

# Partner Pack

The objective of this eight week campaign is to profile and raise awareness of bereavement supports and services that are available to people living in Carlow, Kilkenny, South Tipperary, Waterford and Wexford.

## THE AIMS OF THE CAMPAIGN ARE:

- To educate and inform the public about bereavement, including self-care, how to support loved ones and what services are available in the community
- To signpost people to the resources appropriate for their needs
- To make this information accessible to all

## THE SERVICES WE WILL BE PROFILING INCLUDE:

- **The Irish Hospice Foundation**
- **Anam Cara**
- **The Irish Childhood Bereavement Network**
- **Rainbows**
- **Barnardos**
- **The HSE Bereavement Counselling Service for Traumatic Deaths**
- **Pieta**
- **Cancer Support Services in the South East**

## KEY MESSAGES:

- Grief and loss is a natural part of life
- Grief is expressed and felt in different ways
- There is no right or wrong way to grieve
- How we experience grief and loss depends on a range of factors
- Grief can ebb and flow over time
- Support is available whether your loss was recent or in the past

## HOW CAN YOU AND YOUR ORGANISATION SUPPORT THIS CAMPAIGN?

The focus will be on a media campaign that includes a video series, information sheets and other useful resources. Bereavement affects us all and we want to provide connection, comfort and support to those grieving especially in these exceptional times. We want as many people as possible to know about the availability of these bereavement supports.

We would ask you to incorporate our campaign into your current communications including newsletters, email updates, direct mail and printed materials. The campaign assets will include a series of short videos and information sheets that we will distribute to you over the next eight weeks.

We are happy to work in collaboration with you to ensure we reach those who need support.

If you have any queries please contact Tracy Nugent or Sarah Hearne at [bereavement.sro@hse.ie](mailto:bereavement.sro@hse.ie)