

Normalising death

Kay Dale & Lilith Hasbeck
Royal College of Art

In partnership with **Royal Trinity Hospice**

 @normaliseddeath

... how to normalise death and dying in society, by encouraging planning and enabling people to start conversations?



Royal Trinity Hospice

What we're here to talk about

Why it matters to



What we're here to talk about

Why it matters to



Why we don't



What we're here to talk about

Why it matters to



Why we don't



Our service



โรงแรม รอยัลออคิด เซอรَاتัน



Royal Orchid
Sheraton

บมจ โรงแรม รอยัลออคิด (เช)



'Fulfill the promise I made to my wife 25 years ago: Go back to Thailand and stay at the Royal Orchid Sheraton.'

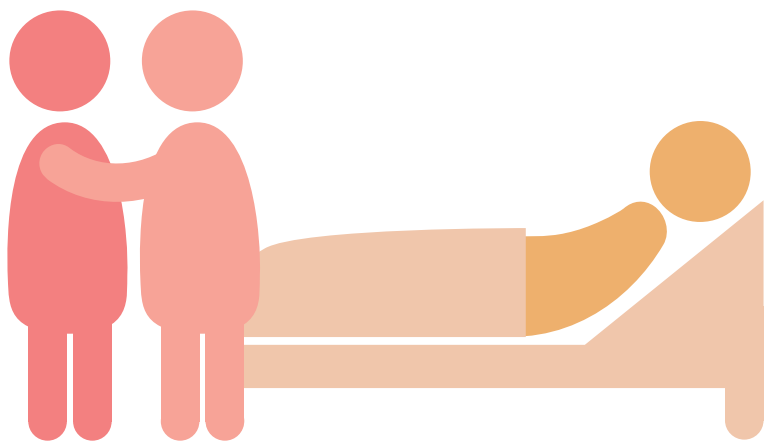
โรงแรม รอยัลออคิด เซอรَاتัน

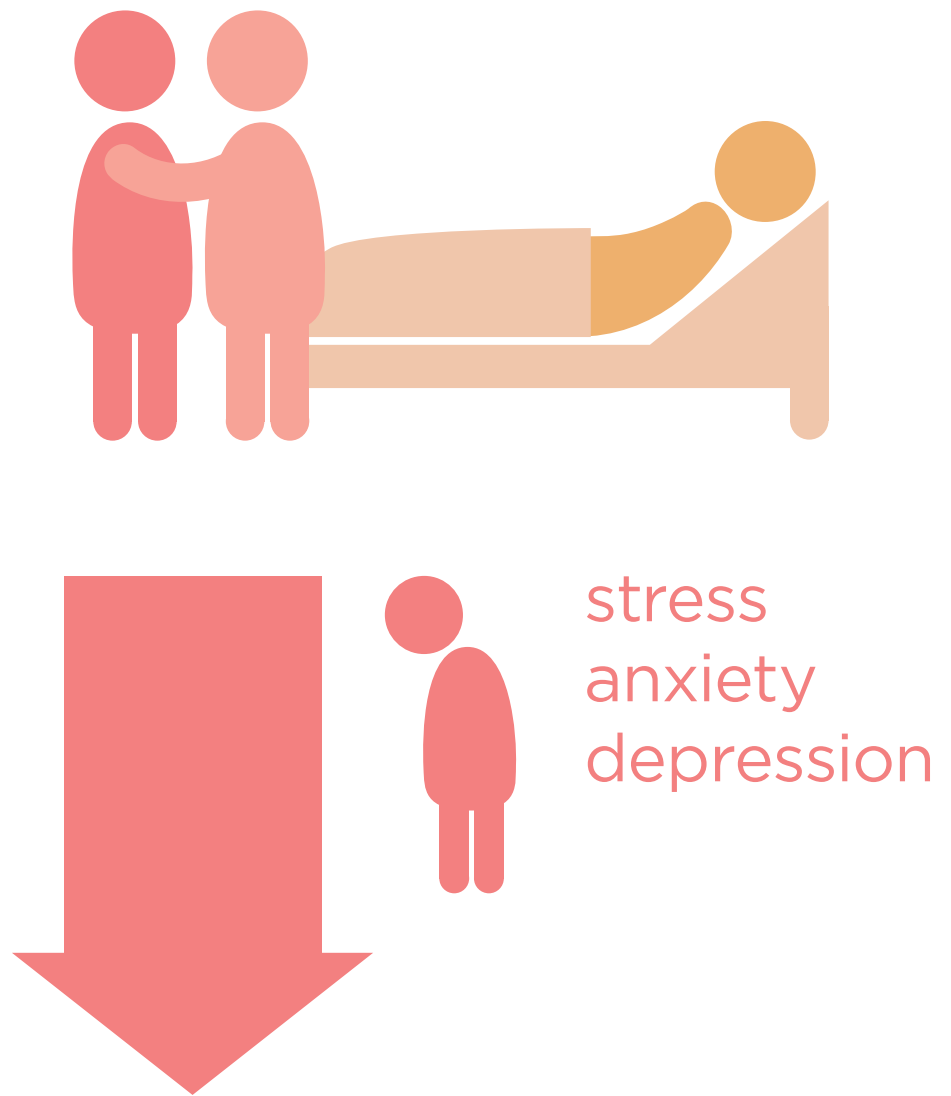


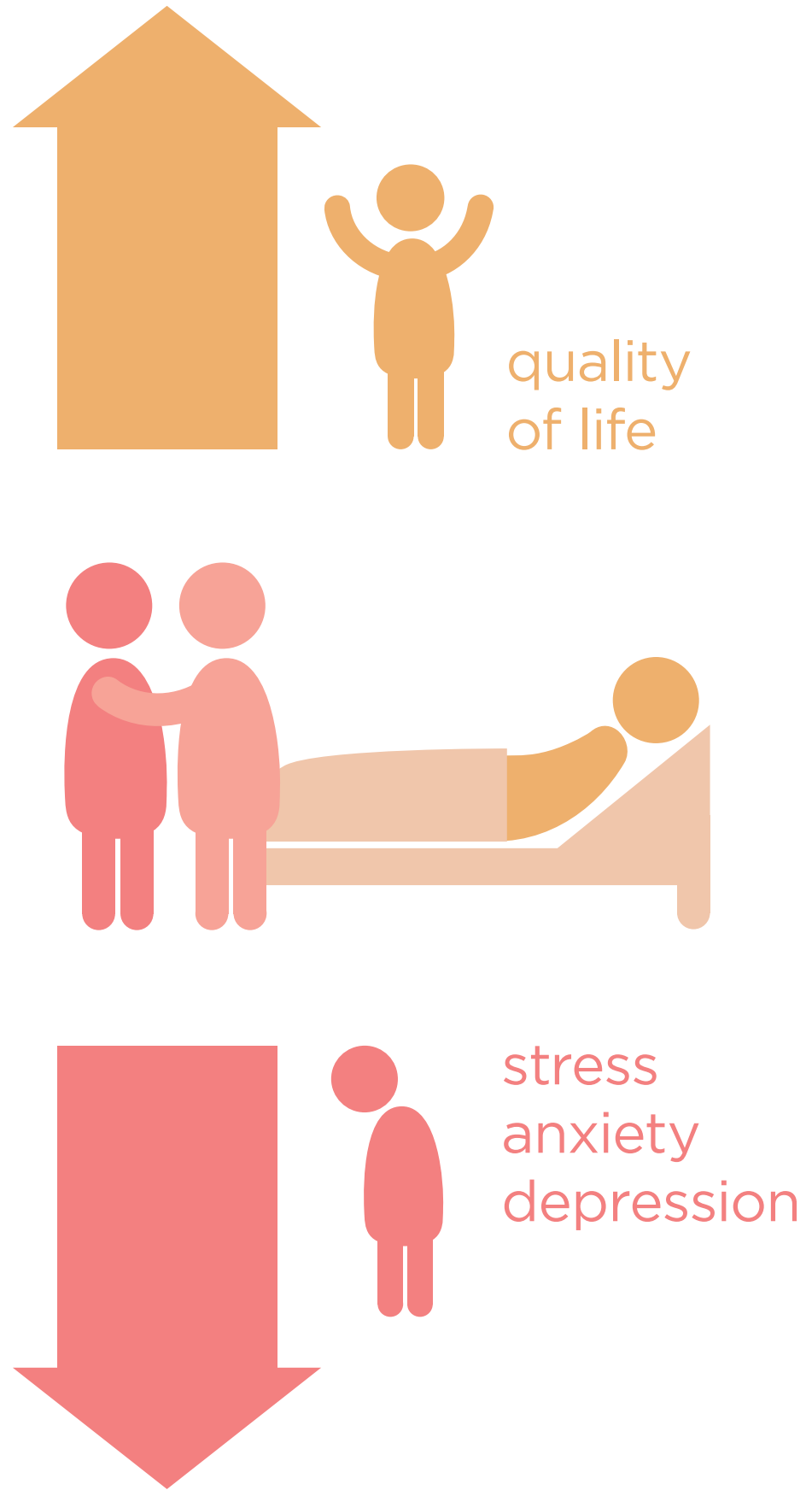
Royal Orchid
Sheraton

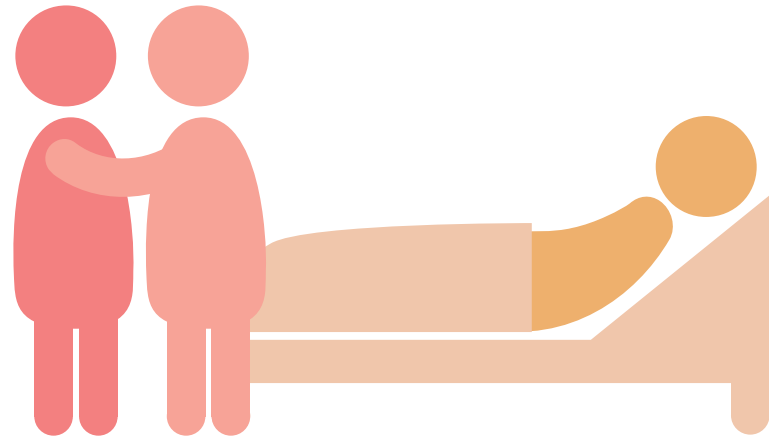
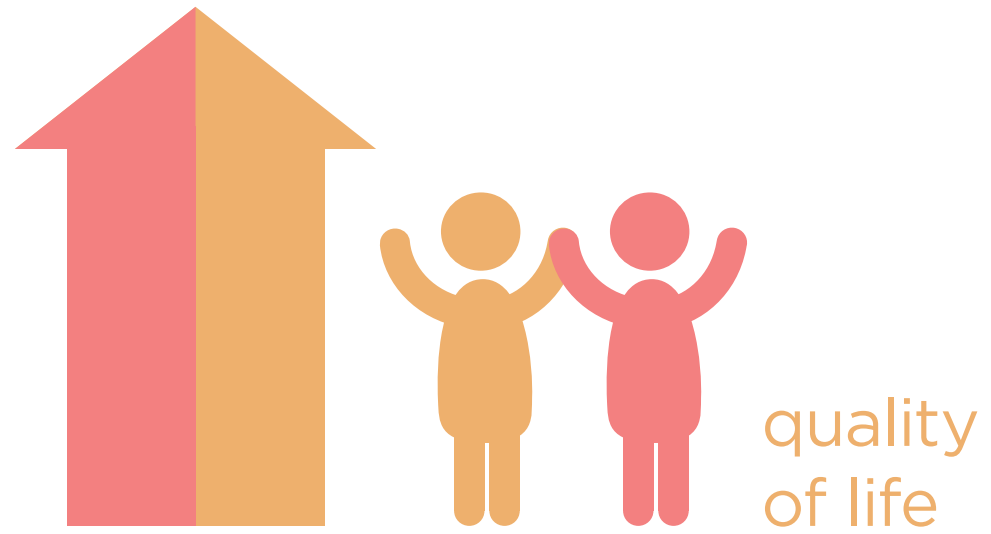
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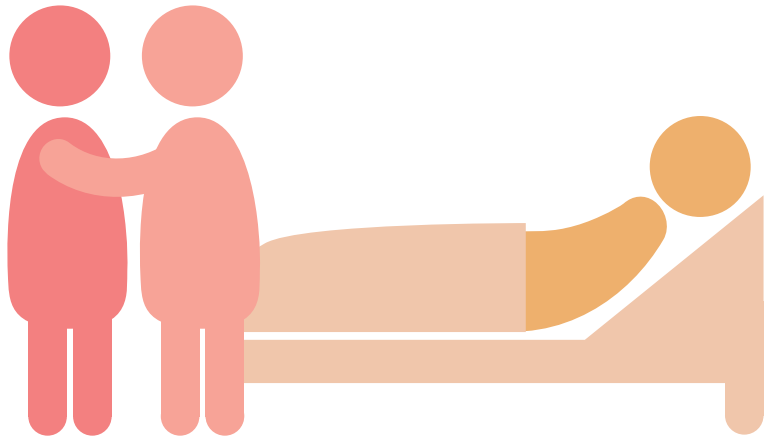
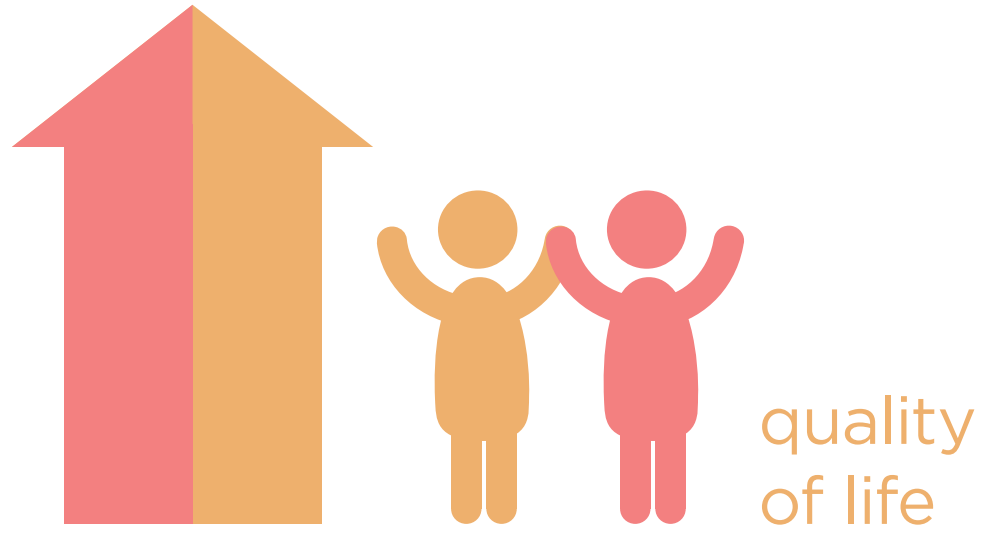


