

international, national and local levels. August 2018 - creation of role description and training to include mandatory and bespoke training. September to November 2018 - research and applications for funding opportunities. December 2018 to March 2019 - setting up the programme and recruitment of Youth Ambassadors.

#### Results

- End of November 2018: £2,500 funding offered by NHS England Takeover Challenge, with a scope to start the project in January 2019;
- March 2019: Recruitment of three Youth Ambassadors – one from Leicestershire and two from Leicester City schools and colleges;
- April 2019: LOROS Youth Ambassadors attended the first Youth Voice Summit in London, raising awareness of youth involvement in care services;
- May 2019: £2,000 funding received from Pukka Pies to support second wave of recruitment in September/October 2019;
- July to August 2019: Youth Ambassadors will be supporting the facilitation of the LOROS Hospice School and National Citizen Service Social Action Projects.

**Conclusion** Providing opportunities to develop leadership and other key skills of young people in the local community, LOROS will be supplying a peer-to-peer support programme; not only will the team be supporting each other, they will be providing a long-term connection to the youth communities.

#### P-40 GUIDE TO OPENING UP HOSPICE CARE

Helen Birch, Debbie Lawson, Rachel Kennedy. *Queenscourt Hospice, Southport, UK*

10.1136/bmjspcare-2019-HUKNC.64

**Background** Queenscourt recognises the importance of raising awareness of hospice care and Compassionate Communities amongst the local population and dispel the myth that hospices are gloomy places where people go to die.

**Aims** We believe passionately about normalising conversation about death and dying and have engaged with a local Girlguiding (North West England) unit to work collaboratively on producing a Queenscourt Challenge Badge.

**Methods** Queenscourt community fundraiser initially liaised with the Guide Leader to ascertain which age groups would be involved and if any subjects were 'off limits'. It was agreed that ALL sections should be involved from Rainbows, aged five to Rangers aged eighteen; no age group was excluded. The Queenscourt Challenge badge will incorporate all five essential elements (Girlguiding).

The community fundraiser and clinical staff considered some key elements of hospice care: themes included are: therapies, nutrition, volunteering, medicine and treatments, pets as therapy, clergy, importance of the environment and gardens and Transport and fundraising, to name a few.

**Results** An afternoon has been arranged when the Guides will visit the hospice, there will be numerous 'stations' set up around the hospice demonstrating the above, the Guides will have to engage with staff and undertake certain hospice related challenges appropriate to their age and topic.

**Conclusion** Working collaboratively with a local Girlguiding group has opened up the perception of hospice care to a whole new group of young people. We hope to continue this work with more Girlguiding units across our locality promoting our work around Compassionate Communities, one of our

key strategic objectives. The work has also improved professional relationships between clinical and corporate teams within the hospice, each becoming more aware of each other's professional roles and responsibilities.

#### P-41 'DYING MATTERS'- CREATING DEATH-POSITIVE COMMUNITY CONVERSATIONS

Gemma Allen, Lucy Martin. *Mary Stevens Hospice, Stourbridge, UK*

10.1136/bmjspcare-2019-HUKNC.65

**Background** Dying Matters Dudley is a coalition of organisations, encouraging communities in courageous conversation and creating opportunities for people to speak freely and honestly about death and dying.

**Aims** To enable people to have conversations and support one another, preparing and planning for end of life. To provide an initial platform during awareness week, with a varied itinerary of events, incorporating practical support, literacy, arts and theatre, whilst reaching out to marginalised communities.

**Methods** Steering group of partners including funeral directors, hospice, NHS trust, public health, soul midwives, libraries and other organisations. NHS funding allowed free events listed below, a bespoke website and social media platforms. Activities at events included advance care planning, arts and crafts and a 'before I die' board.

- Four death cafés hosted in libraries, one specifically for young people;
- Poetry workshop;
- 'The Diary Rooms' camper van, touring the region filming video diaries aimed at people living in deprived areas, BAME & LGBT communities, learning disability centres, homeless people's hostel and higher education college;
- Craft and information event hosted at funeral directors aimed at children under five;
- A theatre performance and lecture;
- Hospital based drop-in hub.

**Results** All events were well attended by members of the public. Video diaries were collected to share across the borough. A social media profile created curiosity and was successful in encouraging people to attend events.

**Conclusion** The majority of people engaged with events and positively embraced conversations about death and dying. Following this success we have planned:

- Attending an under 5s crafts day supporting activities and providing child bereavement support resources to adults;
- Homeless people's hostel open day;
- Planning for other regular events and Dying Matters Week 2020.

#### P-42 THE DIARY ROOMS: CREATIVE CONVERSATIONS

Gemma Allen. *Mary Stevens Hospice, Stourbridge, UK*

10.1136/bmjspcare-2019-HUKNC.66

**Aim** To reach out to more people during Dying Matters Week, enabling those who may be marginalised at end of life the opportunity to record their thoughts, wishes and experiences on film around death, dying and bereavement.

