



22 - 28 JANUARY 2024



National Grief Awareness Week

22 - 28 January 2024

#BeGriefAware



**Irish
Hospice
Foundation**

To die and grieve well wherever the place

hospicefoundation.ie

Background

Death is such a difficult thing for any of us to face. Despite it being widespread, grief is often misunderstood. Grief is a natural response to the death of someone close. It does not follow a definite pattern and can be different for everyone. The bereaved can be left feeling isolated, lonely and confused. Family and friends may be unsure how best support them. Learning more about grief can help someone before and during the grieving process and can also help the people supporting them.

National Grief Awareness Week 2024 is taking place 22 - 28 January. This is the fourth year Irish Hospice Foundation is running a national grief awareness campaign. Originally hosted in November, this campaign will now take place in January — a time which can be difficult for many people, including those who are grieving.

Through this campaign, we hope to encourage people to be more grief aware and encourage conversations about this typically uncomfortable subject.

This promotion pack includes all our NGAW 2024 promotional assets and some suggestions about how you can get involved in this campaign.

Visit our NGAW 2024 webpage for more information about events we're hosting throughout the week.

Be Grief Aware. Show You Care.

The background is a solid teal color with a large, stylized orange ribbon graphic that loops across the top right corner. The ribbon has a slightly frayed, hand-drawn appearance.

Key Messages

The following messages can be added to your newsletters, emails, website, or any other communications you're planning for National Grief Awareness Week:

- 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, such as our coping style, relationship with the deceased and cultural practices.
- There are no stages of grief; it ebbs and flows.
- There is no time limit to grief; it takes the time it takes.
- Don't assume people 'get used' to loss – grief in old age is still grief.

Be Grief Aware. Show You Care.

Promotional Assets

Social Graphics



Suggested Tweet:

There are no stages of grief; it ebbs and flows. Some feelings might come occasionally or catch you by surprise. Others might be more persistent. For bereavement supports, visit [@IrishHospice's Bereavement Hub](https://www.bereaved.ie) 🖱️ [bereaved.ie](https://www.bereaved.ie) [#BeGriefAware](https://www.bereaved.ie) [#NGAW2024](https://www.bereaved.ie)



Suggested Tweet:

Grief is as unique to an individual as their fingerprint. There is no one right way to grieve, and no two people's reactions will be the same. For bereavement supports, visit [@IrishHospice's Bereavement Hub](https://www.bereaved.ie) 🖱️ [bereaved.ie](https://www.bereaved.ie) [#BeGriefAware](https://www.bereaved.ie) [#NGAW2024](https://www.bereaved.ie)

Promotional Assets

Social Graphics



Suggested Tweet:

Myth: Older people are more prepared to cope with grief because they are more likely to have more experience of it.

Fact: People do not simply 'get over' their grief but over time find ways to accommodate their grief within their lives.

#BeGriefAware #NGAW2024
@IrishHospice



Suggested Tweet:

You don't need any particular skills to support someone who is grieving. You can ask them to meet for a walk, drop by for a cup of tea or offer practical help, such as preparing a meal. It can all go a long way. #BeGriefAware #NGAW2024 @IrishHospice

Promotional Assets

Social Graphics



Suggested Tweet:

Most bereaved people welcome the chance to talk about the person they lost. Don't avoid mentioning the person who has died — you don't lessen grief by avoiding the subject. #BeGriefAware #NGAW2024 @IrishHospice



Suggested Tweet:

Know someone who is grieving? It's important to be there for them in the early days but also in the weeks and months ahead. There is no time limit to grief; it takes the time it takes. #BeGriefAware #NGAW2024 @IrishHospice

Promotional Assets

Posters

[Download](#) the digital poster, or for hardcopies, email: bereavementdevelopment@hospicefoundation.ie



Promotional Assets

Posters

Download the digital poster, or for hardcopies, email:
bereavementdevelopment@hospicefoundation.ie

