

Appendix F: Feedback from events

“My husband wouldn’t talk about dying and it was horrible. I didn’t know what he wanted. So I’m not doing that. I’ve done my funeral plan and my will, and I’ve told my kids what I want. They didn’t want to hear it – but least they know, so they won’t have to go through what I went through”

“I don’t even want to think about that. I’ll cross that bridge when it comes to it”

“I’ve got all my plans sorted. I’m going to have a natural funeral, buried in a cardboard box, under a tree – going back to nature”

“When my Auntie died I was the executor of the will. It was so difficult as I didn’t know where anything was (paperwork, etc.), as I didn’t live nearby. After it was all sorted I made sure I spoke to my Mum and got everything sorted for her, as I didn’t want to have to go through all that again”



Also, people related well to the images – saying things like “I say that” for kicking the bucket, etc. And talking about the images was a good way to get the conversation started (on an emotive subject). People were really positive about the campaign, saying that it’s such an important subject to talk about. Some were more resistant to talk about it (understandably), but most people were happy to chat. Some had made loads of plans already, but some hadn’t thought about it at all. I did think it would be quite a hard subject to discuss with people – but it went better than I expected. I did have one person ask what I was selling (funeral plans, etc.)!

Other feedback we’ve had is that it’s sometime the children that don’t want to discuss or even think about their parents dying (even when the parents want to and try to talk to them about it).