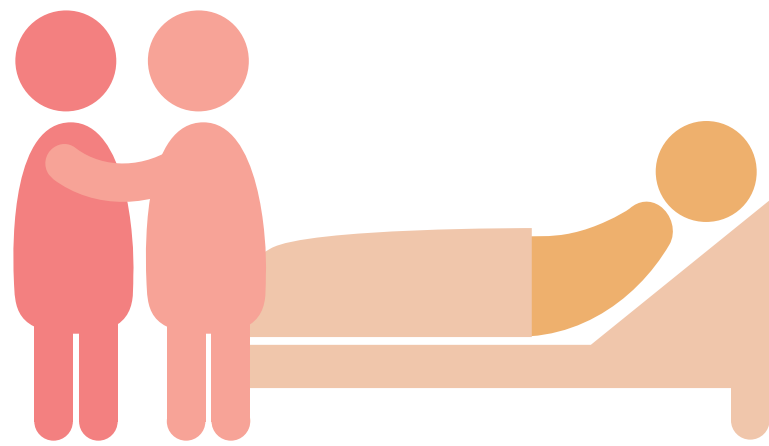




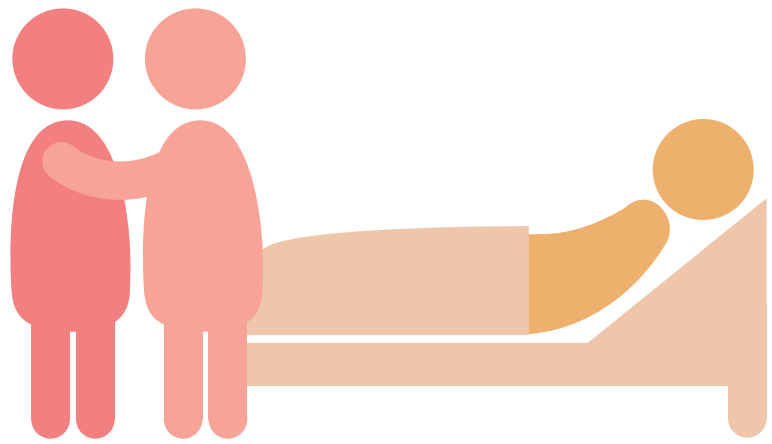


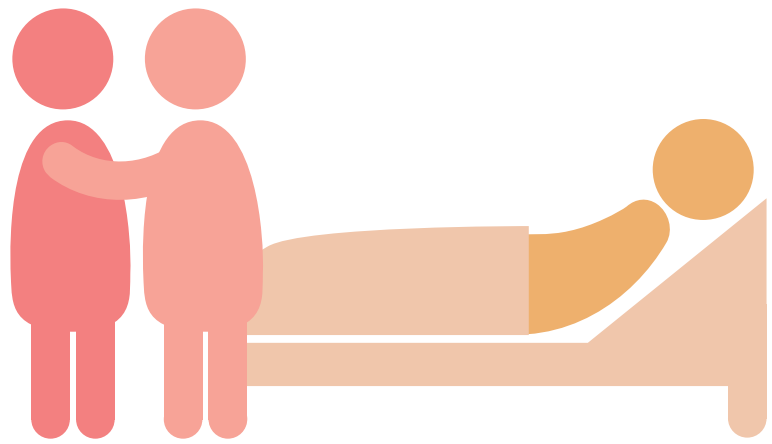
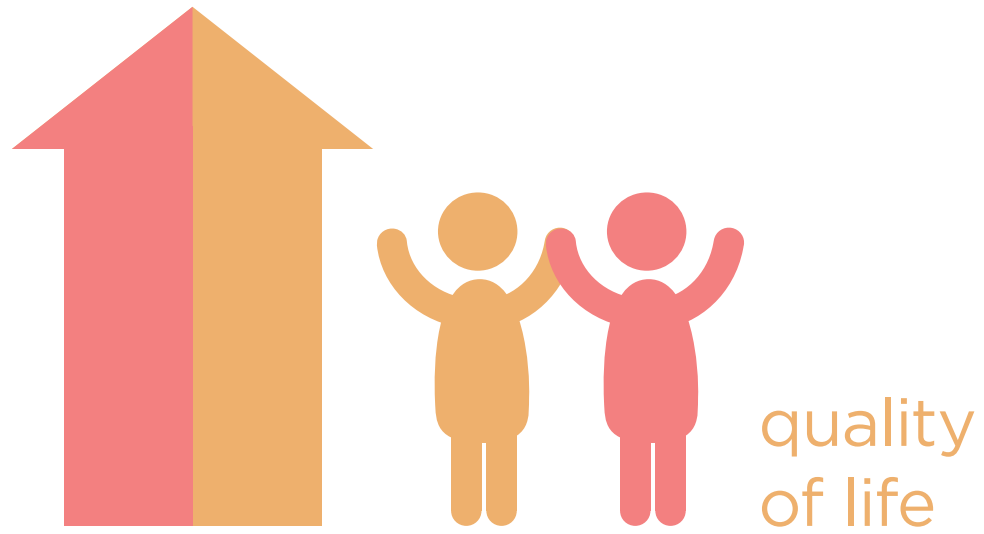






financially or practically unprepared



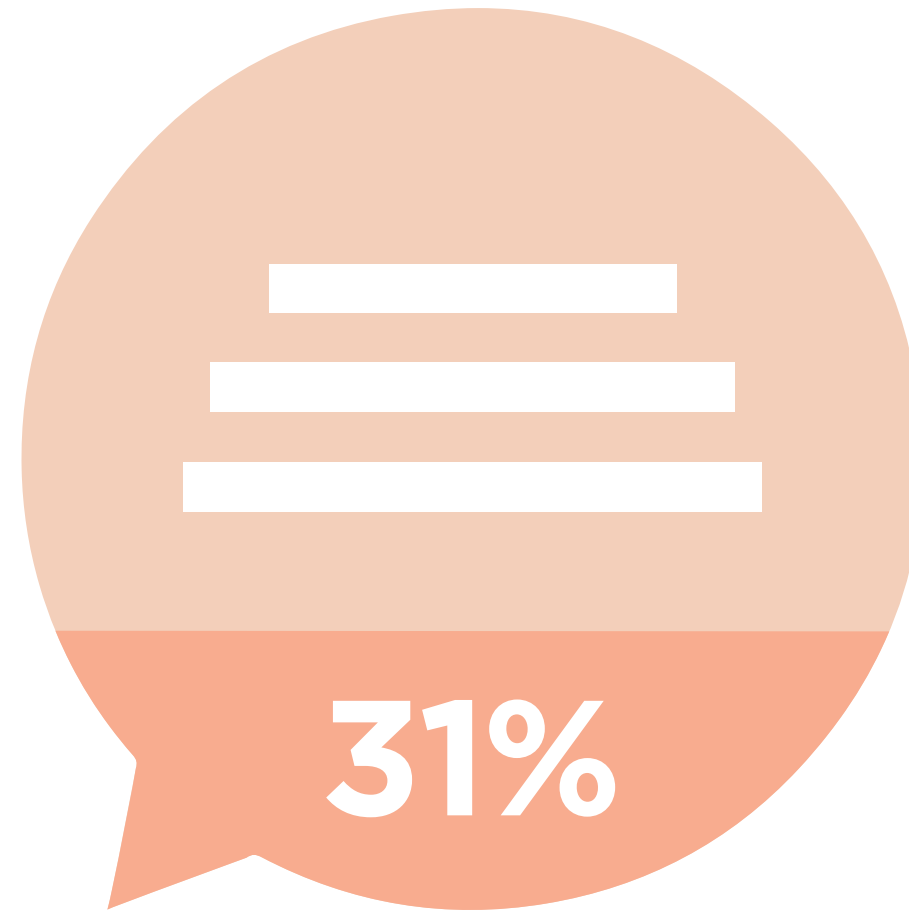


financially or practically unprepared

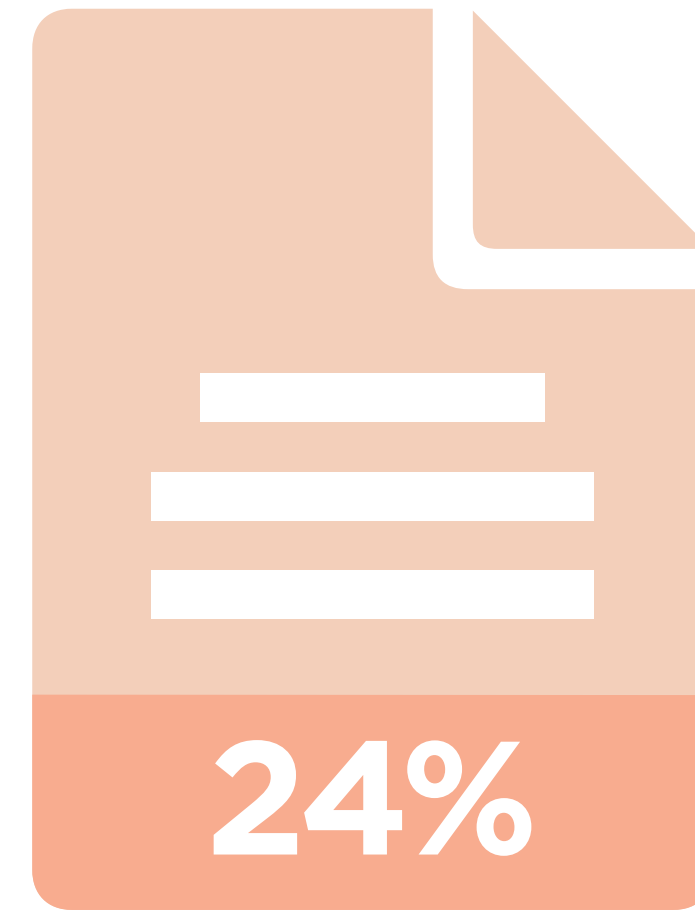








discussed end of life wishes with someone



any written plans about end of life wishes

Our journey to today

IT'S NOT ALWAYS EASY TO TALK ABOUT DEATH AND DYING

No one is going to live forever. There's no getting around it, yet when it comes to talking about or planning for death, our culture is rife with avoidance.

We are two service designers on a mission to change that. In collaboration with Royal Trinity Hospice we will be co-creating a series of discussions around death and dying in order to have:

Today, we bring you five ideas as to what these service might look and feel like, and we need your thoughts to develop and refine these ideas.

We're not making light of death, but we do aim to make death lighter.



Death ☕ Cafe
Shoreditch

JONESTOWN
215 Bethnal Green Road, E2 6AB
5PM - 6.30 PM
October 31

*A chance to speak openly about death and dying
An alternative to Hallowe'en?*

DIGITAL APPEARANCE

How do you think you'll look when you're dead? What do you think your digital presence will be like when you're dead? What do you think your digital presence will be like when you're dead?



Not personally relevant, or not worth considering at the moment.

Not personally relevant, or not worth considering at the moment.

'I feel too young to think about it'

'it's statistically unlikely that I'll die [any time soon]'

'death feels far off'

Not personally relevant, or not worth considering at the moment.

Too busy with day-to-day life, or there's never a good time.

'I don't get around to it because of laziness and other things to do'

'There's never a good or right time'

Not personally relevant, or not worth considering at the moment.

Too busy with day-to-day life, or there's never a good time.

Fear or distress associated with thinking about death and dying.

'it's depressing to think about it'

'could send me down a spiral of sadness'

Not personally relevant, or not worth considering at the moment.

Too busy with day-to-day life, or there's never a good time.

Fear or distress associated with thinking about death and dying.

End of life planning is fragmented and seems really complicated.

'When do I need that?'

'I'm not sure how...'

'what does that do?'

Not personally relevant, or not worth considering at the moment.

Too busy with day-to-day life, or there's never a good time.

Fear or distress associated with thinking about death and dying.

End of life planning is fragmented and seems really complicated.

Infinite reasons as to why we don't have the conversations

'other people are reluctant to talk'

'I just don't know how to start the conversation with him..'

'it could make people sad'

'I don't want to be seen as morbid'

Not personally relevant, or not worth considering at the moment.

Too busy with day-to-day life, or there's never a good time.

Fear or distress associated with thinking about death and dying.

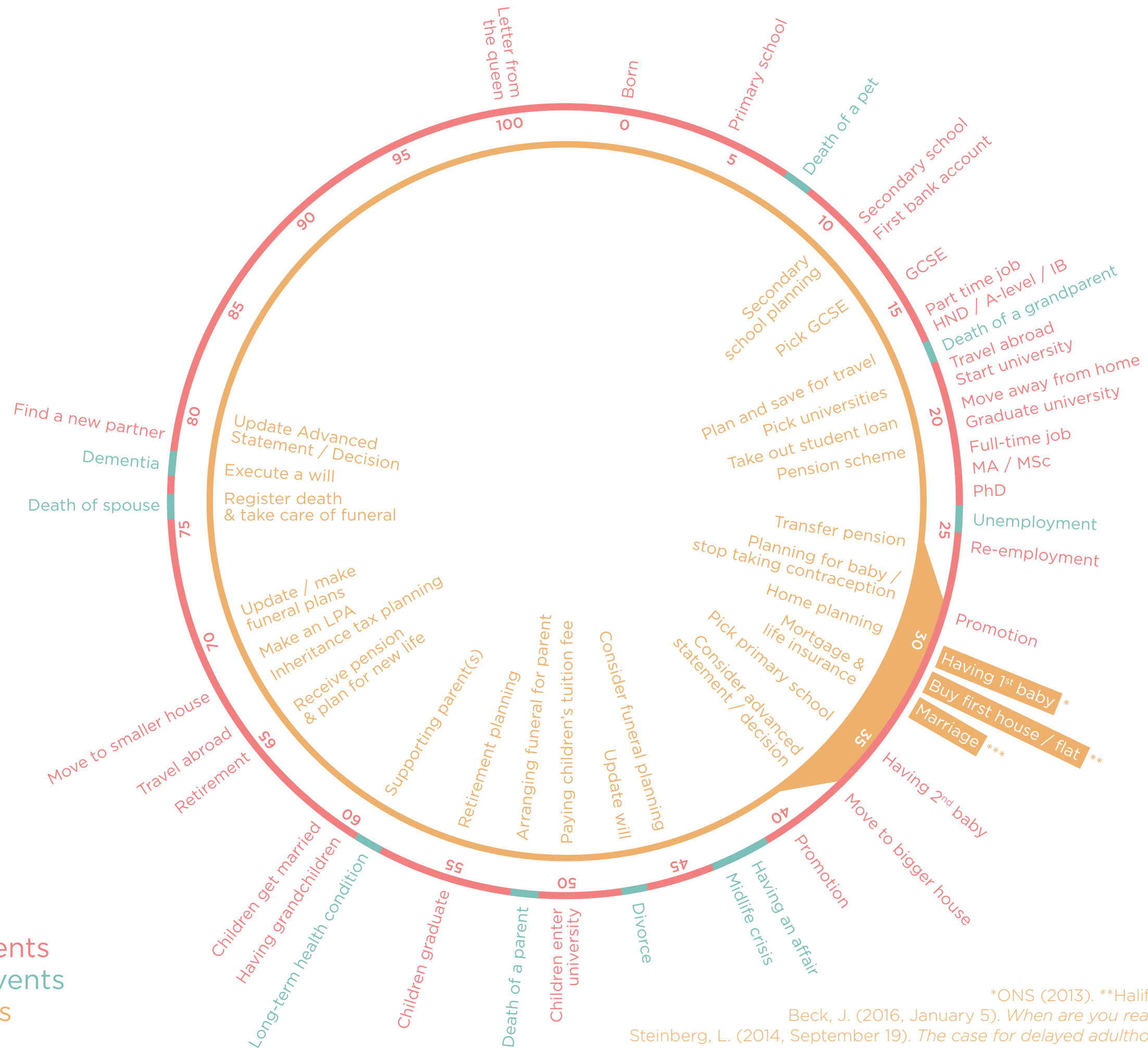
End of life planning is fragmented and seems really complicated.

Infinite reasons as to why we don't have the conversations



LIFECYCLE

- Positive life events
- Negative life events
- Planning events



LIFECYCLE

Positive life events
 Negative life events
 Planning events

*ONS (2013). **Halifax (2015). ***ONS (2014).
 Beck, J. (2016, January 5). *When are you really an adult?* The Atlantic.
 Steinberg, L. (2014, September 19). *The case for delayed adulthood.* The New York Times.



