

# Dying Matters in Leeds

*'Let's talk  
about it'*

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Liz Messenger  
Leeds City Council



# Background

**National data** indicates that in the UK:

- Death and dying are not talked about
- People are not prepared
- People are not dying in their place of choice
- Professionals are not raising the issue

The **Health Needs Assessment (HNA) for End of Life Care for Adults in Leeds (2013)** highlighted the need for a citywide Dying Matters public education campaign.

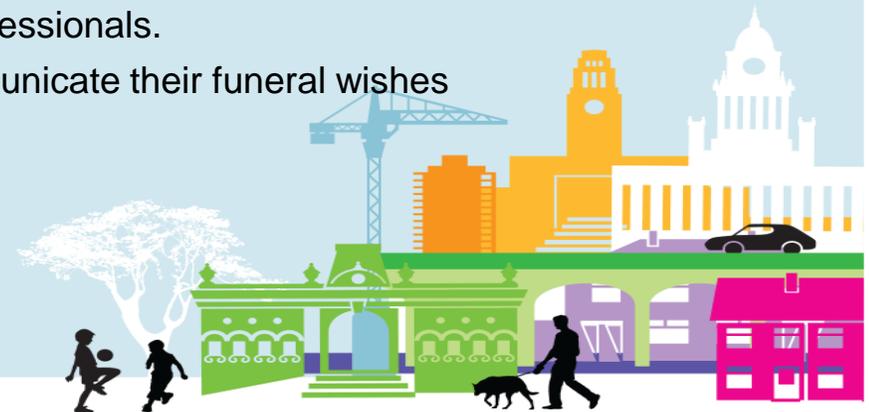
In 2015 a **programme of work** was established to enable:

People in Leeds to:

- Feel more comfortable talking about death and dying
- Discuss their end of life wishes with family members and/or health and social care professionals.
- Plan for their death including writing their will, registering as an organ donor and communicate their funeral wishes

Health and social care professionals/volunteers to:

- Feel able to engage their own clients around planning for the last years of life



NHS

Clinical Commissioning Group  
Leeds Teaching Hospital NHS Trust  
Leeds Community Healthcare

Leeds City Council

Adults and Health  
Museums & Galleries  
Libraries  
Arts & Culture  
Communications  
Housing

Leeds  
Bereavement  
Forum



University  
of Leeds

Gooding  
Funeral  
Services

Sue Ryder  
Wheatfields  
Hospice

Martin House  
Hospice

Carers  
Leeds

Full Circle  
Funerals

St Gemma's  
Hospice

Touchstone

The Grief  
Series

Care &  
Repair

University  
of Leeds

Leeds Older  
People's Forum

Lippy  
People



# Communication and marketing

## Clear consistent key messages

- Write a will
- Record their funeral wishes
- Plan their future care and support
- Consider registering as an organ donor
- Tell their loved ones their wishes

Website: Dying Matters in Leeds  
65,091 visitors to date.

Twitter #dyingmattersLDS



2019 Facebook advertising

25,014 people saw our advert

Our advert appeared on screen 88,064 times



# Stakeholder and community engagement

Dying Matters week 2019 13th – 17th May

National theme 'Are we Ready'

Annual city centre event – Leeds Kirkgate Market – with stalls and performances

*"It was a great opportunity to speak with members of the public in a relaxed and positive way about challenging issues. We were approached by many people who had practical questions, wanted to know more about coffins and green funeral choices or just wanted to share their previous experiences with us, sometimes to try to understand why things had happened in the way that they did"* (feedback from a stall holder)



Plan for tomorrow  
Live for today

Leeds NHS

## Death – coming ready or not

Join us at the free Leeds Dying Matters event

10am - 3pm  
Tuesday 14 May  
at Leeds Kirkgate Market  
Vicar Lane, Leeds LS2 7HY

Listen to a New Orleans Jazz Band, find out about wills, estate planning, lasting powers of attorney and end of life planning, colour a coffin, become an organ donor, sing along with choirs and visit one of many information stalls.

All welcome

[www.dyingmattersleeds.org](http://www.dyingmattersleeds.org)  
email [agefriendly@leeds.gov.uk](mailto:agefriendly@leeds.gov.uk)  
or call 0113 378 3831  
#dyingmatterLS19

Dying Matters in Leeds  
*Let's talk about it*

Death cafés jointly run by Leeds Bereavement Forum and Leeds Libraries

9 death cafes so far this year with 2 more planned

*"Talking gives me hope"*

*"I take every opportunity to talk about death. It's so important."*



# Building capacity

## Community grants

Introduced in 2018 to encourage organisations to run their own events.

Applicants can apply for up to £200.

2018 – 8 applications approved

2019 - 9 applications approved

In total 900 people attended these events



## Training

To improve and develop the communication skills of staff and volunteers so that they feel more confident to engage in conversations around end of life choices and bereavement, including signposting to appropriate services

Uses a simulated patient actor, encouraging people to participate and be involved, with discussion and feedback around the role play and disseminating learning from this

Feedback from participants:

*“It gave me the confidence to believe in my skillset”*

*“Very welcoming and understanding, non-judgemental”*



# Next steps

The partnership has considered the findings of the Health Needs Review 2018 which highlighted that men and people from BAME groups are less likely to engage in conversations and record their wishes for end of life, and is looking at how these groups can be reached through our Dying Matters Campaign.

Engage local employers and businesses to develop approaches to raise awareness and support employees to forward plan for end of life.

A programme of events including a city centre event, and community events will take place again in 2020.

Dying Matters week 2020 11<sup>th</sup> – 15<sup>th</sup> May

***'Dying To Be Heard'***

Save the date!  
12<sup>th</sup> May 2020  
Dying Matters  
Leeds  
Kirkgate Market