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

**We are here
to listen, in
confidence**

Freephone
Mon - Fri
10am - 1pm



 **www.bereaved.ie**

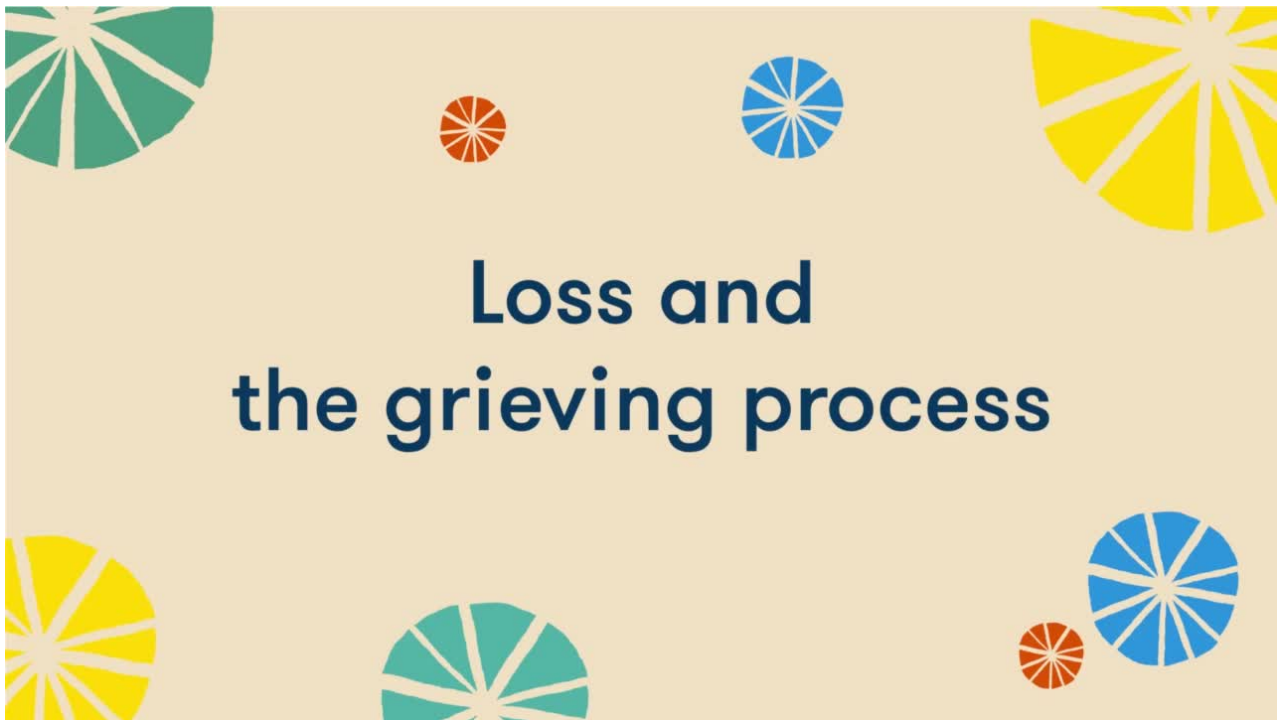
 **Irish
Hospice
Foundation**
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Registered Charity No. 20013554

Promotional Assets

Video

Share the video: youtube.com/watch?v=jJrs51IYGX0



How You Can Help to Support the Campaign

National Grief Awareness Week will include a dedicated social media campaign on our various social media channels from 22 - 28 January and two free online bereavement information events on 25 January.

Share or post your support using the campaign hashtags and tagging Irish Hospice Foundation.

All promotional assets are available to download from the [Irish Hospice Foundation website](#).

Hashtags

- #BeGriefAware
- #NGAW2024
- #NGAW

Follow us on Social

- [Facebook](#): @Irish Hospice Foundation
- [Instagram](#): @irishhospicefoundation
- [Twitter](#): @IrishHospice
- [LinkedIn](#): @Irish Hospice Foundation

Sample Tweet 1

It's National Grief Awareness Week. Join @IrishHospice in raising awareness of grief and the importance of supporting those who are bereaved. #BeGriefAware #NGAW2024

For more information, see: <https://hospicefoundation.ie/our-supports-services/bereavement-loss-hub/national-grief-awareness-week/>

Sample Tweet 2

Grief is expressed and felt in different ways. There is no right or wrong way to grieve. @IrishHospice has a dedicated Bereavement Hub 🏠 [bereaved.ie](#)

#BeGriefAware #NGAW2024

Sample Tweet 3

National Grief Awareness Week is 22 - 28 January. Learning more about grief can help someone before and during the grieving process and can also help the people supporting them. #BeGriefAware #NGAW2024 @IrishHospice



How You Can Help to Support the Campaign

Here are some additional ways you can support National Grief Awareness Week:

- TELL people you know, including family, friends, colleagues, your community, about the campaign.
- EMAIL your colleagues/networks with the details and a link to [this webpage](#) or print off some of our [promotional assets](#) and make them accessible to your colleagues.
- ORGANISE a showing of the lunchtime webinar or evening webinar for your colleagues, service users or community.
- HOST a stand displaying the campaign poster and bereavement information in your workplace (email bereavementdevelopment@hospicefoundation.ie for hardcopies of our resources).
- WATCH our [three-minute informational video](#) about grief and share the video link with your friends and family.
- POST or GIVE someone you know who has been bereaved our free postcard to let them know you are thinking of them (email bereavementdevelopment@hospicefoundation.ie for your free postcard).
- SHARE on your social media accounts using our [promotional assets](#) and using the campaign hashtags (#BeGriefAware #NGAW2024) and tagging Irish Hospice Foundation.



Contact Information

Please contact our Bereavement Team if you would like more information about this campaign: bereavementdevelopment@hospicefoundation.ie

For any other queries, please contact our reception: (01) 679 3188

NGAW 2024 campaign webpage: <https://hospicefoundation.ie/our-supports-services/bereavement-loss-hub/national-grief-awareness-week/>

Irish Hospice Foundation Bereavement Hub: www.bereaved.ie

Bereavement Support Line

Our Bereavement Support Line, in partnership with the HSE, is there to provide connection, comfort and support. It is a shoulder for you to lean on.

Freephone: 1800 80 70 77, Mon - Fri, 10 am - 1 pm

For more info: www.hospicefoundation.ie



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