

PRESS RELEASE

Friday 10 May

CCGs support Dying Matters Awareness Week 2013

Dying Matters Awareness Week, a national campaign organised by the Dying Matters Coalition is taking place from the 13th -19th May this year.

The three Clinical Commissioning Groups (CCGs) in Worcestershire (NHS Redditch and Bromsgrove CCG, NHS South Worcestershire CCG and NHS Wyre Forest CCG) are supporting Dying Matters Awareness Week 2013 to encourage people to talk openly about dying, death and bereavement.

(Dr Simon Challand, Palliative Care Consultant, Sonia Spurr, Partnerships and Projects Officer, Eve Richardson, Chief Executive – Dying Matters and Mary Fisher, Specialist Palliative Care Nurse)

The theme of this year's Dying Matters Awareness Week is 'Be ready for it', a call to action urging members of the public to take five simple steps to make their end of life experience better, both for them and for their loved ones. The five simple steps are:

1. Make a will
2. Record your funeral wishes
3. Plan your future care and support
4. Register as an organ donor
5. Tell your loved ones your wishes.

Throughout Dying Matters Awareness Week, events and activities are being held up and down the country to raise awareness about end of life issues. The three Clinical Commissioning Groups in Worcestershire in partnership with Worcestershire Health and Care NHS Trust have organised an end of life care event for local organisations to learn more about the dying matters agenda.

Sonia Spurr, Partnerships and Projects Officer said:

"Death and dying isn't something that many of us finds easy to talk about but it is something that will happen to all of us. By organising the Dying Matters event we hope to launch Dying Matters week in Worcestershire and to encourage individuals and organisations to hold events during Dying Matters week.

We want to develop people's confidence to discuss death and dying, working towards changing behaviours and therefore attitudes towards dying, death and bereavement. We hope to enable health care services and society as whole to provide high quality care and support to people, their families and carers during end of life care".

Organisations from across the healthcare, social care, the voluntary and community sector including, community groups, social care and housing, and care homes as well as interested individuals will be attending the launch event to learn how to best support patients, families and carers.

Mary Fisher, Specialist Palliative Care Nurse, Worcestershire Health and Care NHS Trust, said:

"We should be really proud of how Worcestershire supports the on-going improvement in service delivery in palliative and end of life care. This is demonstrated by the support from everyone involved, the teams at grass roots level, our managers, joint working across many different organisations, and our commissioners."

For more information about dying matters week please visit: www.dyingmatters.org



Notes for Editors

- Clinical Commissioning Groups, set up by the Health and Social Care Act 2012, have replaced Primary Care Trusts currently responsible for commissioning healthcare services, from April 2013. They will be independent statutory bodies within the NHS, accountable to their membership which consists of all of the GP practices in the area.
- For further information on the Dying Matters Coalition or events during Dying Matters Awareness Week, please call freephone 08000 214466 or email info@dyingmatters.org, or visit the website at www.dyingmatters.org

For further information please contact:

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