



Dying To Know *day*

8th August

Australia's biggest community conversation
about **death, dying** and **grief**

COUNCIL TOOLKIT

brought to you by **THE GROUNDSWELL PROJECT**

with support from the Municipal Association of
Victoria through the Victorian Councils: Supporting
Communities Around End of Life Project

WHAT IS DYING TO KNOW DAY ALL ABOUT?

DYING TO KNOW DAY IS **ONE OF AUSTRALIA'S BIGGEST GRASSROOTS CAMPAIGNS**, COMPLETELY DRIVEN BY ACTIVATED, PASSIONATE COMMUNITY MEMBERS WITH A CONSISTENT GROWTH EVERY YEAR FOR 7 YEARS.

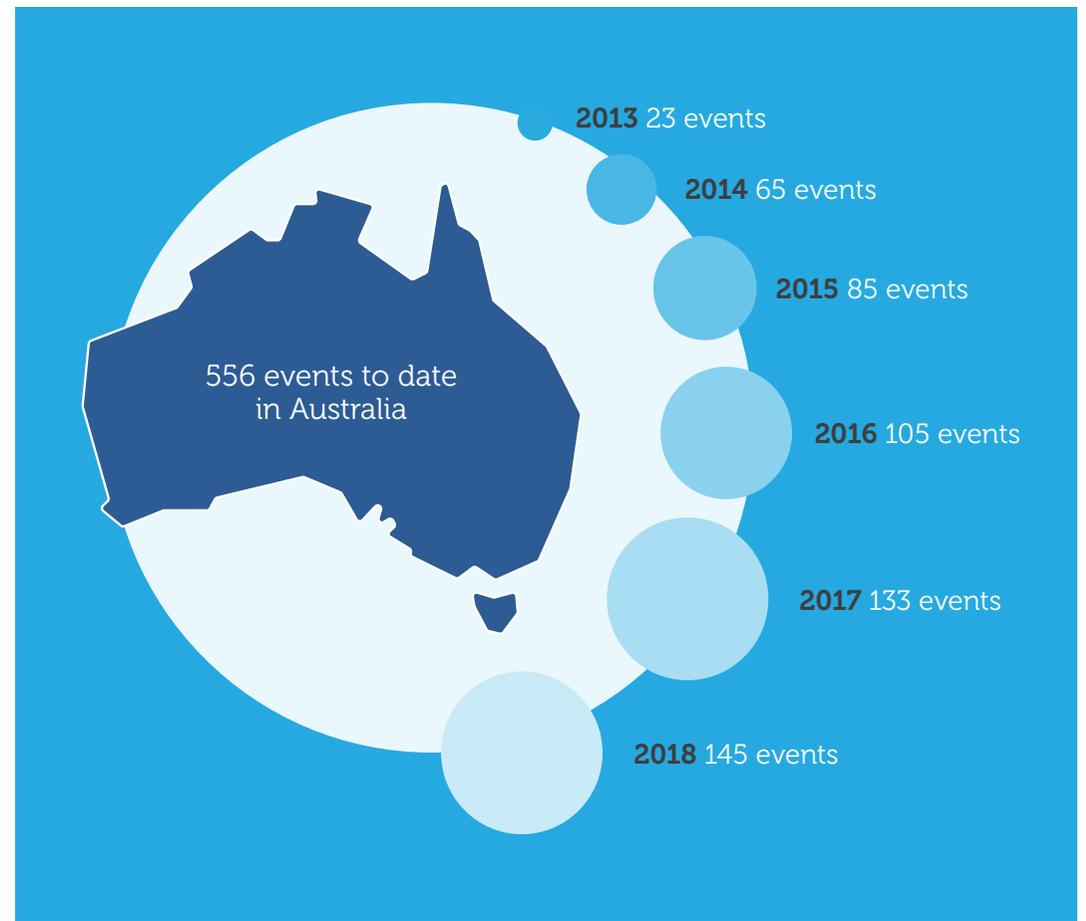
The day creates an opportunity for all age groups in society through multiple channels to think about death and dying differently. The Dying to Know Day campaign promotes conversations and knowledge sharing around dying, death and grief. This increases community death literacy - the practical know-how needed to plan well for end of life so that when someone is dying, caring or grieving ... we all know what to do.