LIFECYCLE

Positive life events

Negative life events

Planning events



LIFECYCLE

- Positive life events
- Negative life events
- Planning events

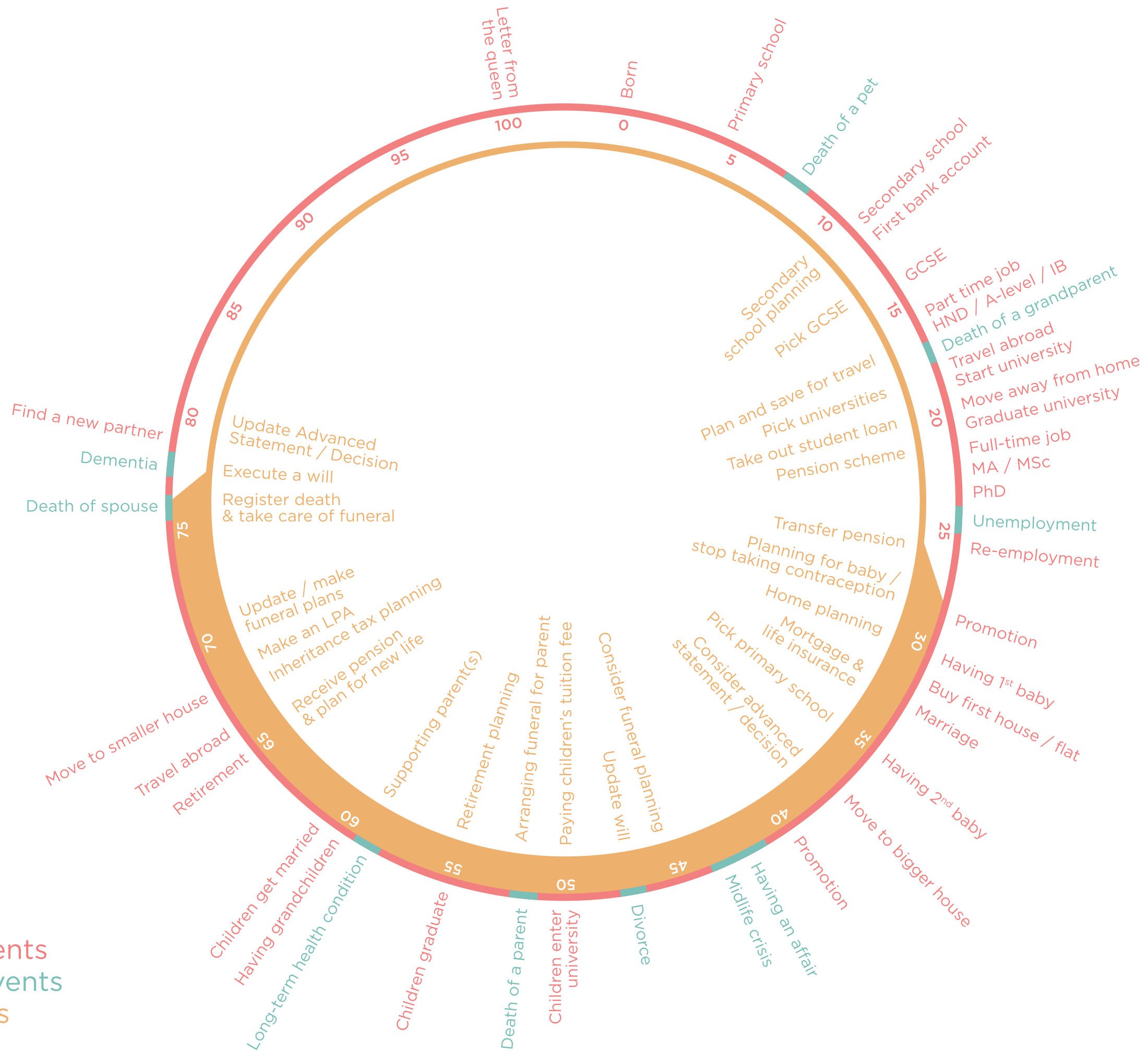


LIFECYCLE

Positive life events

Negative life events

Planning events



LIFECYCLE

Positive life events

Negative life events

Planning events

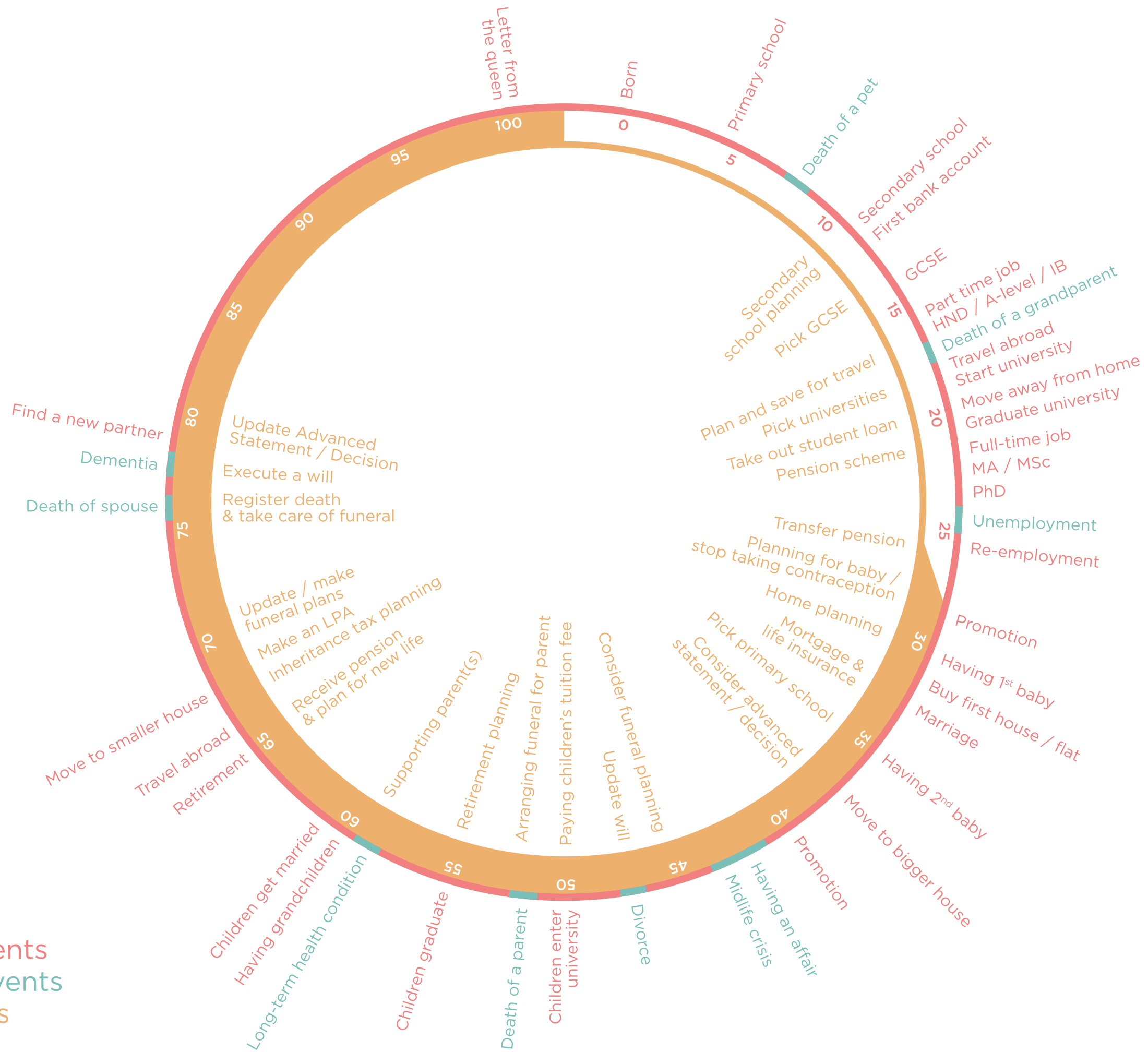


LIFECYCLE

Positive life events

Negative life events

Planning events



LIFECYCLE

- Positive life events
- Negative life events
- Planning events



a short prototype video

MISE

MoneySavingExperts.com

Z



Our New Home

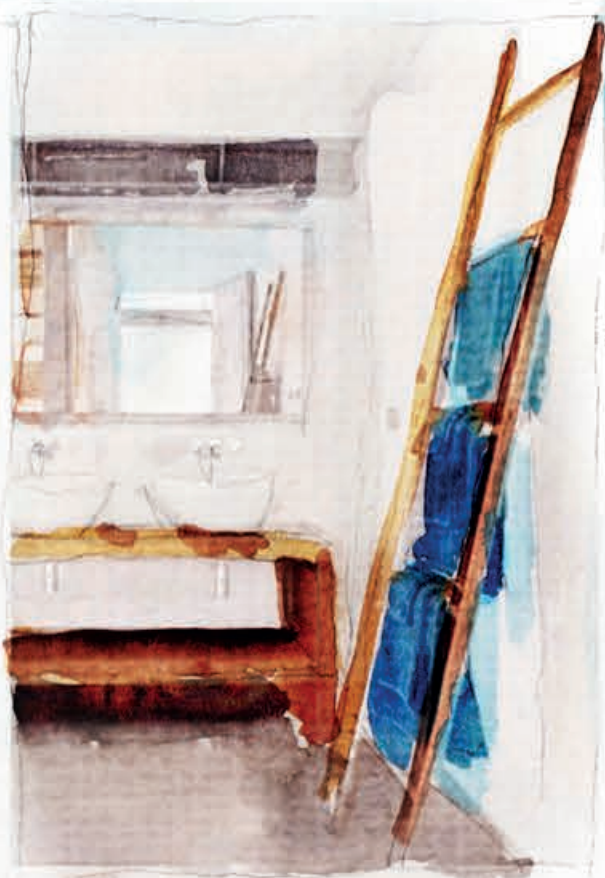
Kate



2016 The Trends



2017 van der Grinten
Interior Design 217



Beautiful living spaces inside
Look for the Best



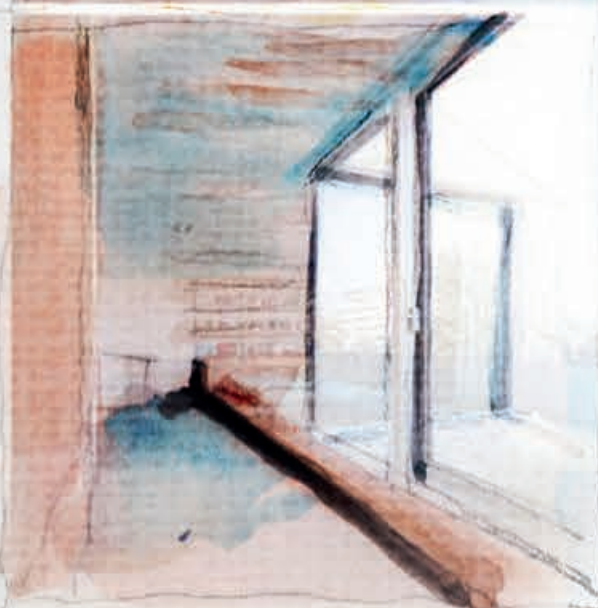
2017



2017

TOP 10 TIPS FOR FIRST TIME BUYER

- 1. Check the location
- 2. Check the lighting
- 3. Check the dog
- 4. Check the plants
- 5. Check the water
- 6. Check the lighting
- 7. Check the dog
- 8. Check the plants
- 9. Check the water
- 10. Check the lighting



15 Architects have decided
on 2017







odds & ends







odds & ends

Planning Dashboard

Organ Donation

Start

Will

Start

Estate Plans

Start

Bucket List

Start

Digital Legacy

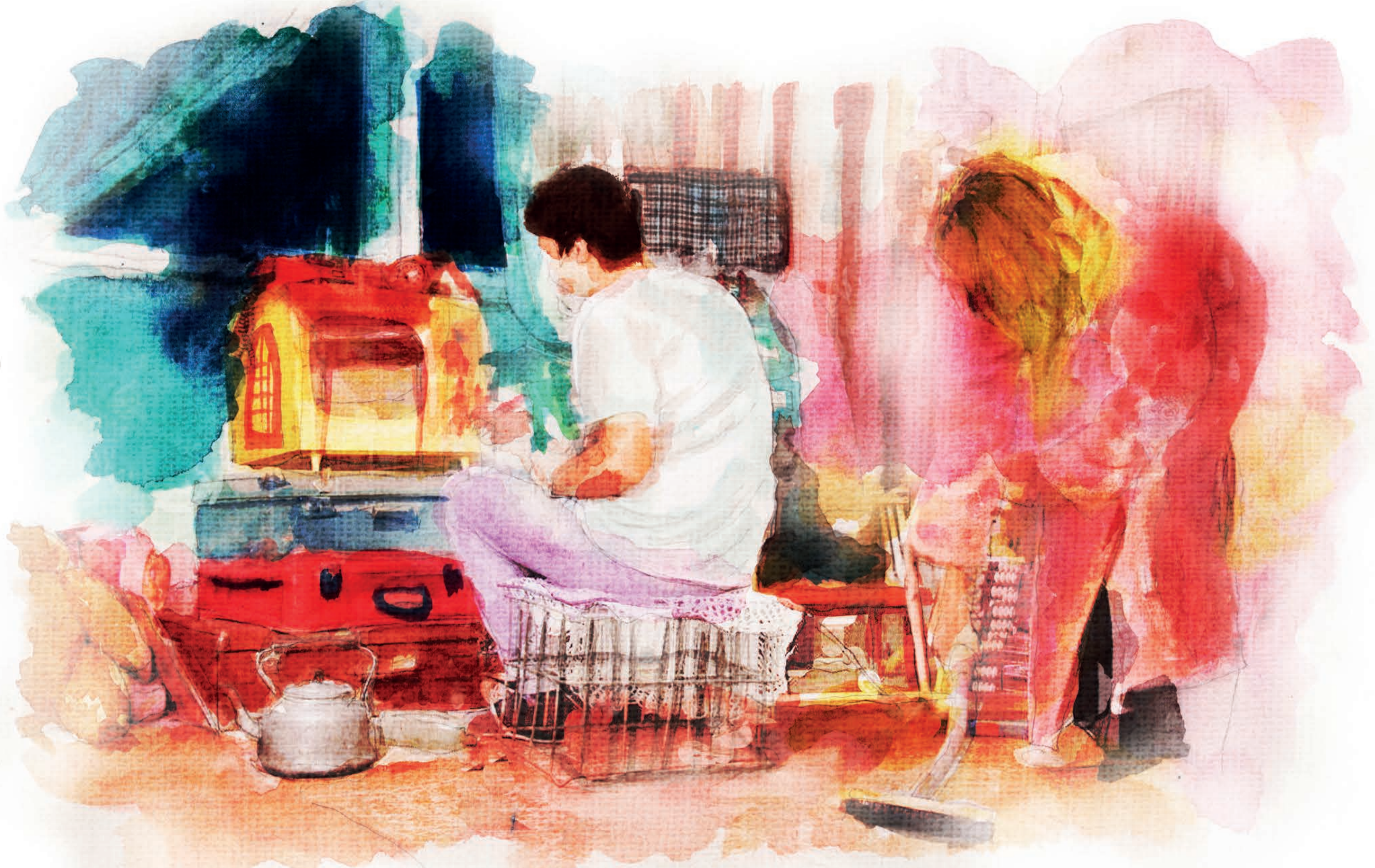
Start

Advanced planning

Start

Document storage

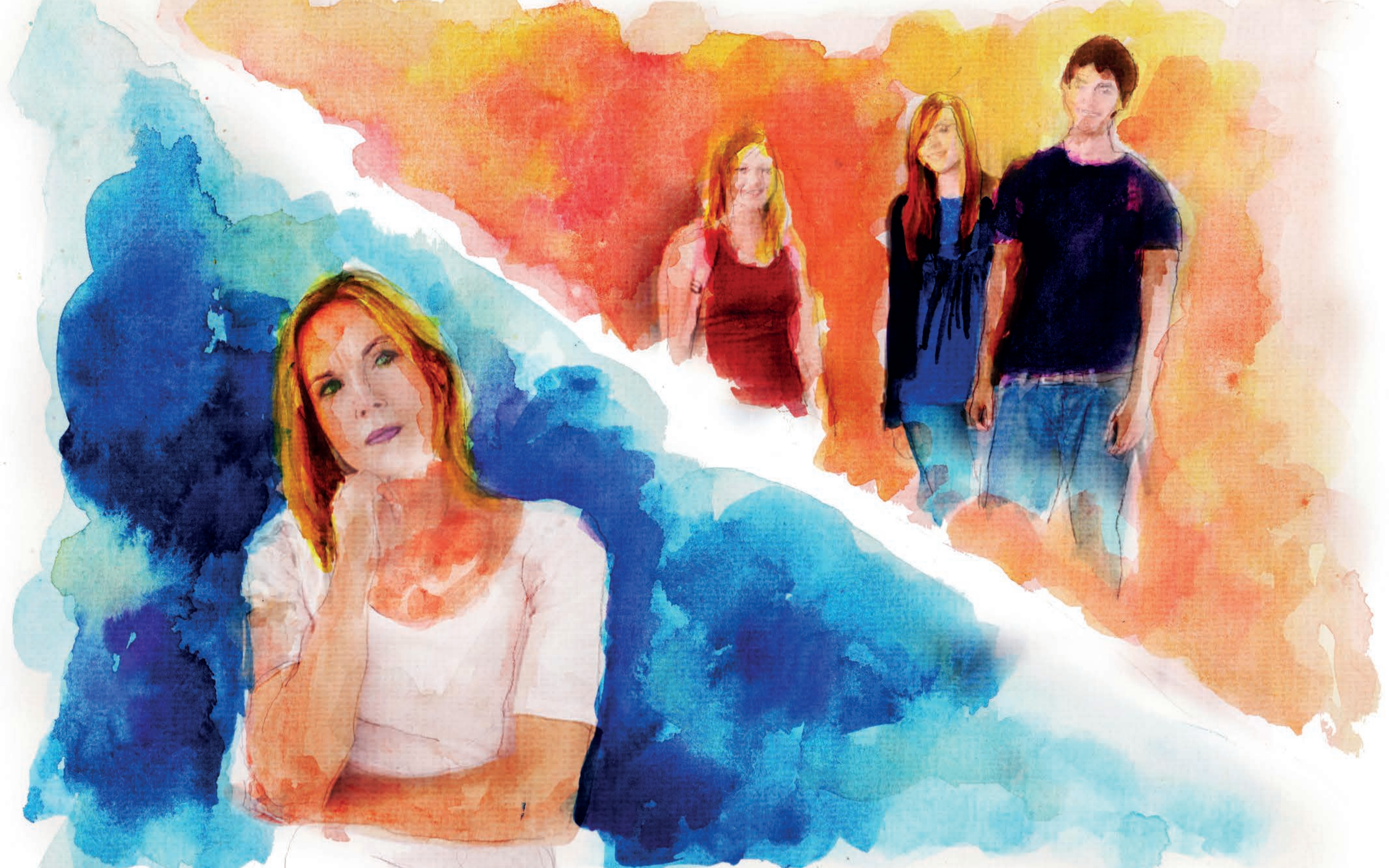
Start





H.W. MASON & SONS Funeral Directors MK 561561 HWM

Office





The service

Where should your body be held the night before?

