



**Dying
Matters**

*Let's talk
about it*

Dying Matters: You only die once

Awareness Week 2014 launch event

Monday 13th January 2014
Holiday Inn Bloomsbury
Coram Street
London WC1N 1HT

Dying Matters Awareness Week

12th - 18th May 2014

We only get one chance to have our dying wishes met, so it's vital to talk, plan and make arrangements for the end of life – before it's too late. That's why the theme of our fifth annual Awareness Week is **Dying Matters: You only die once.**

This launch event will provide practical advice and support for your own awareness-raising activities, with **inspirational speakers** from a range of fields, and perspectives from the local to the national level.



At the event, we will be launching our new **Awareness Week resources**, designed to support you when helping people talk, plan and prepare for dying. They contain practical information on the key things you can do to make sure your end of life wishes are met.

We will also be launching a new edition of our **My Funeral Wishes** leaflet, developed and updated with feedback from Dying Matters members, which lets you create a personal funeral plan that reflects you as an individual.

Dying Matters: You only die once

9.30 Registration and refreshments

10.30 Chair's introduction

Ian Leech, Community Engagement Officer at St Giles Hospice and People in Partnership Member

10.45 Five years of Dying Matters & launch of Awareness Week 2014 resources

Eve Richardson, Chief Executive, Dying Matters Coalition

11.05 You only die once: practical steps to live and die well

Funeral planning

Judith Moran, Director, Quaker Social Action

Writing a will

Gary Rycroft, Solicitor & Partner, Joseph A. Jones & Co Solicitors, Lancaster, and Vice Chair of The Law Society Private Client Section Executive Committee

Organ donation: have you made your wishes known?

Sally Johnson, Director of Organ Donation and Transplantation, NHS Blood and Transplant

Planning your future care

Les Storey, Training Consultant, National Council for Palliative Care

Telling your loved ones your wishes

Kate Ibbeson, Former Carer and Founder of Sheffield Cancer Mafia

12.05 Break and refreshments

12.25 Dying Matters members: What we're doing for Awareness Week and beyond

Advice on awareness-raising activities, from local to national level

13.20 Lunch

14.20 Maximising your impact during Dying Matters Awareness Week

Working with the media

Joe Levenson, Director of Communications, Dying Matters Coalition

Online and social media

Sarah Stone, Online Community Manager and Website Editor, Dying Matters Coalition

Events: making it work for you

Rachael McKindley, Community Engagement Project Manager, The Bucket Project, Marie Curie Hospice, Liverpool

Engaging your local community

Helen de Renzie-Brett, Head of Education, and Wayne de Leeuw, Community and Outreach Manager, Dorothy House Hospice

15.00 Group discussions on maximising impact during Awareness Week and feedback from discussion groups

15.30 Chair's concluding remarks

15.50 Refreshments and close

