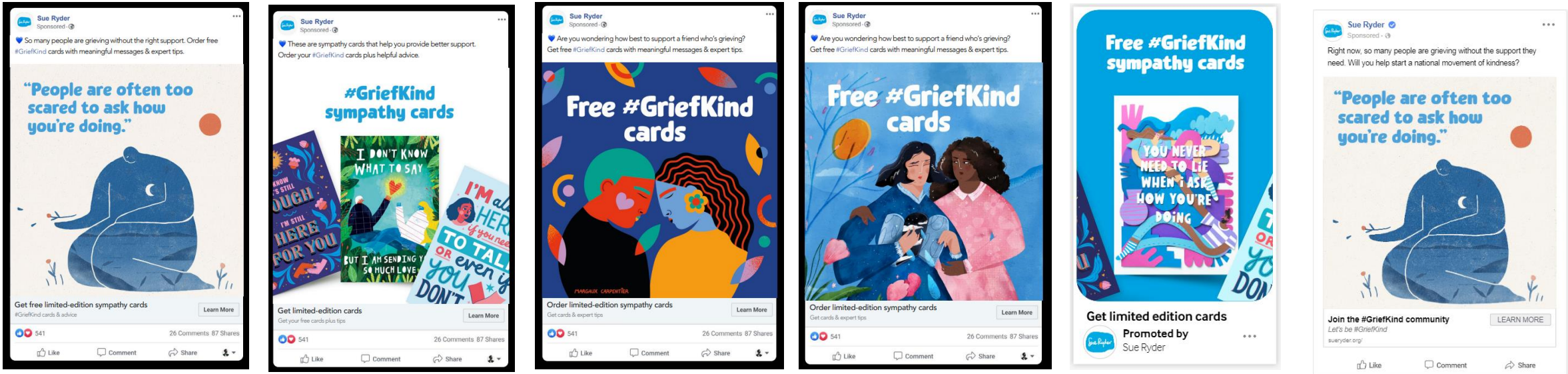


Sue Ryder, Grief Kind Out of Home Campaign



Sue Ryder, Grief Kind Social Campaign



Sue Ryder, Grief Kind Cards & Accompanying Leaflet



What does it mean to be #GriefKind?

Being #GriefKind doesn't mean always getting it right. Instead, it means that you're prepared to navigate that tricky terrain after someone has died – to show your friend that you're there to support them.

#GriefKind might look different depending on the day. Sometimes it's a squeeze of a hand that says "Tell me more about how you're feeling right now." Sometimes it's a heartfelt text, after a particularly tough day. Sometimes it's an invitation to dinner or to go out for a walk.

In the toughest times, kindness gives us strength

No matter how it looks, #GriefKind shows you care and you're not going anywhere. It doesn't put an end date on their grieving or indicate that they need to pretend everything is OK. It doesn't give platitudes like "They had good innings." It accepts and listens to any emotions, even anger.

Being #GriefKind tells your friend that you will be beside them no matter what and help life grow around their grief.

What's in your #GriefKind pack

As well as this leaflet, there are four cards in your pack:

- The first card is to send to your friend in the first days after someone has died, just as you would a normal sympathy card
- The second card is for difficult moments – the friend's birthday, say, or the anniversary of their death
- The last two cards are checking in cards, which you can send to remind your friend you haven't forgotten what they're going through.

You'll notice that the cards feel more empathetic than the stereotypical 'With Sympathy' cards. Having more honest, genuine messages will ultimately make your friend feel much less alone.

Along with the cards we've included, there are three prompt postcards for you to keep. They'll give you some handy pointers on what to write in your card, and some other tips on being #GriefKind.



Who are Sue Ryder?

Sue Ryder supports people through the most difficult times of their lives. Whether that's a terminal illness, the loss of a loved one or a neurological condition – we're there when it matters.

Our doctors, nurses and carers give people the compassion and expert care they need to help them live the best life they possibly can, right until the end. We're also on hand to support their families, so that no one has to go through this difficult time alone.

Nothing we do would be possible with the kindness of people like you. To find out more about our work, just visit <link>

Being #GriefKind in the first few weeks

Get in touch

Why not send a text, then follow it up with the sympathy card? Let them know you're there for them and offer practical support (more on that below). They might feel too overwhelmed to respond straight away but you've let them know you care and given them a space to share.

Write a meaningful message

Avoid anything too stiff or formal. If you're struggling to find the words, it's OK to say that. People appreciate honesty. Perhaps you could share a favourite story or memory of the person who has died?

Give some practical help

It's a great idea to offer some practical support in your message, as there is a lot to do in the days after someone has died. You could:

- Babysit, if they have children
- Bring them something tasty and easy to re-heat
- Drive them to appointments
- Help organise their home
- Clean their house

#GriefKind tip

Think carefully but don't be afraid to ask for help. Use this find out more about Sue Ryder.

Being #GriefKind during tough moments

Ask in advance

Check in with your friend. In your card, you can tell them you're there to help them mark the day if they'd like or, if they'd prefer to keep things quiet, you can still spend time with them.

Send something special

Sending something will let your friend know you're there for them in spirit. How about:

- A hamper of food or cakes
- A cake or chocolates
- A voucher for a spa date or massage

Alternatively, you could make a special donation to a relevant charity. To send a gift to Sue Ryder, you can visit sueyder.org/griefgift

#GriefKind tip

In the toughest times, sometimes a laugh can really help. Don't be afraid to laugh or smile with your friend.

Use this find out more about Sue Ryder

Being #GriefKind as time continues

Keep checking in

It's important to acknowledge that your friend's grief is still there. Because when someone is in pain, it hurts even more when people deny that pain and makes them feel more isolated. As well as sending a card to let your friend know you're still thinking of them, give them something that shows you care and that they're going there to listen.

Something that shows you care and that they're going there to listen.

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- A Saturday morning gym class. Your friend might not always feel up to going but the invitation will still mean a lot.

Help them find more support

Your friend might need a little more help. You can help them find a counsellor who specialises in bereavement and encourage them to go to appointments. Sue Ryder also has a supportive online community where they can connect with other people experiencing grief. Just visit <link>

#GriefKind tip

Let your friend know they can always share. They don't have to 'recover' or pretend to be ok.

Use this find out more about Sue Ryder