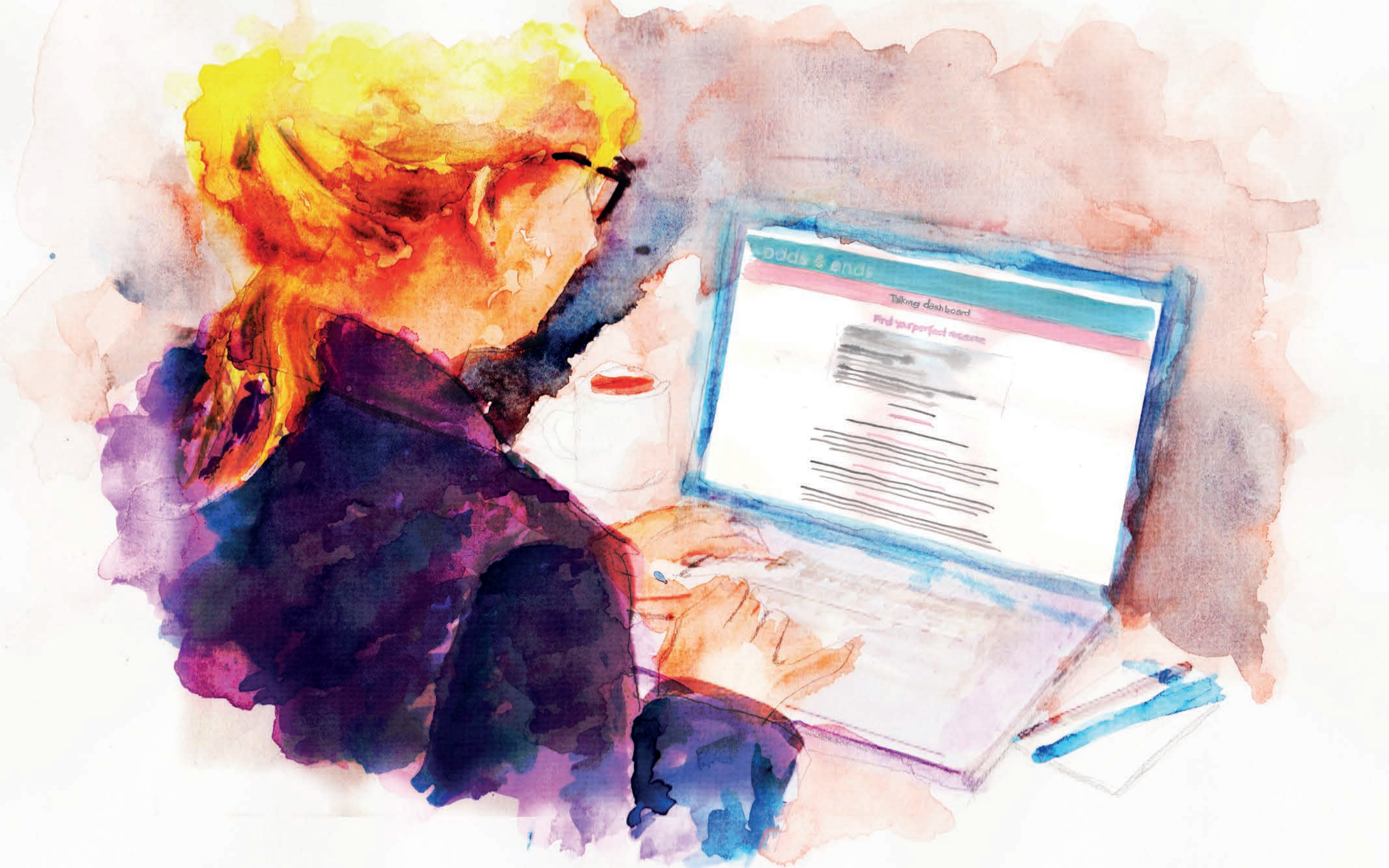


Don't know home address funeral home church other

How many weeks







adds & ends

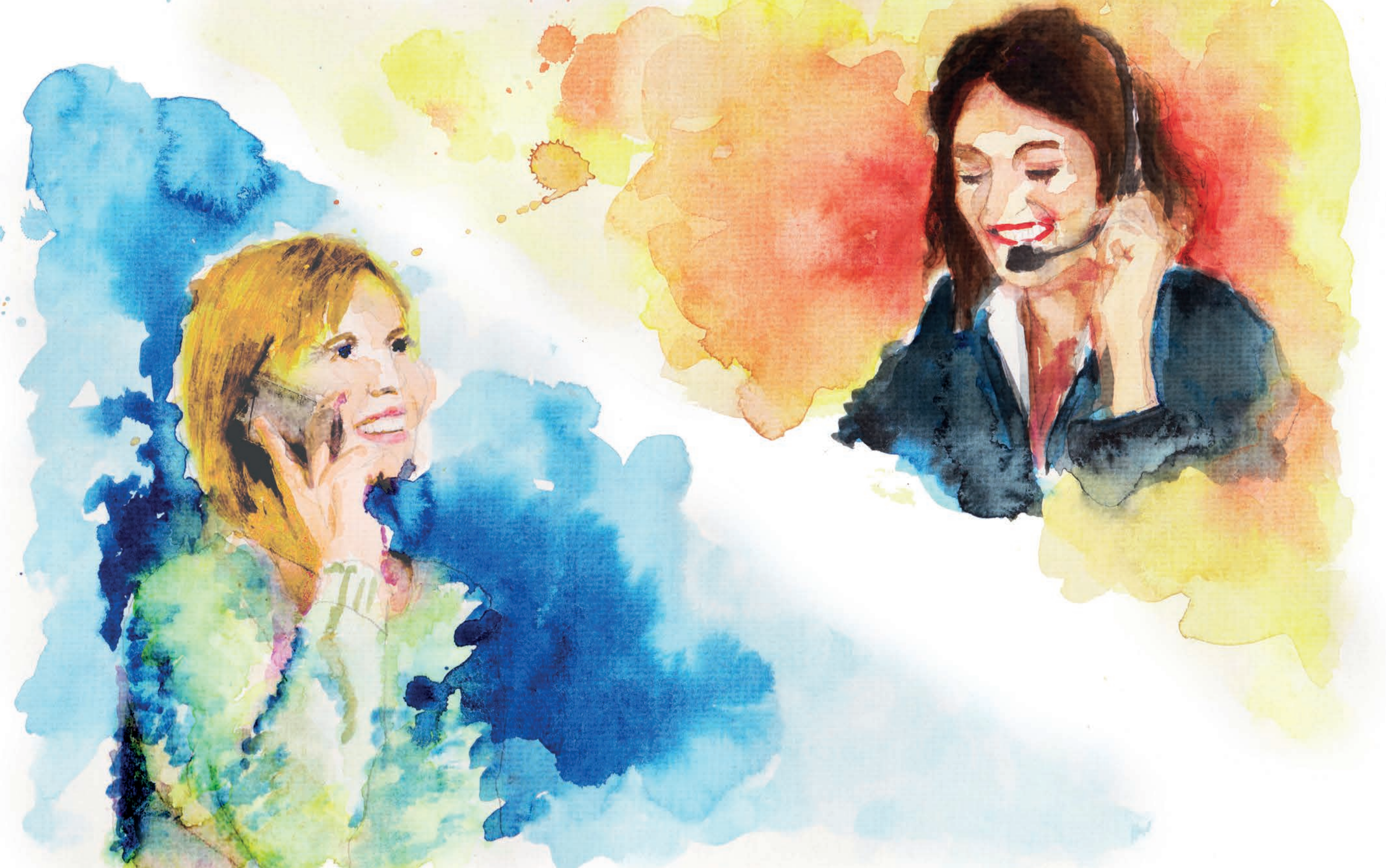
Talking dashboard

Find your perfect recipe









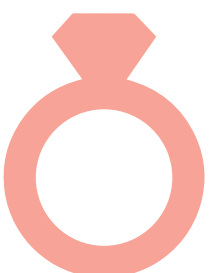


odds & ends

Kate's Plans

Organ Donation 90% Start	Will 100% Start	Estate Plan 100% Start	Book List 00% Start
Digital Issues 90% Start	Advanced statement 100% Start	Document storage 90% Start	

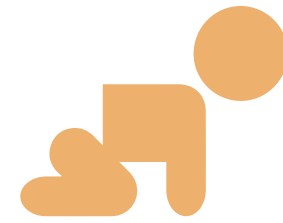






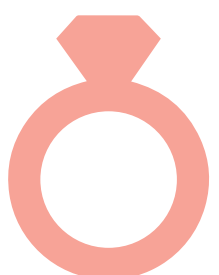
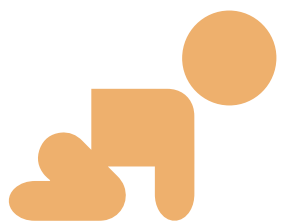
‘blindly signing papers, hoping that no one’s
going to screw you over’

- Bristol Death Fair attendee



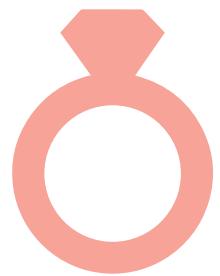
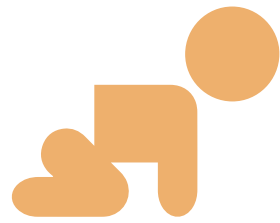
‘the rollercoaster experience of
having a baby’

- Mum-to-be





Address
published by
the land registry

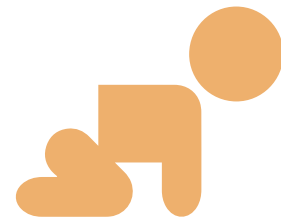




3 months
after



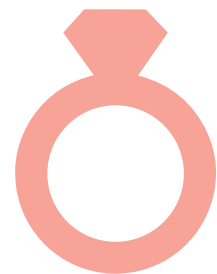
Address
published by
the land registry



9 months
after



Full health-
check with your
health visitor

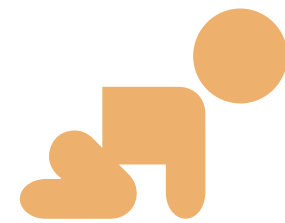




3 months
after



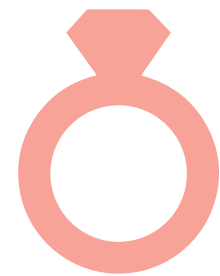
Address
published by
the land registry



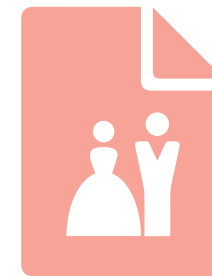
9 months
after



Full health-
check with your
health visitor



have given
notice



Ceremony pack
from the local
Register Office

Not personally relevant, or not worth considering at the moment.

Too busy with day-to-day life, or there's never a good time.

Fear or distress associated with thinking about death and dying.

End of life planning is fragmented and seems really complicated.

Infinite reasons as to why we don't have the conversations

Overcoming the barriers

Not personally relevant, or not worth considering at the moment.

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End of life planning is fragmented and seems really complicated.

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motivating by explaining why it's relevant.

Overcoming the barriers

Not personally relevant, or not worth considering at the moment.

motivating by explaining why it's relevant.

Too busy with day-to-day life, or there's never a good time.

simplifying, making easier, breaking it up, & leveraging behaviour triggers.

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non-deathly, lively look and feel.

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non-deathly, lively look and feel.

End of life planning is fragmented and seems really complicated.

one-stop shop for planning, removing & explaining jargon.

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non-deathly, lively look and feel.

End of life planning is fragmented and seems really complicated.

one-stop shop for planning, removing & explaining jargon.

Infinite reasons as to why we don't have the conversations

empower you to overcome barriers with a curated list of advice, tools & resources

