music • Write a book • Being a good person • Worthwhile for the World • Being crazy • Enjoying life • Always smiling • My children • Doing good in our community • My job as youth worker • My kindness • My laugh • For living life to the full • Being a good person in society • To be famous • Recognised for what I am good at • Famous hairdresser • Being honest

- Win a lot of money
- Go somewhere nice
- Good retirement
- Friends and family
- Learn a language
- Go to Ibiza Rooms
- Get a Chanel bag
- Drive a flash car
- Have a family
- Motor home travel France Spain hot countries
- Live in my own place
- Get a job
- Get married
- House money
- Travel to USA and Ireland
- Own a Mini
- Have an hour of fame
- Learning the Ukulele
- Would like to go back to Ghana
- Travel up and down South America
- Start own business
- Win Lottery
- Like to become a Pilot
- Fly a helicopter and plane
- Spend time with Grandkids
- Holiday in Ireland with mates
- Visit a Children's Hospice
- Write a Will
- Clear all my debts
- Inform the church and close friends about unexpected matters
- Organising as much as I can
- Donation of organs
- Win lottery
- See Jamaica again
- Dream about father
- Be totally happy within
- See grandchildren grow
- Win Lottery
- See my daughter get wed
- See my Uncle in Australia
- Get free from drugs
- Stay honest
- Spend time with family
- Be able to get a Priest
- Say goodbye to my friends
- Clean the house

- Being law abiding
- Being nice to other people
- Good man
- Good wife
- Good Neighbour
- As a true blue
- As being a proud man
- Loyal
- Helping sister get Thornton Chocolate
- Believe in God
- Making changes in women's' lives
- Good person
- Success
- Good parent
- Making meals for people
- Helping out when I can
- Funding charities
- Being helpful
- Kind
- Caring
- Be kind
- Helping others
- Being a good listener
- Made a go of my life
- My Facebook page
- Being fair
- Speaking true
- Having virtues
- Liking ice cream
- To be asylum seeker
- To be homeless
- To miss my Mum
- The people together to fight for
- Slapping Roberto Mancini
- Loving my Mum
- Caring for my father
- Being a good person
- Helping my friends
- I loved daughter
- Worked hard in my life
- Getting off the drink
- Eating healthy
- Wit and charm
- Kindness
- Honesty
- Helpful
- Sense of humour
- Voluntary work

Oldham – Bev Melia, Clinical Services Lead for Palliative and End of Life Care

Planning for Dying Matters Week began in January when a working group was formed which consisted of representatives from Dr Kershaw's Hospice, Clergy representation, Pennine Acute Hospital Trust, Pennine Care (OCHS) and Age UK Oldham branch.

A live radio interview was broadcast on Oldham Community Radio where Jane Ashworth, Oldham End of Life Care Educator and Rev Miles Howarth discussed the importance of talking about dying wishes in addition to marketing the events which were scheduled to be held in Oldham during Dying Matters Week.

A range of products bearing the 'dying matters logo' was purchased from a recommended supplier namely, Mustard Merchandise.

Posters and Leaflet were purchased from the Dying Matters website

A rota was devised prior to the events to ensure that there were four persons available at all times to man the events. These were made up from health care professionals from Dr. Kershaw's Hospice, Pennine Care Community Oldham, Pennine Acute Hospital Trust and on the 14th of June included staff from the voluntary agency Age UK.

Posters and leaflets were distributed for display in the Royal Oldham Hospital, health centres, Oldham Community Leisure centres, Library's, Community centres and Churches.

A press release was put in the Oldham Advertiser and the Evening chronicle advertising events which were hosted throughout the week.

Events were as followed:

- Monday 14th of June Stall in Oldham indoor market
- Tuesday 15th of June Stand at Oldham College
- Thursday 17th of June stand at Tesco Huddersfield Rd. Oldham.
- Friday 18th of June at stand at the Café Royal in the Royal Oldham

The distribution of merchandise bearing the dying matters logo was tailored to each event. On the 14th & 17th as the events were held in shopping venues this included shopping bags, trolley keys, pens, book marks and mints. The same merchandise with exception to the shopping bags was distributed at the Café Royal stand. On the 15th the population targeted was students from the age of 16 years old to 25 and here for the merchandise included pens page markers rulers and mints. At all events a large range of leaflets was made available. These included information re: organ donation, making of wills, local bereavement services in addition to the dying matters leaflet.

As the dying matters week ran concurrent with National Wills week a large supply of leaflet were distributed to solicitors within the borough to be used in any of the events hosted by this organisation.

In excess of 1000 face to face conversations were conducted by health care professionals with members of the general public during the events held in Oldham

The third dying matters week took place the week commencing 14th of May 2012 and in terms of public engagement turned out to be our most successful yet. It was noteworthy that the public approached the stalls and stands of their own accord to have discussions with the health care professionals.

Phrases from conversations were as followed:

'I am one of eight and Mum is not getting any younger this is something we all need to talk about'.

'My Husband died 10 years ago from bowel cancer, I know he was going to die but we never talked about it, I wish we had'.

'My daughter thinks that I am morbid because I have bought a plot in Royton Cemetery and have chosen the hymns, I have made a will. That's me looking after my family, but I have a lot of living to do because hopefully I am going nowhere yet'.

It also became apparent that some of the leaflets were more popular with the public. The leaflet 'talking to children about dying,' was very popular and 750 of these leaflets were distributed.

At the Oldham market event Age UK joined the health care professionals manning the stall bring a range of their literature which included advice on wills. This model was successful and working in collaboration with the voluntary agencies is something that would be considered for next year's events.

