



Irish Hospice Foundation  
**Bereavement  
Support Line**  
**1800 80 70 77**



# Information Pack

**#WeReflect**



Irish  
Hospice  
Foundation



## Background

Over 30,000 people have experienced the death of someone they care about in the year since COVID-19 forced us into lockdown. It may have been a COVID-related death or a death from another cause but the sense of loss and grief is the same. People have also been finding previous bereavements more difficult to deal with over this past year as feelings of isolation and loneliness set in.

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.

The pain and grief felt by all those directly affected by a death and extended family and friends cannot be underestimated.

Being bereaved can feel like being lost, drifting without mooring, not knowing where to turn to. We want to give solace and support, comfort and care at a time when it's needed most. To help people feel a little less lost, and a little more seen.

**In June 2020, with the support of the HSE, we launched our national Bereavement Support Line.**

## What is it?

It's our national freephone service, 1800 80 70 77 which is available 10am-1pm, Monday to Friday.

- We 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 feeling more difficult during this time.
- We listen to what a person says about what has happened.
- We hope to provide comfort and emotional support.
- We provide any information that might help the caller, including additional information on other practical supports.
- We provide support for employers or professionals who want to inform colleagues of the care their organisation can offer to bereaved colleagues.

Our [Support for Grieving in Exceptional Times](#) also includes all the resources developed as part of our [Care & Inform hub](#) which was specially created to respond to the needs of those facing dying, death and bereavement during COVID-19 restrictions.

## Who can call?

**Any adult impacted by bereavement during the COVID-19 pandemic and who wants to talk.**

We've had calls from widows and widowers, adult children who's parents have died, parents who's children have died and many more.

The reasons people call:

- They have been recently bereaved, through COVID-19 or a different cause of death.
- They are concerned about somebody who is grieving.
- They are finding a bereavement from pre-COVID more difficult at this time.
- Healthcare professionals (and others) who have been dealing with more death and dying in their places of work.
- May be a professional who wants to inform the care their organisation can offer to bereaved colleagues.

# Promotional 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.
6. You don't have to be alone – reach out to someone you know.
7. If you know someone who has been bereaved, text them, call them – they may need a friend to listen.



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# How Can Your Organisation/Group Help?

## Support the campaign

The campaign includes a National and Regional Radio Ad Campaign, voiced by Brenda Fricker, running from w/c March 8th. At the same time, it will be put on Irish Hospice Foundation and HSE social media channels. Share or post it to your page using #WeReflect and tagging @irishhospice @HSELive

All promo assets are available to download from our website [here](#).

### 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.

Can our Campaign Assets and #WeReflect 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?

### Support the campaign

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

- Share on your Social Media accounts using our Campaign Assets and the #WeReflect 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

.@IrishHospice is here to give solace and support, comfort and care. Their Bereavement Support Line, in partnership with @HSELive, is open for all those grieving right now. Call freephone 1800 80 70 77 to talk in confidence. For more info: [www.hospicefoundation.ie](http://www.hospicefoundation.ie) #WeReflect



## Information & Contacts

Irish Hospice Foundation Bereavement Support Line, in partnership 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 and 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).

Irish Hospice Foundation is a national charity that addresses dying, death and bereavement in Ireland. Our vision is an Ireland where people facing end of life or bereavement, and those who care for them, are provided with the care and support that they need. From advocacy and education, to services such as Nurses for Night Care and our Bereavement Support Line, Irish Hospice Foundation believes in the importance of dying well and grieving well wherever the place.



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