Why it matters



quality
of life



financial
security

emotional
distress



Why it matters



quality
of life



financial
security

emotional
distress



Why we don't



Why it matters



quality of life



financial security

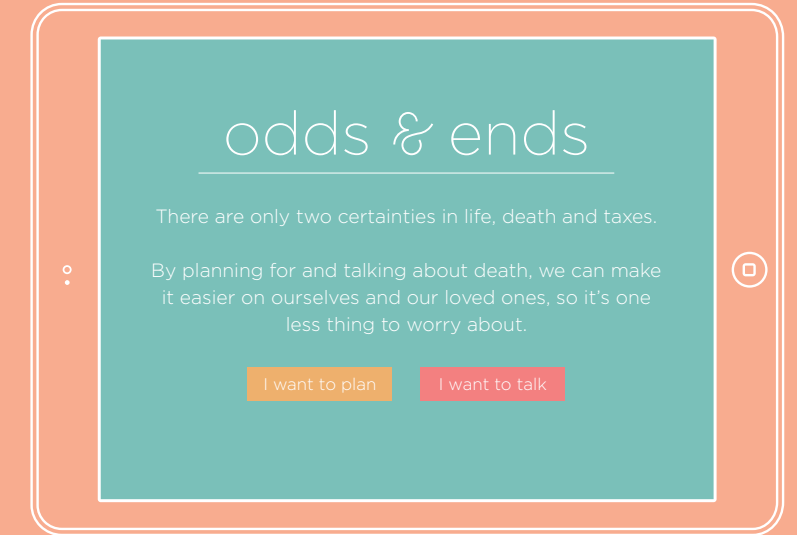
emotional distress



Why we don't



Our service



Why it matters



quality of life



financial security

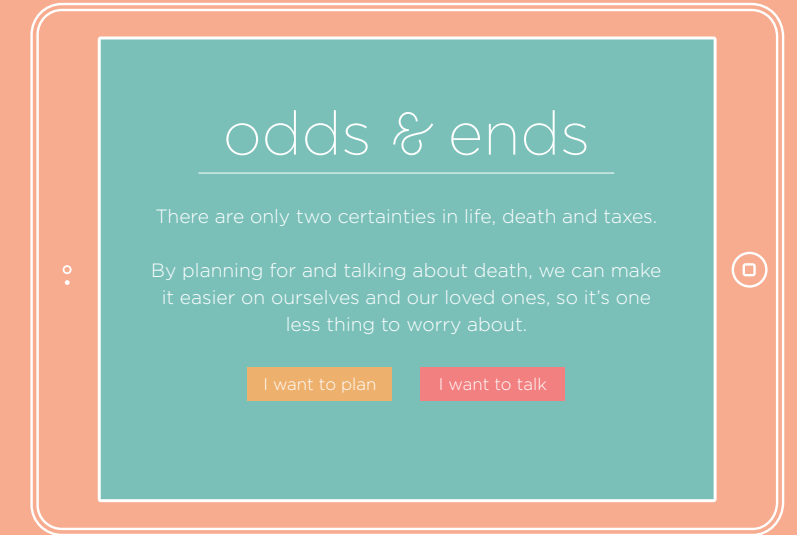
emotional distress

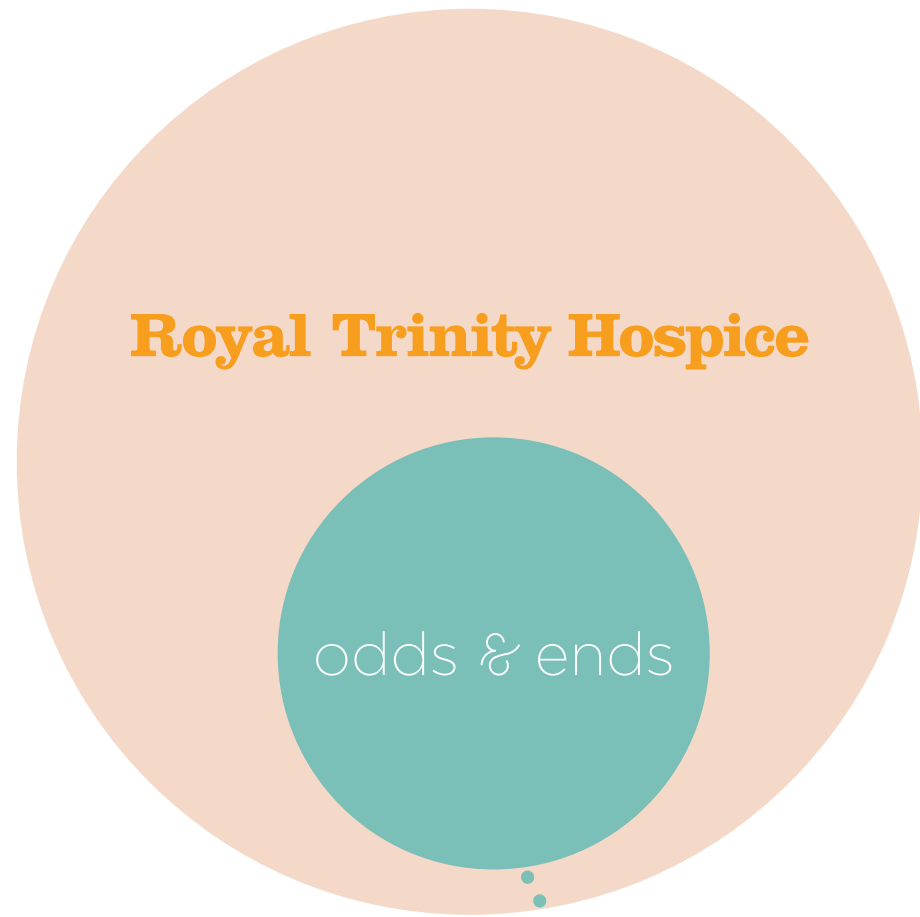


Why we don't



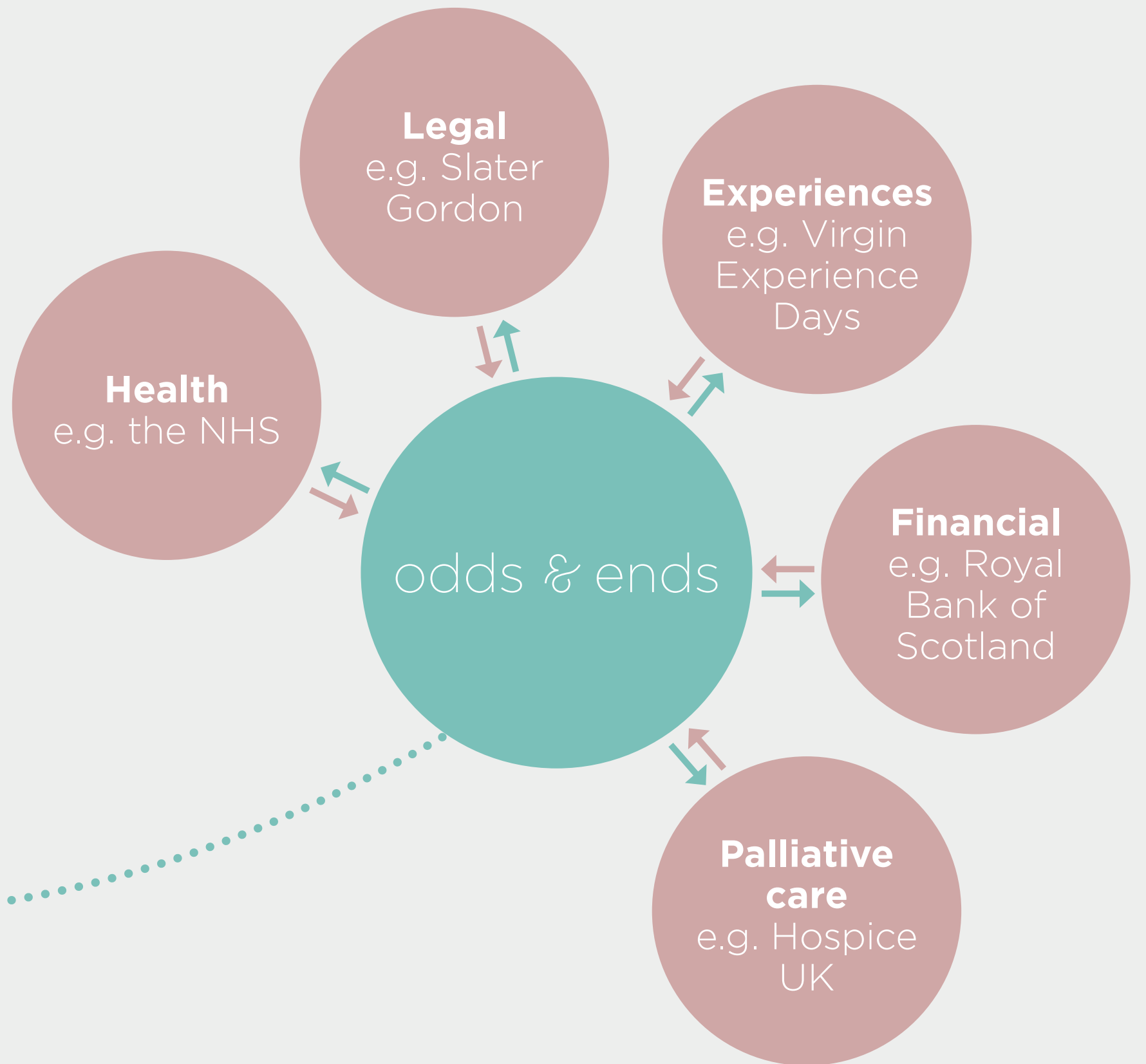
Our service





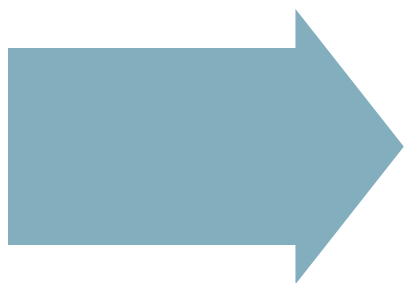
Current set-up

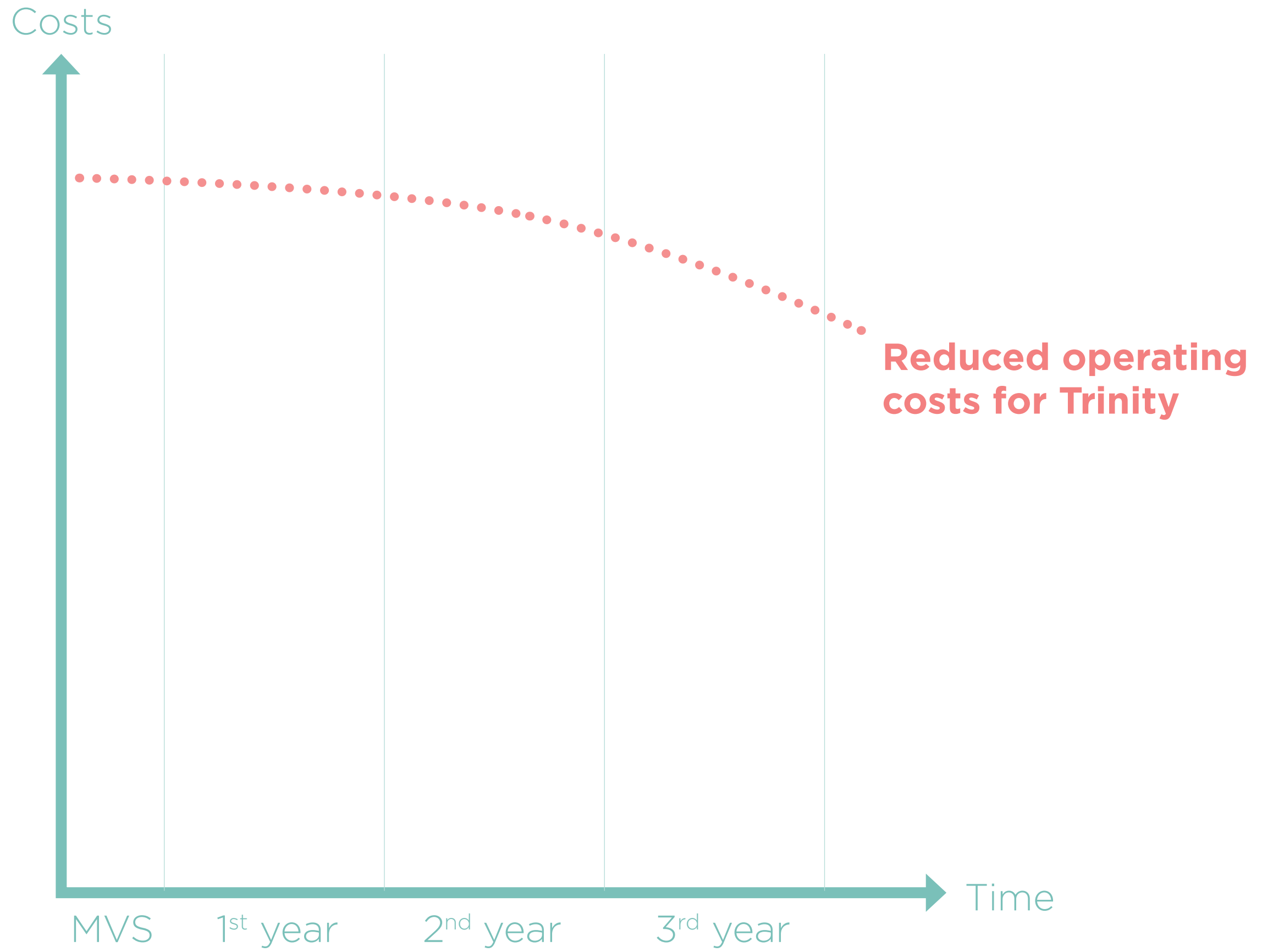
Limited company under Royal Trinity Hospice