Dying to Know Day provides an opportunity for councils to support community conversations.

With a renewed focus and sense of urgency around end-of-life planning in Australia, there has never been a better time to be part of this unique movement.

Let's work together for a better end-of-life experience for all Australians.

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BACKGROUND



Over 60% of Australians want more conversations about death and dying.

WHAT

- Dying to Know Day is a national day of awareness which encourages all Australians to take action toward more open and honest conversations about death, dying and grief.
- Events are run across Australia and internationally throughout August.
- D2KDay Events activate conversations and curiosity and provide a way for local communities and workplaces to share knowledge and become better equipped to deal with death.
- D2KDay was inspired by the Igniting Change book, *Dying to Know* and is a not-for-profit community day of action initiated by The GroundSwell Project.
- Over 560 events have been run over the past 6 years.

WHEN

- **Dying to Know Day is August 8** but events are encouraged throughout August.

WHY

- Australians are not dying the way they want to and many people and their families do not experience a 'good death'.
- Australians are not planning well for death - less than 10% of us have an advance care plan.
- It's time to bust the myth that death is taboo and no one wants to talk about it or plan for it: over 60% of Australians want more conversations about death and dying.

WHAT IS DEATH LITERACY?

Death Literacy is the practical know-how needed to plan well for end-of-life. This includes knowledge, skills, and the ability to take action. Increasing Australia's death literacy is imperative to improve the quality of life right up to our last moments and to feel empowered in the way we die.

Getting involved in end-of-life conversations and care is one of the best ways to become death literate. For more information see: <http://www.dyingtoknowday.org/death-literacy/>

WHAT DO WE KNOW ABOUT DEATH IN AUSTRALIA?

- 75% have not had end of life discussions
- 60% think we don't talk about death enough
- Over 70% of us die in hospital though most of us would prefer to die at home
- Very few of us die with an Advance Care Directive (less than 10 percent)
- The number of Australians aged 65 and over will double by 2050

BACKGROUND ON INITIATIVE

LOCAL GOVERNMENT IN VICTORIA HAS BEEN EXPLORING HOW COUNCILS CAN SUPPORT COMMUNITIES TO BUILD COMPASSION AND KINDNESS IN THEIR COMMUNITIES AROUND END OF LIFE.

Underpinning this work is an ageing population, the emergence of the compassionate communities movement and the need to normalise death as part of everyday community life.

The Municipal Association of Victoria (MAV) in partnership with LaTrobe University Palliative Care Unit is leading the 'Victorian Councils: Supporting Communities Around End of Life Project' in local government. The project is concerned about the social and community aspects of dying, death and grief.

Over the last few years, Councils across Victoria have been facilitating discussions with their communities, to contribute to a kind and compassionate environment for people as they move towards the end of their lives.

The MAV has developed a number of resources to assist councils in this work and are now collaborating with The Groundswell Project around Dying to Know Day. Specific resources to support councils participation in Dying to Know Day have been developed.

The MAV is encouraging councils to participate in the Dying to Know Day campaign and take up this opportunity to promote the day and hold events in their community, no matter how big or small that might be.



HOW YOUR COUNCIL CAN GET INVOLVED

THERE ARE PLENTY OF WAYS THAT COUNCILS CAN PARTICIPATE IN DYING TO KNOW DAY IN 2019. FROM HOSTING AN EVENT IN YOUR COMMUNITY OR WITH STAFF TO PROMOTING THE MESSAGE OF THE CAMPAIGN OR ASSISTING COMMUNITY MEMBERS WITH THEIR EVENTS. HERE ARE SOME IDEAS.

