

A portrait of a middle-aged woman with short, wavy, light brown hair and blue eyes. She is wearing a dark blue V-neck sweater over a grey shirt. The background is a soft-focus outdoor scene with green foliage. In the top right corner, there is a large blue abstract shape containing a yellow speech bubble.

**Dying
Matters**

In a good place

Dying Matters
Awareness Week
10 – 16 May 2021

About Dying Matters

Launched in 2009, Dying Matters has been part of Hospice UK since July 2017.

The Dying Matters campaign aims to create an open culture that talks about death and where people feel able to listen and support those who are planning for end of life, who are dying and who have been bereaved.

We want to break the stigma around death, to challenge preconceptions and to normalise public openness around death and dying.



Dying Matters Awareness Week

Dying Matters Awareness Week is a chance for you, and for organisations, to join the Dying Matters movement and to bring issues around dying, death and bereavement to the fore.

This year we're asking you to:

- Join the Dying Matters movement | We need your help to build a better understanding of people's experiences of dying. [Add your name today.](#)
- Share your story | We know very little about people's experiences at the end of their lives, nor for those close to them. Help us understand what is happen to people and families in the UK. Tell your story on Facebook, Twitter or Instagram.

Dying Matters in 2020

The COVID-19 pandemic didn't stop Dying Matters Awareness Week in 2020, which took place entirely virtually. We saw 52 registered events, Including Death Cafes, plays, lectures, and virtual information stands.

We know that 2020 was a difficult year, but it was wonderful to see so many people still engaged and wanting to be involved.



This year, we're asking what it means to be #InAGoodPlace when you die.

Where people die is changing. More and more people have been dying at home in recent years. COVID-19 has seen this number surge upwards even further, with more than 1,000 extra people dying at home each week.

We know very little about these people's experiences at the end of their lives, nor for those close to them.

There is no right or wrong place to die; it will be different for everyone. But the pandemic has proven that it is more important than ever for families to think about it, talk about it and to plan for it.



Dying Matters Awareness Week on social media

Our 2021 daily themes explore what it means to be in a good place, and how you and your loved ones can plan for the end of life:

- Physically (place of death, Advance Care Planning)
- Emotionally (talking about death, making sure loved ones are cared for)
- Financially (making a will, making funeral plans)
- Spiritually (How different faith groups talk about and prepare for death)
- Digitally (Looking at digital assets, social media, online banking)

This will provide a chance to look deeper at how different aspects of dying – some not always immediately considered – can affect being ready to die and those left behind.



Being in a good place to die – the facts

A year on from the first lockdown, we have seen 60,000 excess deaths at home - that's more than 1,000 additional people dying in their homes every week, compared to pre-pandemic.

Well beyond COVID-19, research suggests that the number of deaths in homes will increase by almost 90% in England and Wales by 2040.

We know that when asked, more than four in five people say they would prefer to die at home. But we don't know enough about the reality of what this looks like.

Nearly a quarter of UK adults are uncomfortable thinking about their own death and end of life issues. Three quarters (74%) of people haven't written down their wishes or told people what they would prefer at the end of life.

That's why Dying Matters is working to establish a clearer picture of what is going on behind the surge of people dying at home, and making sure that the right care and support is in place for people at the end of life.



Getting involved

[Download our Supporters Pack](#) for Awareness Week 2021 for messaging, assets and resources for your activity.

Join the conversation on social media:



Instagram - [@DyingMatters](#)



Facebook - www.facebook.com/DyingMatters



Twitter - [@DyingMatters](#)

Did you know?

We also have 2 series of the Dying Matters podcast, featuring names such as Dr Kathryn Mannix, Dr Rachel Clarke and Greg Wise.

And don't forget to [Join Dying Matters](#) and help us build an open culture that talks about dying, death and bereavement.



Thank you!

