

Appendix A: Objectives (Engagement and Communication Targets)

- At least 20 partner organisations proactively engage in the Staffordshire campaign (either by running events or proactively sharing content in their channels)
- At least 1700 engagements with social media content (likes, comments, shares)
- Positive media score
- At least 50% of respondents (either on social media, on site or at events) agree that they intend to discuss with someone their wishes around death and dying
- At least 35% of respondents (either on social media, on site or at events) confirm that they have discussed with someone their wishes around death and dying (See Appendix 1 around evidence informing these objectives).