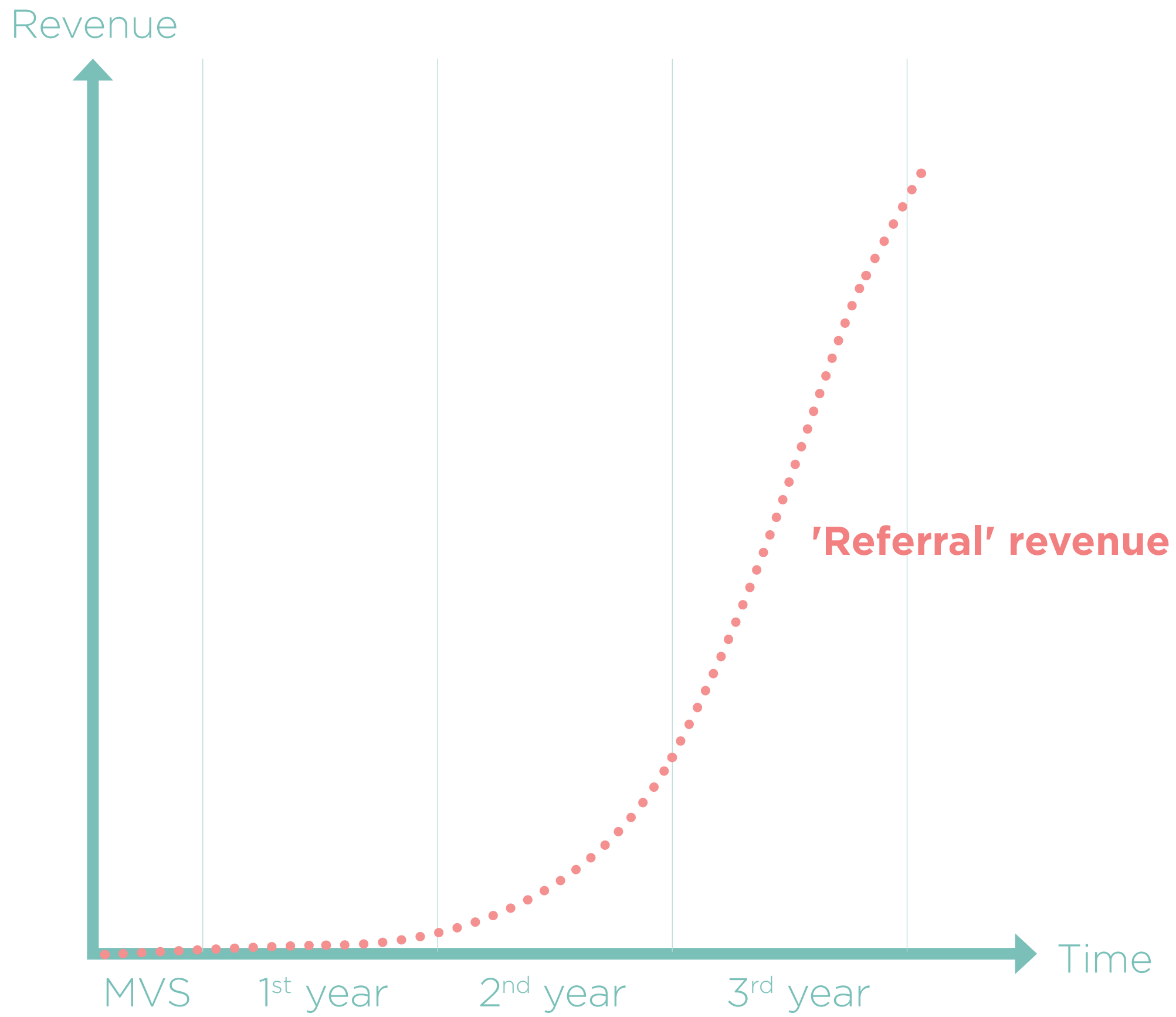


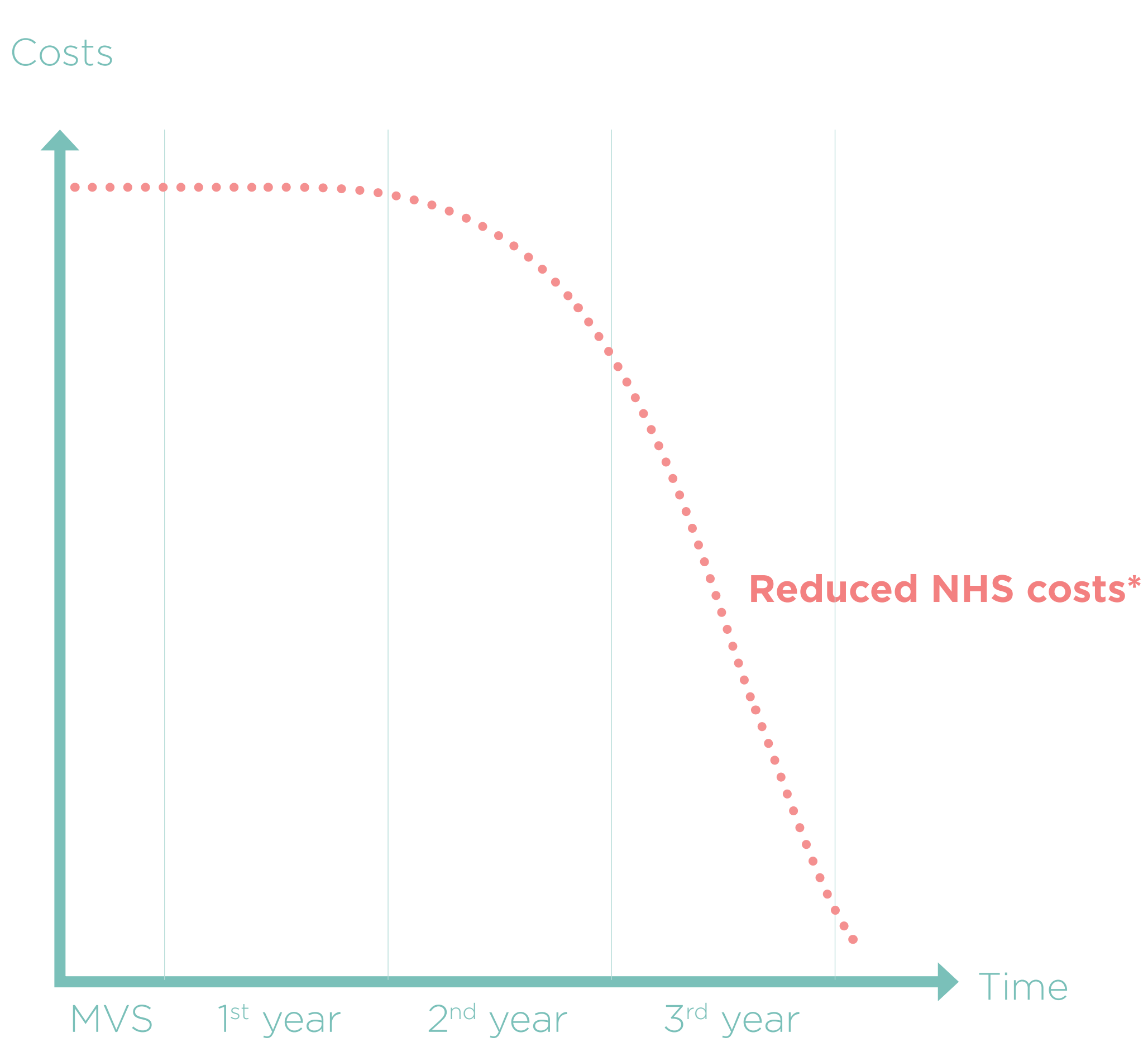
Potential future set-up

Social enterprise with partners from different areas of end of life planning









*Actual savings are probably delayed for a couple of decades as it has to do with costs near death.

testimonial video

Thank you!

Kay Dale & Lilith Hasbeck
Royal College of Art

Questions?

 @normaliseddeath

Appendix

‘This is really good, and I’m very rarely impressed. I’ve seen other people attempt similar things over the years and yeah... I’m not very easily impressed’

- Doctor, and consultant for Trinity

‘this would be so helpful’

‘super work!’

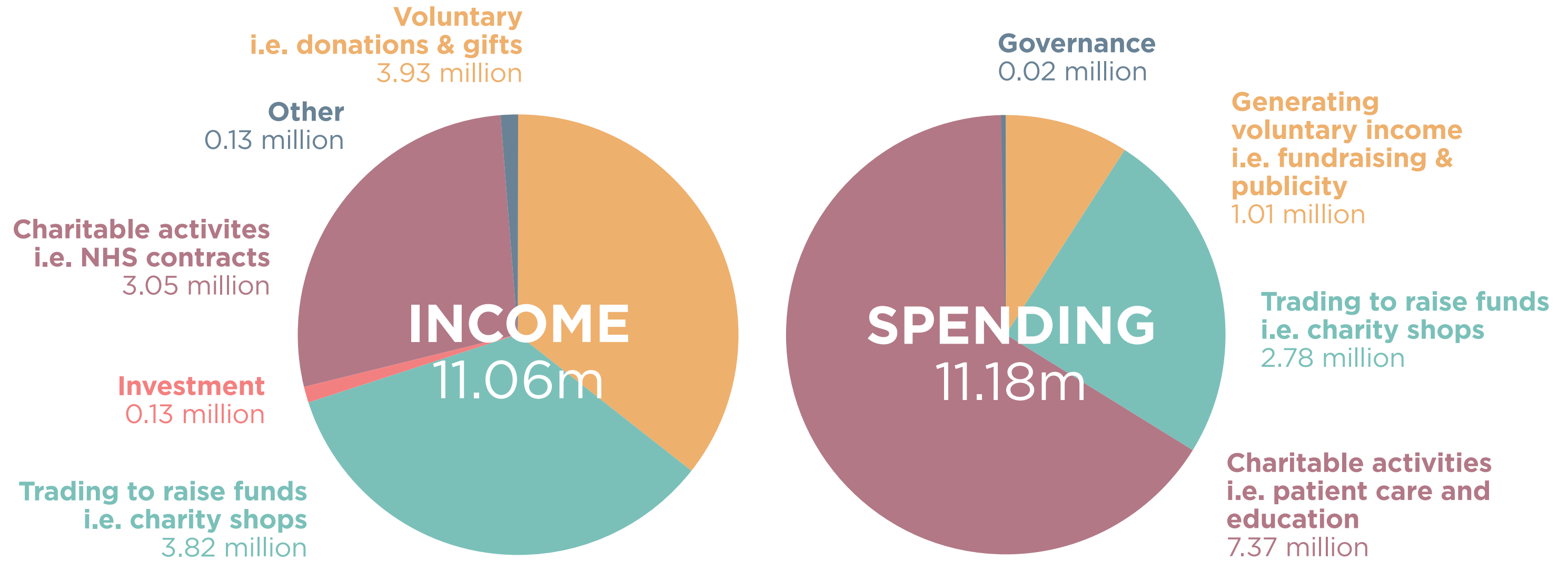
‘I can see myself using odds & ends - I need to make a new will’

- Attendees from our presentation at Dying Matters week

Trinity...

Our article in the Independent

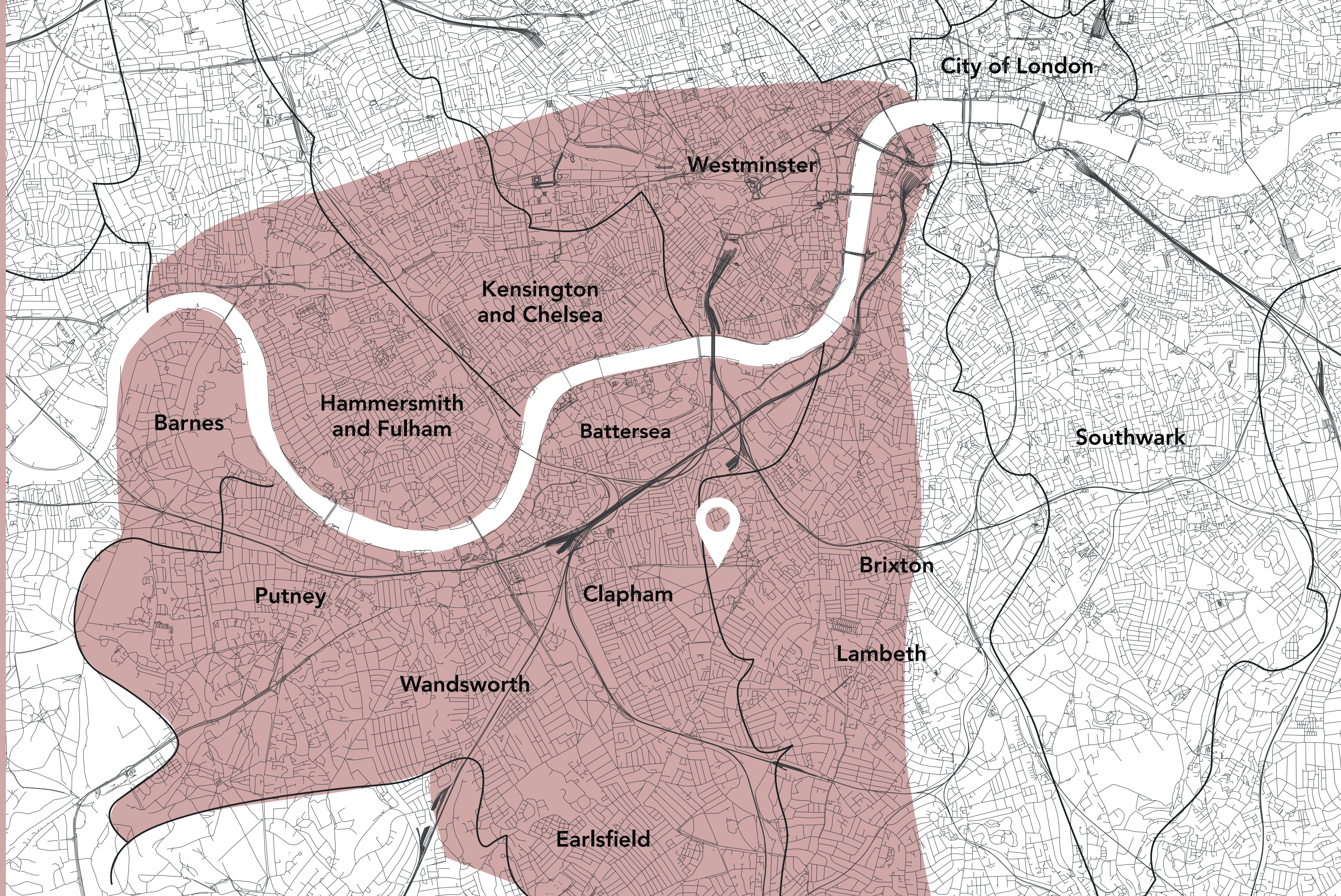




Inpatients: 418 people/year (28 beds)

Outpatients: 271 people/year

Community: 1,231 people/year (3,500 home visits)