PROMOTE

- Display campaign posters and postcards in prominent council places (eg customer services, libraries, community centres, senior citizens clubs, service centres, U3A etc)
- Display digital poster on customer services and information screens
- Include article on Dying to Know Day in council newsletter, aged services newsletter (use the media release template in this toolkit if you want to)
- Distribute Dying to Know Day information to council staff (agenda at team meetings, posters in staff rooms, council intranet)
- Show your council's commitment to the campaign by signing the Dying to Know Day certificate of support
- Display copies of the signed certificate in prominent council places such as customer service desks
- Utilise councils social media platform to promote Dying to Know Day (check out our social media cheat sheet in this toolkit)
- Register your council's commitment at: <http://dyingtoknowday.org/mav>

PARTICIPATE

In the workplace:

- Have a morning tea and choose a theme of discussion. Eg: How can we best support our colleagues who are bereaved or caring for a loved one?
- Acknowledge the day at all meetings and commitments on August 8th
- Have a memorial wall for staff members to share images or memories of loved ones who have passed
- Have a staff team discussion and share stories about a 'good death' and how people have been supported by their friends and community

In the community and/or with community organisations:

- Organise a Dying to Know Day information stall at a local shopping centre
- Plan a community picnic to remember loved ones who have died
- Partner with a legal organisation and run a will-writing workshop for the community
- Find out if there are any events already happening in your area and encourage the Mayor or Councillors to attend. Search for events in your area here: <https://www.dyingtoknowday.org/find-an-event>
- Find events happening in your area and promote through council. Search for events in your area here: <https://www.dyingtoknowday.org/find-an-event>

RESOURCES AND PROMOTIONAL TOOLS

THIS IS WHERE YOU WILL FIND A RANGE OF RESOURCES TO HELP MAKE YOUR DYING TO KNOW DAY EVENT SUCCESSFUL, ENGAGING AND FUN!



FREE TO DOWNLOAD:

- Campaign Poster
- Campaign Postcards

AVAILABLE TO PURCHASE:

- Dying to Know Book
- Discussion cards
- A4 Posters
- A6 Postcards

OTHER SUPPORT:

- Email or phone discussion/advice on Dying to Know Day initiatives and ideas with someone from The GroundSwell Project

You can get your hands on all of our resources by visiting our Dying to Know Day website: dyingtoknowday.org

SOCIAL MEDIA CHEAT SHEET

HERE ARE SOME CONTENT SUGGESTIONS FOR SOCIAL MEDIA IN THE LEAD UP AND DURING THE CAMPAIGN. USE THESE AS INSPIRATION OR FEEL FREE TO SIMPLY COPY AND PASTE!



WHAT THEY'RE SAYING



"3 years ago I would have laughed if you told me I would be hosting an event like this. Now it just feels so right!"

Abby Buckley,
Researcher/Facilitator



"I always thought that the subject of death, funerals etc. was strictly taboo, and that people generally avoided conversations on these topics. What I've found is completely the opposite! Given a safe forum, I find people are more than willing to openly discuss death and dying, funerals, what they want for their own farewell, and importantly, memories of those they've lost."

Greg Inglis,
Picaluna Funerals



"People really welcomed the event as well as the accurate information provided by health care specialists"

Annette Lourigan,
Funeral Director



"Lots of feedback from those who attended saying how it was good to discuss these issues in a fun, non-threatening group environment. Many continued the discussions with their family members on returning home."

Lyndal Thone,
Community Member

We believe that **all voices matter** in this conversation.

CONTACTS

TO CHAT ABOUT HOW YOU CAN BE INVOLVED, GET IN TOUCH OR VISIT OUR WEBSITE OR FACEBOOK PAGE.

 www.dyingtoknowday.org

 facebook.com/D2KDay/

 info@dyingtoknowday.org

WE BELIEVE IN SOCIAL MOVEMENTS.
thegroundswellproject.com/manifesto/

VICTORIAN COUNCILS: SUPPORTING COMMUNITIES
AROUND END OF LIFE PROJECT

[mav.asn.au/what-we-do/policy-advocacy/social-community/
positive-ageing/end-of-life-project](http://mav.asn.au/what-we-do/policy-advocacy/social-community/positive-ageing/end-of-life-project)

