

**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*

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**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.