City of London

Westminster

Kensington
and Chelsea

Barnes

Hammersmith
and Fulham

Battersea

Southwark

Brixton

Putney

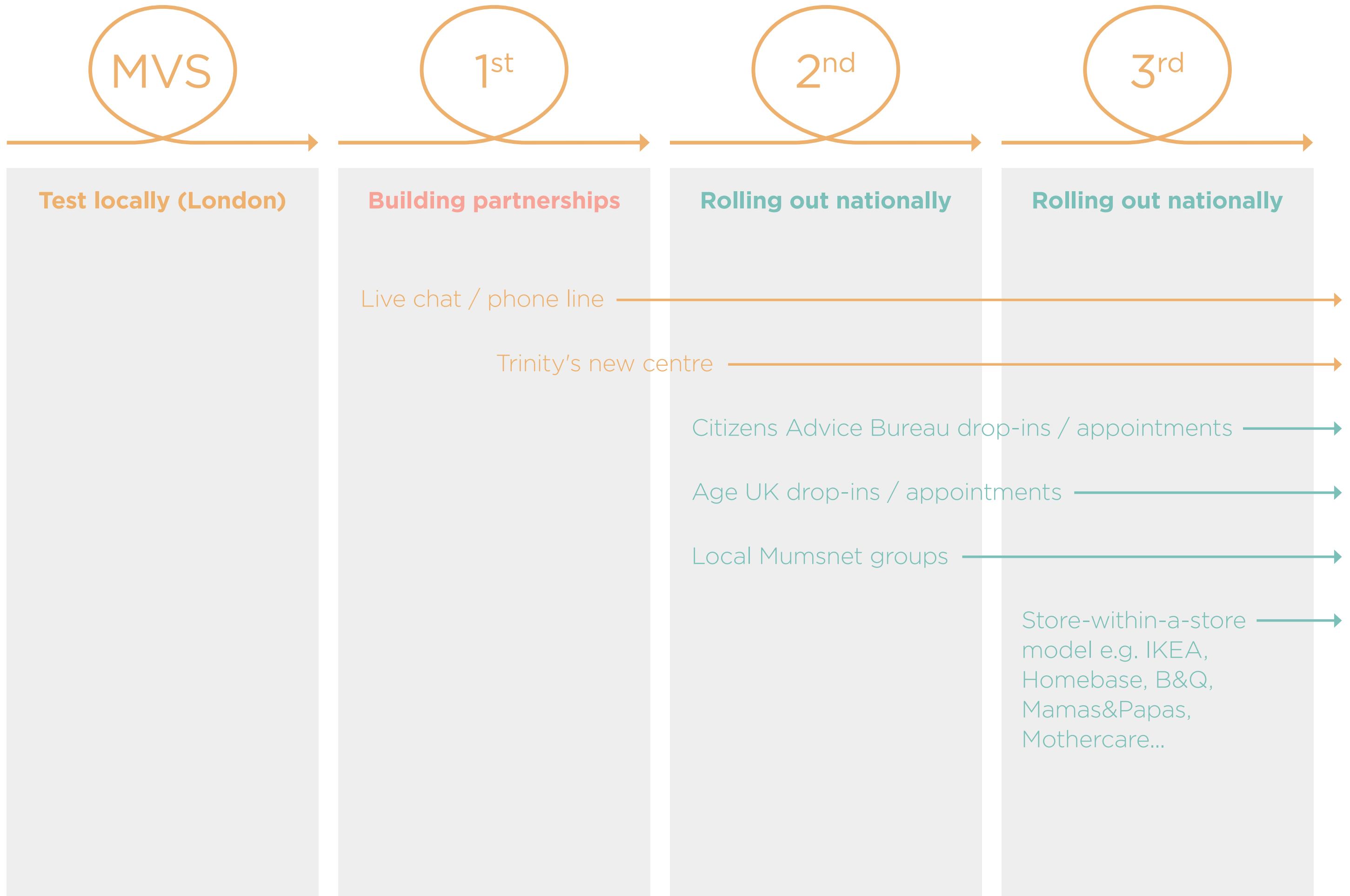
Clapham

Lambeth

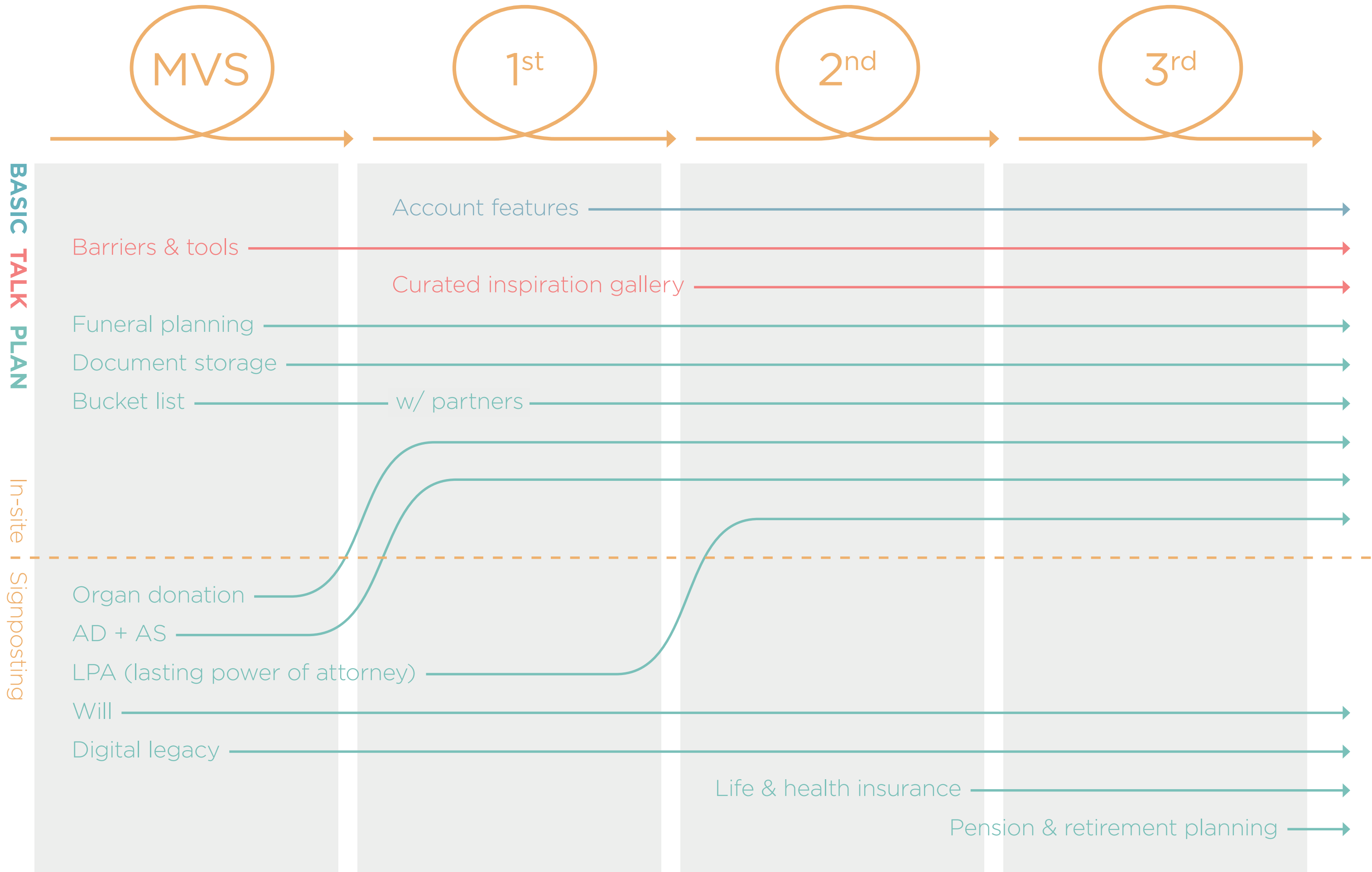
Wandsworth

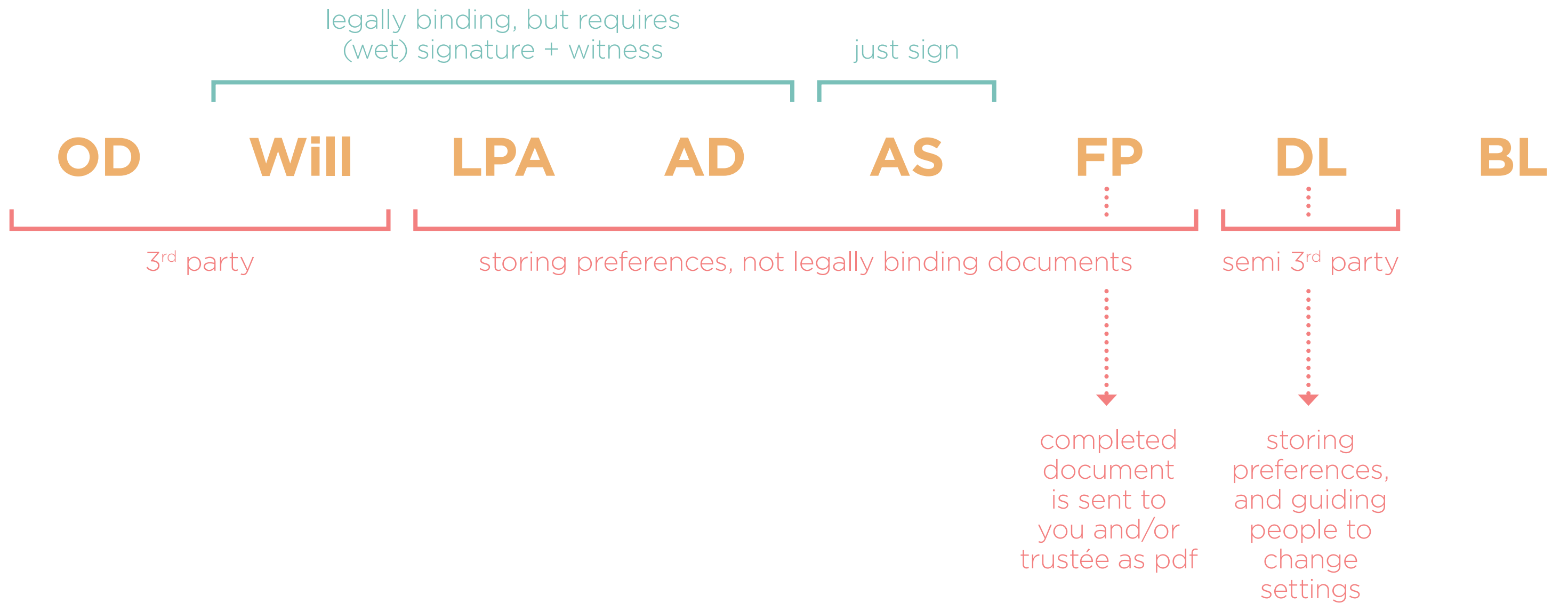
Earlsfield





Numbers and roll-out





NB! If odds & ends were to close, we'd make sure to warn people in advance and give them the option of downloading their preferences as pdfs.

Income stream #1: Reduced operating costs

RTH spend £7,280,000 on patient care. If those patients have already specified wishes, written wills and have come to terms with death, the staff hours required for these interactions could be reduced.

Income stream #2: Reduced NHS costs

ACP reduces days spent in hospital at EOL by 8.3 days per person, saving on average **£3,569**.*

£3,569 / 2
= **£1,784** (per person)

Assuming odds & ends is half as effective as ACP with doctor

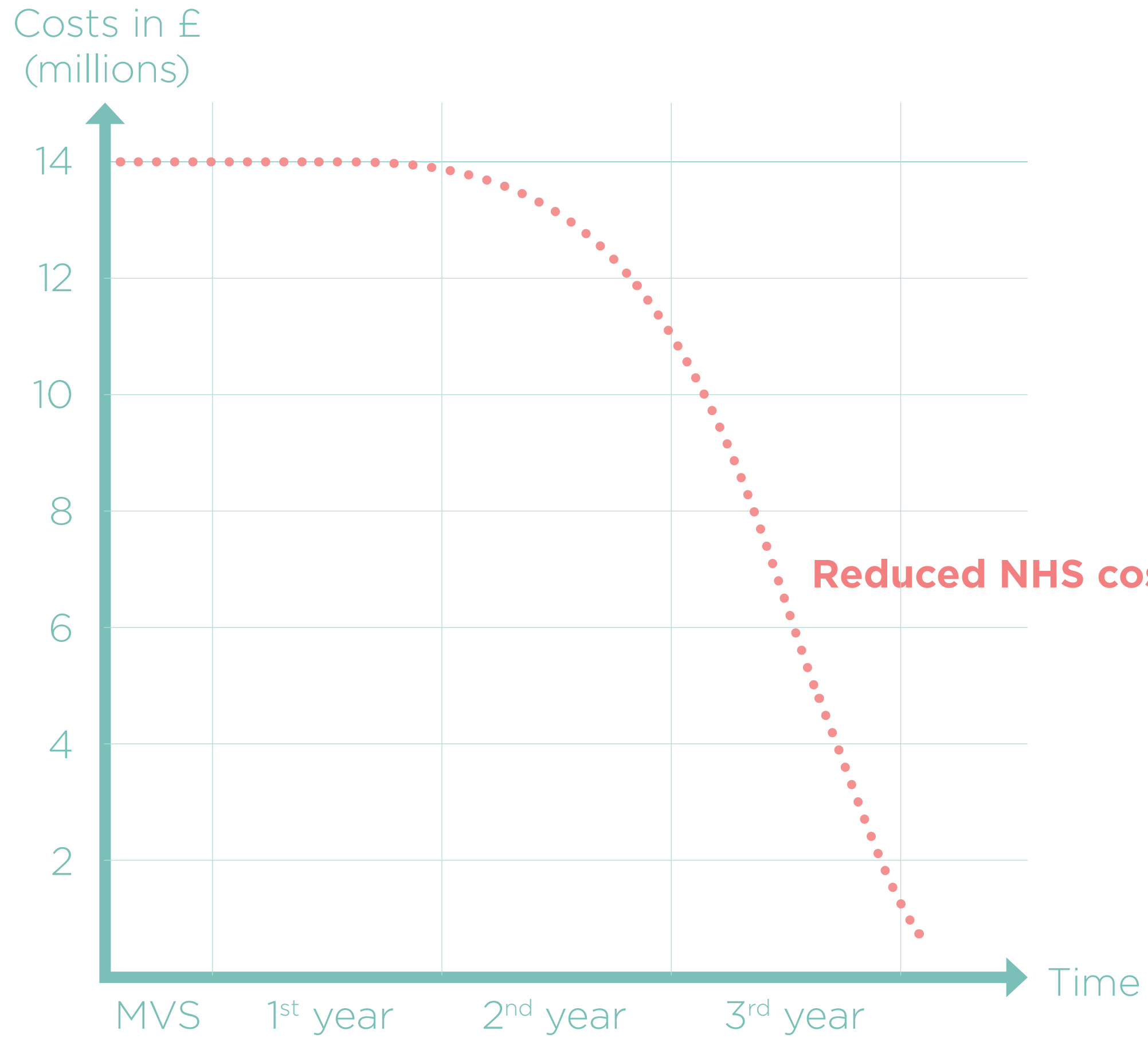
£1,784 x 10,000
= **£17,845,000** in total savings

100,000 users with a 10% conversion rate

...which is **0.03%** of NHS' current operating budget

NHS operating costs are 64,173,000,000

* Abel, J. et. al. (2013). *The impact of advance care planning of place of death, a hospice retrospective cohort study*. *BMJ Supportive & Palliative Care* 2013:00, 1-6.



*Actual savings are probably delayed for a couple of decades as it has to do with costs near death.

Reduced NHS costs*

Income stream #3: Advertising and referrals

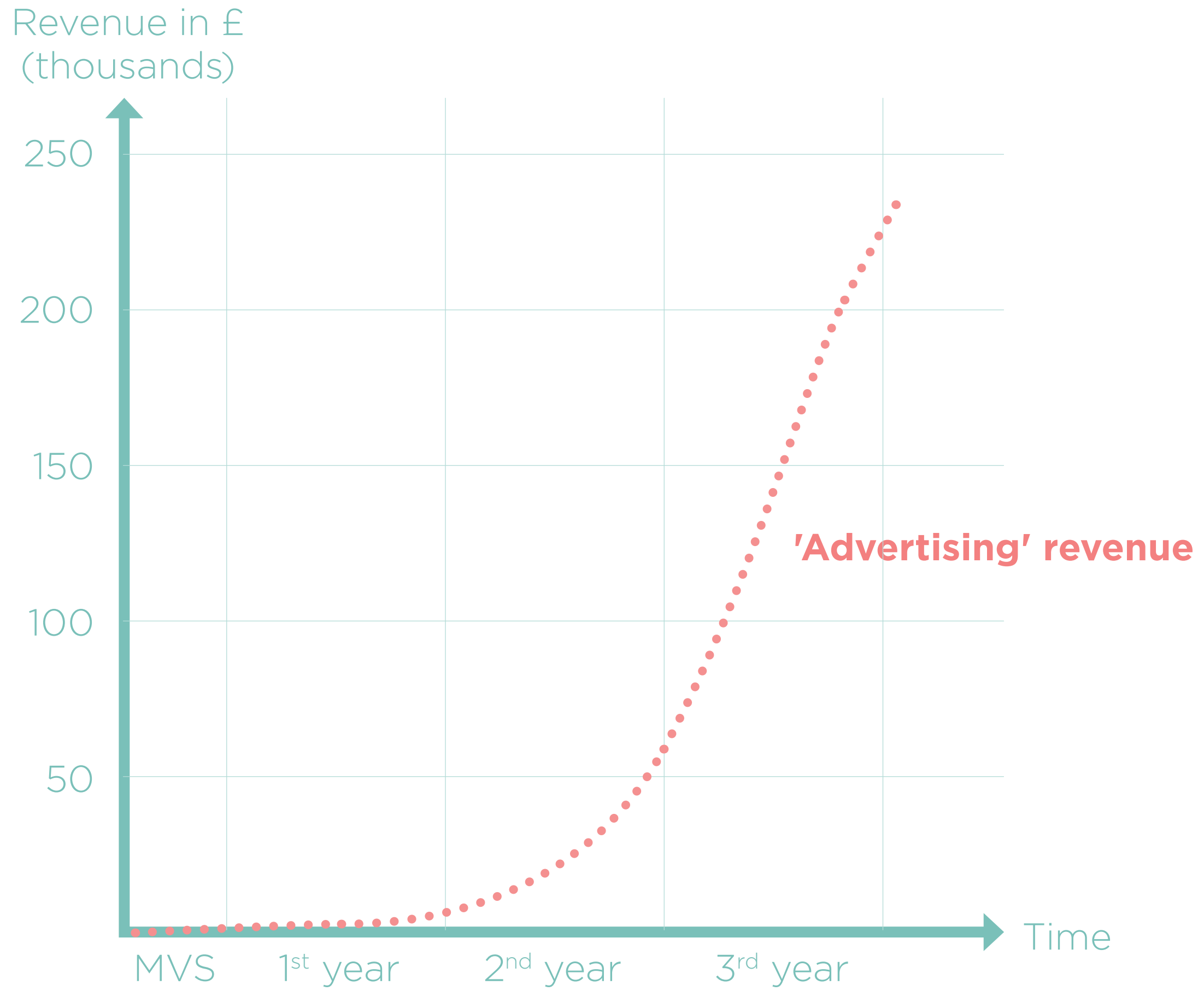
Let's take wills as an example.

Making a will costs on average **£120**.*

5% of £120 ← We take a 5% finders fee
= £6 (per person)

£6 x 5,000 ← 100,000 users with a 5% conversion rate
= £30,000 in income p.a.

* Jones, H. (2013, February 15). *Writing a will - the right way*. The Guardian.



So...

Total UK population **64 million**

30-35 homeowners **1,680,000***

30-35 yr old marriages **120,000****

30-35 yr old have children **880,000*****

$$1,680,000 + 120,000 + 880,000 \\ = \mathbf{2,680,000}$$

50% of 2,680,000

= **1,340,000**

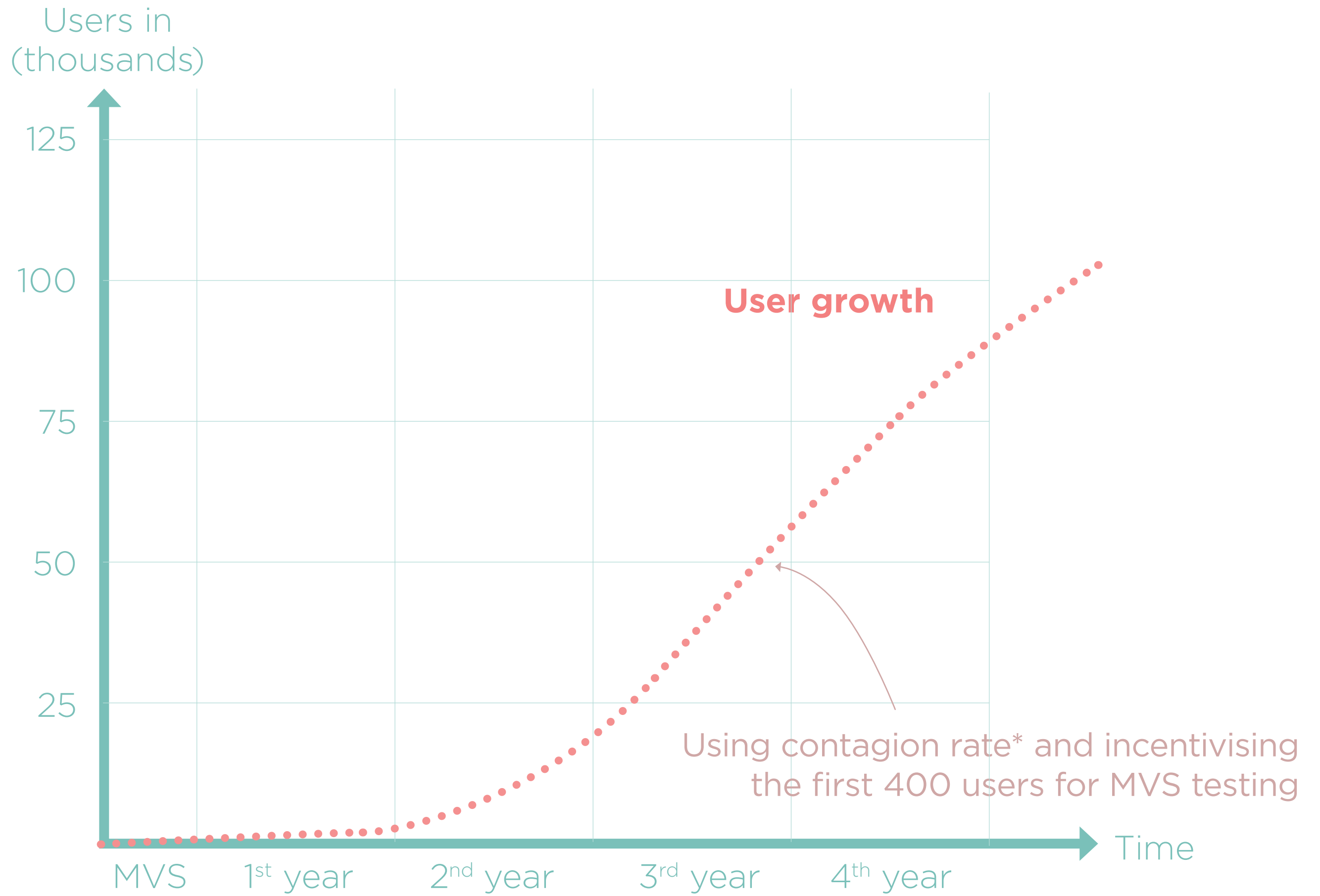
Assuming half of these are duplicates

* ONS digital. (2015 January 22). *Housing and home ownership in the UK*. Office for National statistics.