A further recommendation would be to order dying matters leaflets and posters much earlier as the displaying of dying matters posters was not as widespread as planned due to the delay in the delivery of posters and a mix up with the order.

The events grow from strength to strength due to the hard work and commitment of all who were involved in the events throughout Oldham.

A brief compendium of PCT Activity Dying Matters 2012

Ashton, Leigh and Wigan

- Dying Matters stands set up in a different place every day of the week.
- Stands alongside Dying Matters for dementia awareness and district nursing teams. Interest in dementia has risen in the public.

Bolton

- Follow up DVD called "The Last Laugh" produced by Picturewise Productions (Kathleen LaCamera)
- Had Key 103 bus on 17th May in Victoria Square, one member of the public informed the team of "My wonderful life" website where she had filled in all her end of life wishes.
- Baked Dying Matters cupcakes for the bus and meetings.
- Bolton Hospice is continuing the St Christopher's schools project.

Bury

- Stall held in Bury precinct which was very popular. Found many people had already planned their future plans and wills.
- Had the Key 103 bus on Monday 14th May at Pilsworth Asda

C & E Cheshire

- Epitaph game with prize for the winner
- Will writing workshops took place at the local further education college

HMR

- Dying Matters quiz in the hospital
- Coffee morning in carers resource centre
- Held a student nurses tea party in July 2012

Pennine Acute Trust

- Conference held on 17th May in Palace Manchester for health professionals. Wide range of presentations and will be doing the same again next year.
- Oldham Community covered Tommyfield Market and Asda for awareness raising

Trafford

- Event at Trafford Macmillan Centre for professionals. Police officers from coroners court and chaplains attended.
- Key 103 bus was hosted at Trafford Park Asda on 18th May 2012

Salford

- Over 28 stands at Buille Hill Park plus radio interview on local news and publicising the event.
- Mail-out to over 6000 residents aged 65 and over about Dying Matters with a view to raising awareness

Stockport

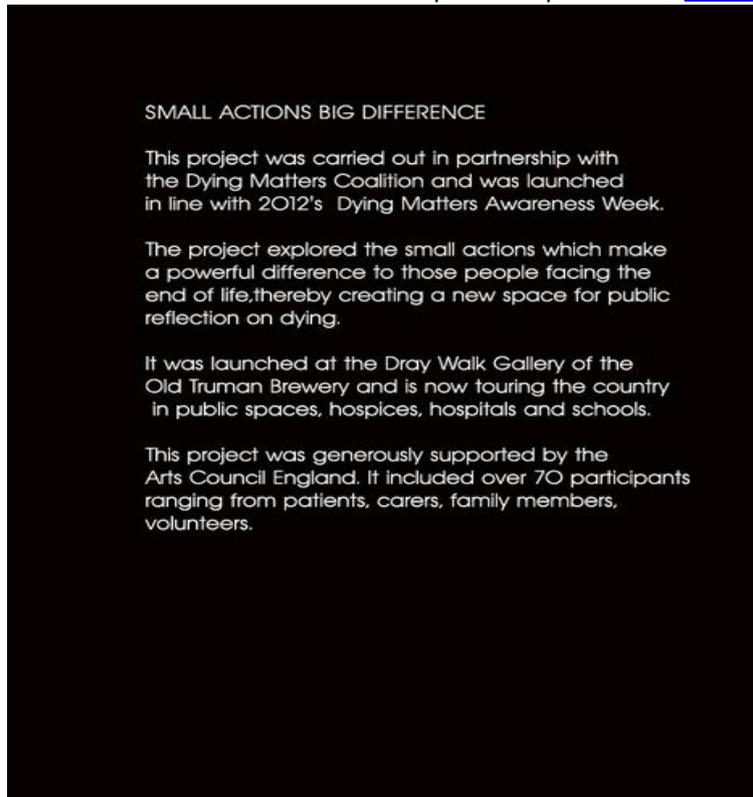
- A Dying Matters survey has been disseminated
- Held a marquee in July with cupcakes for those that filled out the survey and find out what effect it had and if they have put any End of Life Care plans in place.

Tameside

- Had the Key 103 bus on Wednesday 16th May at Ashton Market. Had a lot of younger people taking an interest.

Photography Project – Small Actions, Big Difference

As part of Dying Matters week 2012 freelance photographer Nadia Bettega asked for expressions of interest from health and social care colleagues across all sectors to participate in a photography project to promote awareness of death and dying. The stills below are examples from the Dying Matters project. To see the full exhibition and Nadia's portfolio please visit www.nadiabettega.com



'Frances Stanley' and 'Lucy Wallace' taken from the Palliative Care exhibition for Dying Matters week
www.nadiabettega.com

Following its week-long residence at the Truman Gallery, London, during Dying Matters Awareness Week, Small Actions, Big Difference will commence a countrywide tour in July. Locations and dates are still being firmed up - please contact Dying Matters events coordinator Kate McNaboe at k.mcnaoe@ncpc.org.uk if you are an organisation set to host the exhibition and have questions, or if you are interested in hosting the exhibition.

For more information please visit <http://www.dyingmatters.org/gallery/small-actions-big-difference-photography-tour>

Dying Matters 2013

Dying Matters week 2013 will take place from 13th-19th May 2013. The End of Life Care Team will commence planning for next years event in September 2012 with a view to expanding on the number of people reached with the message that talking about death and dying is no longer a taboo subject – we need to remember that talking about it will not bring it any closer.

For more information on the Dying Matters Awareness Campaign in Greater Manchester and Cheshire, please contact Clair Bottomley, End of Life Care Programme Support Officer on clair.bottomley@manchester.nhs.uk



Clair Bottomley – End of Life Care Programme Support Officer with GMCCN