**Method**

- Work collaboratively with partners to achieve a local Dying Matters coalition;
- Hired 'The Diary Rooms' camper van for three days during Dying Matters Awareness Week;
- Scope of local area, who did we want to reach out to?;
- Range of craft activities and resources available in addition to recording videos.

**Results**

- Funding received from commissioners;
- Approximately 50 stories heard and recorded (awaiting edited video and numbers at time of abstract);
- Visited two learning disability community venues with The Diary Rooms camper van. Adapted room for those unable to access the camper van. Two people communicated through 'eye speak' communication devices and impromptu Death Café hosted outside;
- Visited areas of multiple deprivation, BAME communities, college and hostel;
- Collection of video stories to share and learn from.

**Feedback**

*'Thank you for including us in the tour. Our residents really enjoyed your visit'* (Hostel manager)

*'Reflecting about our own thoughts and wishes for death and dying. An uplifting afternoon'*

*'A thoughtful and reflective afternoon for us all'*

*'People are more comfortable with talking and showing their grief. I have spoken with my children about death, my mother and mother in law have died from cancer, so they are aware they are slightly different from their peers who have a Nan in their lives'.*

**P-43 DYING MATTERS WEEK: USING CREATIVITY TO MAXIMISE AUDIENCE REACH**

Daisy Powell, Anna Shutt. *LOROS Hospice, Leicester, UK*

10.1136/bmjspcare-2019-HUKNC.67

**Background** Dying Matters Week is an awareness-raising week to encourage people to talk more openly about death. The aim of the week is to encourage a shift in attitudes to accept death as a natural part of everybody's life cycle.

**Aims** To run a creative campaign, on minimal budget, focusing on getting the wider general public to engage in discussion about death. To use humour to make the topic more accessible. To create a lasting legacy to carry on the conversation after the week has ended.

**Methods** The campaign encouraged engagement by posing the question, *'what's your funeral song?'* Staff and volunteers were polled on their favourite funeral song and a lip synch video created, filmed in a single take through the hospice, featuring staff and volunteers.

Two events provided further reach to a non-medical audience. *'We need to talk about death'*, with Dr Kathryn Mannix, included quizzes, Prosecco and goody bag and was hosted by Virgin Radio DJ, Amy Voce.

Using humour to tackle the taboo, comedian and actor Greg Davies was interviewed by Cariad Lloyd for a live edition of her award-winning podcast Griefcast.

**Results** The events sold out. 100% attendees agreed to talk to friends and family about dying. The lipsync video was picked up by ITV Central and viewed 98,000 times, with 525 comments across all social platforms, 1872 likes, 795 shares. A hospice in Canada asked to use the video as part of their training. Griefcast podcast allowed us to leave a lasting legacy for the campaign. Extensive coverage in regional print and broadcast media. Its success has encouraged training to better equip more staff to talk to patients and families about dying.

**Conclusion** Employing creativity in a public awareness marketing campaign can have a considerable impact on audience reach.

**P-44 DYING MATTERS- ENGAGING OUR COMMUNITY THROUGH THEATRE, LITERATURE AND ALE!**

Sadaf Adnan, Helen Brown. *Kirkwood Hospice, Huddersfield, UK*

10.1136/bmjspcare-2019-HUKNC.68

For Dying Matters Awareness Week 2019, Kirkwood Hospice hosted a variety of events, designed to encourage open discussions around death and dying, through the perspective of performance, literature and informal settings.

The week began in partnership with Kirklees Libraries, and an event called *'Story Endings'*, supported by Kirkwood Hospice staff and a number of library staff and volunteers. Librarians had curated a selection of books, suitable for a range of ages, along with some conversational prompts and a display of information. As a drop-in event, people passing by also joined in the discussions and engaged with the materials on display. The conversational prompts proved to be a useful introduction to remembering loved ones and exploring people's own feelings about how they would like to be remembered. The librarians involved felt privileged to be a part of the event and were keen to host another similar event.

Through the course of the week, Kirkwood Hospice held a 'The Last Post Pub' in Holmfirth, with a special themed ale on sale called The Last Nail Ale. Four sessions were held during the week, with the opportunity for people to talk through will making, legal aspects and local support available. The sessions included involvement from Kirkwood's Specialist Palliative Care Social Workers, Chaplain, Counsellor, Admiral Nurse and Trusts and Legacies Fund-raiser and also included input from local funeral directors who were engaged with the idea of facilitating discussions within an informal setting.

The week concluded with a performance of *'Spread the Word'*, developed in partnership with a local theatre company and exploring the themes of advance care planning and dispelling myths around hospice care. This was performed to a large audience of professionals and provoked some excellent discussion.

Events were well attended and encouraged discussions, with a wide range of positive feedback shared. We plan to build on these initial events for Dying Matters Awareness Week 2020.