



Irish Hospice Foundation  
**Bereavement  
Support Line**  
**1800 807077**

**Mon-Fri**  
**10am-1pm**



## Information Pack

#CareinGrief



Irish Hospice Foundation  
**Bereavement  
Support Line**



# Background

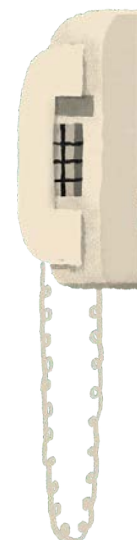
Many people have experienced and will experience the death of someone they love during the COVID-19 pandemic. It may have been a COVID-related death or a death from other causes. People may also be finding a previous bereavement more difficult at this time.

While we may be seeing reductions in the number of deaths connected to COVID-19, we know that people's pain and grief does not diminish as quickly.

In the face of such loss and trauma, the Irish Hospice Foundation Bereavement Support Line, in partnership with the HSE, has been launched to provide connection, comfort and support in these exceptional times.

COVID-19 restrictions have changed the traditional ways we mark our grief. For the moment, it is not possible to come together like we did traditionally. This means many people are facing bereavement in isolation.





## What is it?

it is a National Freephone Service 1800 80 70 77 which is available from 10am to 1pm, Monday to Friday.

- We aim to provide a confidential space for people to speak about their experience or to ask questions relating to the death of someone during the COVID-19 pandemic or a previous bereavement that is more difficult at this time
- We will listen to what a person says about what has happened
- We will do our best to provide comfort and emotional support
- We will provide any information that might help the caller, including information on practical supports
- We will provide support for employers or professionals who want to inform the care their organisation can offer to bereaved colleagues

## Who can call?

Any adult who has been impacted by bereavement during the COVID-19 pandemic can call.

This includes people who:

- May have been recently bereaved, through COVID-19 or a different cause of death
- May be concerned about somebody else who has been bereaved
- May wish to call because a previous bereavement feels more difficult at this time
- May be a professional who wants to inform the care their organisation can offer to bereaved colleagues

# Campaign Assets



## Key Messages

1. Grief is expressed and felt in different ways. There is no right or wrong way to grieve
2. How we experience grief and loss depends on a range of factors
3. There are not five stages of grief, it ebbs and flows
4. There is no time limit to grief, it takes the time it takes
5. Don't assume people 'get used' to loss – grief in old age is still grief



# How Can You Help | Organisations or Group Actions

## Support the campaign from 9 June 2020

The campaign will include a National and Regional Radio Ad Campaign running from Tuesday 9 June. At the same time, it will be put on the Irish Hospice Foundation and HSE social media channels. Share or post it to your page using #CareinGrief and tagging @irishhospice @HSELive

### Facebook

facebook.com/irishhospicefoundation facebook.com/HSELive

### Instagram

@irishhospicefoundation @irishhealthservice

### Twitter

@irishhospice @HSELive

## Spread the word

Bereavement affects us all and we want to provide connection, comfort and support to those grieving in these exceptional times.

After the launch on Tuesday 9 June, we want as many people as possible to know about this vital new service.

Can our Campaign Assets and #CareinGrief be incorporated into your current communications including Newsletters, Email Updates, Direct Mail or printed materials?

- How can we help you share the message?
- How can we reach those who are digitally isolated?

We are more than happy to work in collaboration with you to make sure we reach those who need support.

## How Can You Help | Individual Actions

### Support the campaign from 9 June 2020

Tell people you know; family, friends, colleagues, your community

- Share on your Social Media accounts using our Campaign Assets and the #CareInGrief and tag @irishhospice and @HSELive if you wish
- Email your colleagues/networks with the details and a link to [www.hospicefoundation.ie](http://www.hospicefoundation.ie)
- Give someone a call to let them know the service is available or send a text with the number and times to call
- Print off some of the campaign assets and send them in the post/post through the letterbox of someone you know who needs the comfort and support

### Sample Tweet

You are not alone in grief. The @IrishHospice Bereavement Support Line is a new dedicated National Phone Line, in partnership with @HSELive to support those grieving in these exceptional times. Dial freephone 1800 80 70 77. For more info: [www.hospicefoundation.ie](http://www.hospicefoundation.ie) #CareInGrief



## Information & Contacts

The Irish Hospice Foundation Bereavement Support Line, in conjunction with the HSE, is part of the ongoing response to COVID-19, nationally.

Both Communications Teams are here to help with information on media channels, information resources or digital content.

If you have any queries or ideas, please contact:  
rebecca.kelly@hospicefoundation.ie or partner.pack@hse.ie

Visit [www.hospicefoundation.ie](http://www.hospicefoundation.ie) or [hse.ie/communications](http://hse.ie/communications).

The Irish Hospice Foundation is the national charity dedicated to death, dying and bereavement. For over 30 years, we have been working towards better end-of-life and bereavement care, for all in Ireland. Bereavement affects us all and up to 300,000 Irish people can be bereaved each year. In response to COVID-19, we have also set up our [Care & Inform](#) hub which includes a new series of resources on grief and loss to support those who are bereaved in these exceptional times. [www.hospicefoundation.ie](http://www.hospicefoundation.ie)