** ONS digital. (2014 June 11). *Number of marriages, marriage rates and period of occurrence*. Office for National statistics.

*** ONS digital. (2015 July 15). *Birth Summary Tables, England and Wales: 2014*. Office for National statistics.

The user base growth forecast



* Berry, T (2015 August 17). *Lean Business Planning: Get What You Want From Your Business*. CA,USA: Motivational press

	MVS	Year 1	Year 2	Year 3
Legal and accounting fees	£1,000	£3,000	£3,000	£1,000
Project management salaries	£20,000	£30,000	£30,000	£20,000
MVS build	£8,000			
Product development		£6,000	£8,000	£2,000
MVS user base	£800			
Domain	£50	£50	£50	£50
Hosting	£72	£72	£72	£72
Digital marketing		£4,000	£10,000	£10,000
Print marketing		£1,000	£5,000	£5,000
Travel expenses		£100	£1,200	£500
Reserve for contingencies	£5,000	£5,000	£10,000	£15,000
Total expenses	£34,922	£49,222	£67,322	£53,622

* ONS digital. (2015 January 22). *Housing and home ownership in the UK*. Office for National statistics.

** ONS digital. (2014 June 11). *Number of marriages, marriage rates and period of occurrence*. Office for National statistics.

*** ONS digital. (2015 July 15). *Birth Summary Tables, England and Wales: 2014*. Office for National statistics.

Super-short-term (MVS)

Measuring the percentage of Odds & Ends users, who completes certain documents. We can then benchmark this number against the statistics available for the general population, and compare percentages.

We can measure percentage of completed documents and conversion rates from partners to show that O&E is helping people get their planning done.

Short-term

Capturing feedback from users (e.g. “do you feel prepared”), and linking this up with other studies, e.g. the report from Royal London that shows that there’s a direct link between feeling prepared and having greater financial security. This way we can show that people ensure greater financial security, improve quality of life, reduce stress etc.

Long-term

For documents where we've asked for a trustee (i.e funeral planning, LPA and AD) once the user of O&E has died we could contact this person to show the direct link between 'better deaths' and planning. This would be compared with a control group who have had no previous contact with Odds & Ends.

Note on talking

As we're not saving emails, it's difficult to capture the benefits. Would have to restructure the section, or put tags on IPs, so that if those people do enter the planning section, we can email them for feedback.

A/B testing for pricing strategy; does it devalue the service e.g. to upsell lawyers. When is it “too commercial”? Would you rather pay for the service?

More thorough testing of website and resources, from talking kits to UX and UI as well as look and feel and tone of voice

The ways in



- **Letter** from odds & ends, triggered by the **Land Registry publishing full address** (& sales price) 3 months after buying the house
- **Pinterest** — strategy infographics on: “6 things to do after buying a new home”. Keywords search #newhome #buyingfirsthome #kitchendesign #bathroomdesign
- **Magazines** — Ideal Home Magazine, Country Homes & Interiors Magazine, Style At Home Magazine House Beautiful Magazine, Real Homes Magazine. Strategy: flyers, paid ads, advertorial, promos
- **Royal Mail redirection** — When it expires after a year

To the homeowner
Greystones,
High Street
Norton Saint Philip,
Bath BA2 7LG

odds & ends

Dear new homeowner,

This might seem a little freaky as we know you've recently bought this house: don't worry, we're not stalking you — these details are made public by the land registry. We're Odds & Ends, a new not-for-profit organisation who can help you with end of life planning, and as grim as it sounds writing a will is one part of that. Seeing as you've now bought a home, you have an asset in the eyes of the law, and were you to die without a will it makes life really complicated for those left behind. We don't want to put a damper on what's an exciting time in your life, but it's really important to plan your future — not only for your own peace of mind but also to secure the future of your loved ones.

Perhaps you've thought about getting a will before but the process seemed really complicated with lots of different ways to go about it. Odds & Ends is operated by a charity and is therefore a completely free service that helps you navigate the options available. We know that by planning for and talking about death, everyone involved has a much better experience emotionally, practically, and financially. Odds & Ends is the platform for which all of these interactions can take place. We've done a lot of work on building partnerships with the most thorough, innovative and honest organisations so we can build your own confidence in Odds & Ends.

That's enough from us. You can visit our website and see for yourself what we're all about.

Hope to get to know you soon,
Odds & Ends

www.oddsandends.uk.com

P.S. Congratulations on your new home!

www.oddsandends.uk.com

[@oddsandends](https://twitter.com/oddsandends)

hello@oddsandends.uk.com

odds & ends
Registered Charity no. 1103345

To the homeowner
Greystones,
High Street
Norton Saint Philip
Bath BA2 7LG



ENV/DLM/SMA/03/15/E 21125

Return Address
Darlington
DL98 1AT

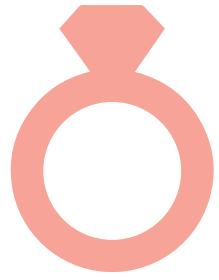
High St
Norton Saint
Bath BA2 7LG

Dear new homeowner,
This might seem a little freaky
worry, we're not stalking you
ire Odds & Ends, a new
ning, and as gr

Delivered by
Royal Mail
C9 10002

odds & ends

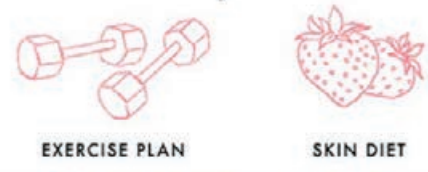
...; don't



- Partnerships with local **Register Offices**. Tag onto the '**ceremony pack**' sent out after registering marriage; encourage other planning activities to take place after planning your special day.
- **Pinterest** — strategy infographics on: “10 things to do when you’re married”. Keywords search #newlyweds #weddingplanning #wedding #firstyearofmarriage
- **Rockmywedding.co.uk** (75,000 page views / month) - get featured in the category/planning section of website

BY MAKEUP.COM
THE BRIDE'S Ultimate BEAUTY TIMELINE for Wedding Prep

6+ Months Before



4-5 Months Before



2-3 Months Before



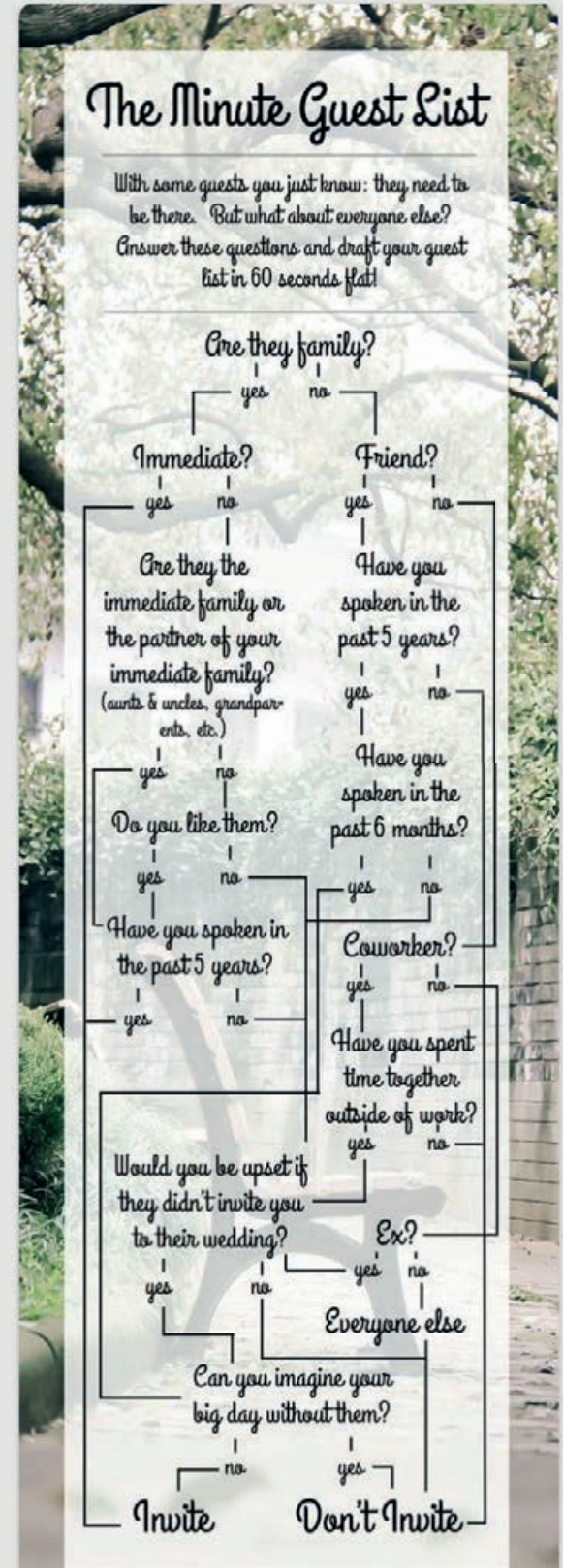
1-2 Months Before



2 Weeks Before



1 Week Before



from Plant Based Bride
The Minute (Wedding) Guest List

6 Things To Do In The First Year Of Marriage

from Odds and ends

6 things to do in the first year of marriage

49.5k 4.2k

Odds and ends
 First year of marriage

MISS TO MRS

HOW TO CHANGE YOUR NAME

Get Your Original (or Certified) Marriage License
 Call the clerk's office where your license was filed out to get copies

Change Your Social Security Card
 Visit your local Social Security Office and fill out the form for a new card.

Change Your License at the DMV
 Bring ALL documents with new last name with you. Anything you can get.

Change Your Bank Accounts

OTHER IMPORTANT ITEMS:

21 Stunning DIY Wedding Photo Booth Backdrops

Para a entrada. Pro pessoal tirar foto quando chega. Fazer com papelao. Pintar de branco ou encapar com papel.

49.5k 4.2k

Jenny Megan wedding



19 Easy to Make Wedding Invitation Ideas

Rustic Doilies | DIY Winter Wedding Invitations on a Budget

36.3k 3.3k

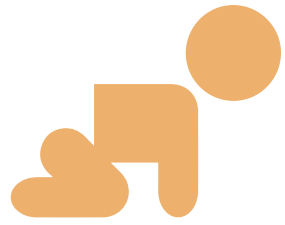
CraftBug
 Crafting!

General

- Pinterest — strategy infographics on: “5 documents you will need in your lifetime” “life admin”. Keywords search #lifehacks #lifetips #todo #lifeplanner #beforeidie
- SEO — keywords search #wills #will writing #i need a will #do i need a willl #Advanced statement #guardianship #lasting power of attorney #organ donation #Advanced statement

Bucket list

- Pinterest — strategy inspo pics & quotes. Keywords search #lifegoals #dreams #todo #bucketlist #beforeidie
- SEO — keywords search #bucket list #things to do #things to do before i die #before i die #skydiving #bungy jumping #swim with sharks



- Partnerships with NHS trusts; health visitors at **healthcheck 9 months after birth**
- **Mumsnet** (4 million page views / month) (Mumsnet Local) — Pay per click ads, MPU, comments on forums, advertorial on wills/guardianship
- **Netmums** (3.6 million page views / month) — as above
- **Pampers or Bounty** — perhaps partnerships or cross-promotion
- **Pinterest** — keywords #newmum #pregnancy #newborn #baby #babyclothes

**Two out of three
UK parents do not
have a will.**

Safeguard your
child's future.

odds & ends
Registered Charity no. 1013985

WHY YOU NEED A WILL

For parents, making a will is the single most important thing you can do to make sure your child is cared for by the people you choose if anything should happen to you.

If you and your partner die without a will, it'll be up to the courts to appoint guardians for your children. They may or may not go into care by your family, and the people you'd like to care for your children may not necessarily be chosen.

WHAT CAN A WILL DO?

In your will you can designate a person (guardian) to care for your children if you die before they become legal adults. You can also designate a property guardian or trustee to manage your money for your children until they reach adulthood.

HOW CAN I GET A WILL

Although there are three ways you can get a will, when it comes to guardianship it really is better that you have a will drafted by a professional. Although it's the more expensive route, having a badly drafted will can cause more problems than it solves, and when it comes to your children, you can't put a price on peace of mind.

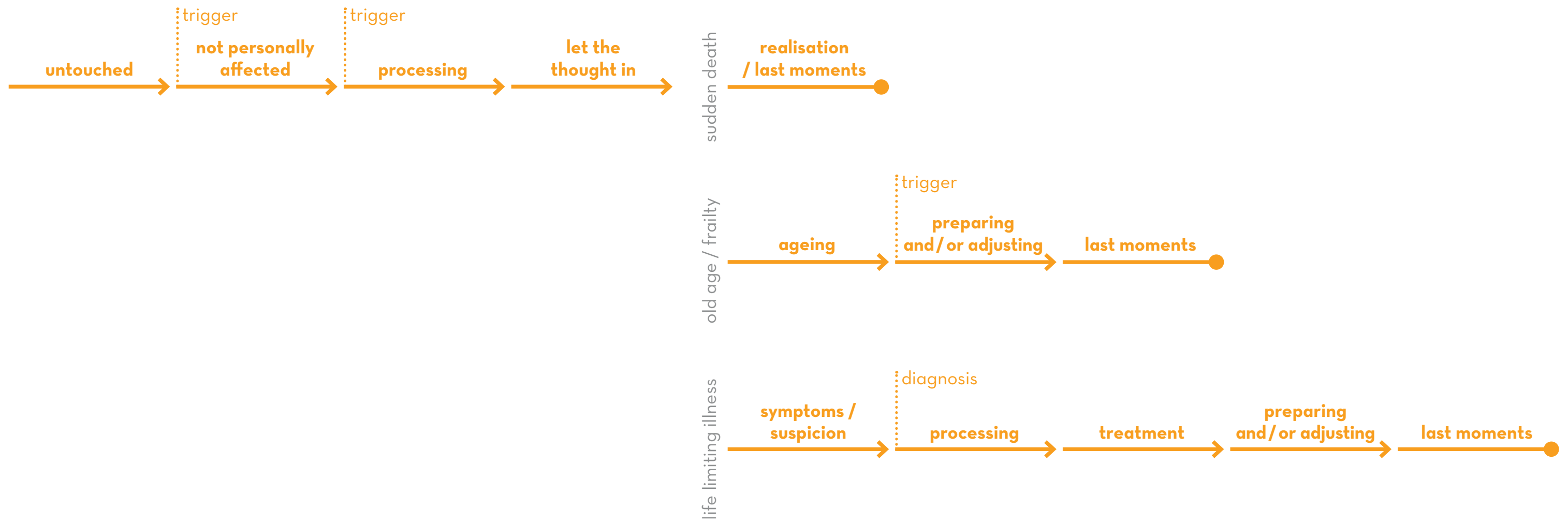
You can find more information about wills and guardianship on www.oddsandends.uk.com, where you can also book an appointment with one of our lawyers.

odds & ends
Registered Charity no. 1013985



Other 'frameworks' used

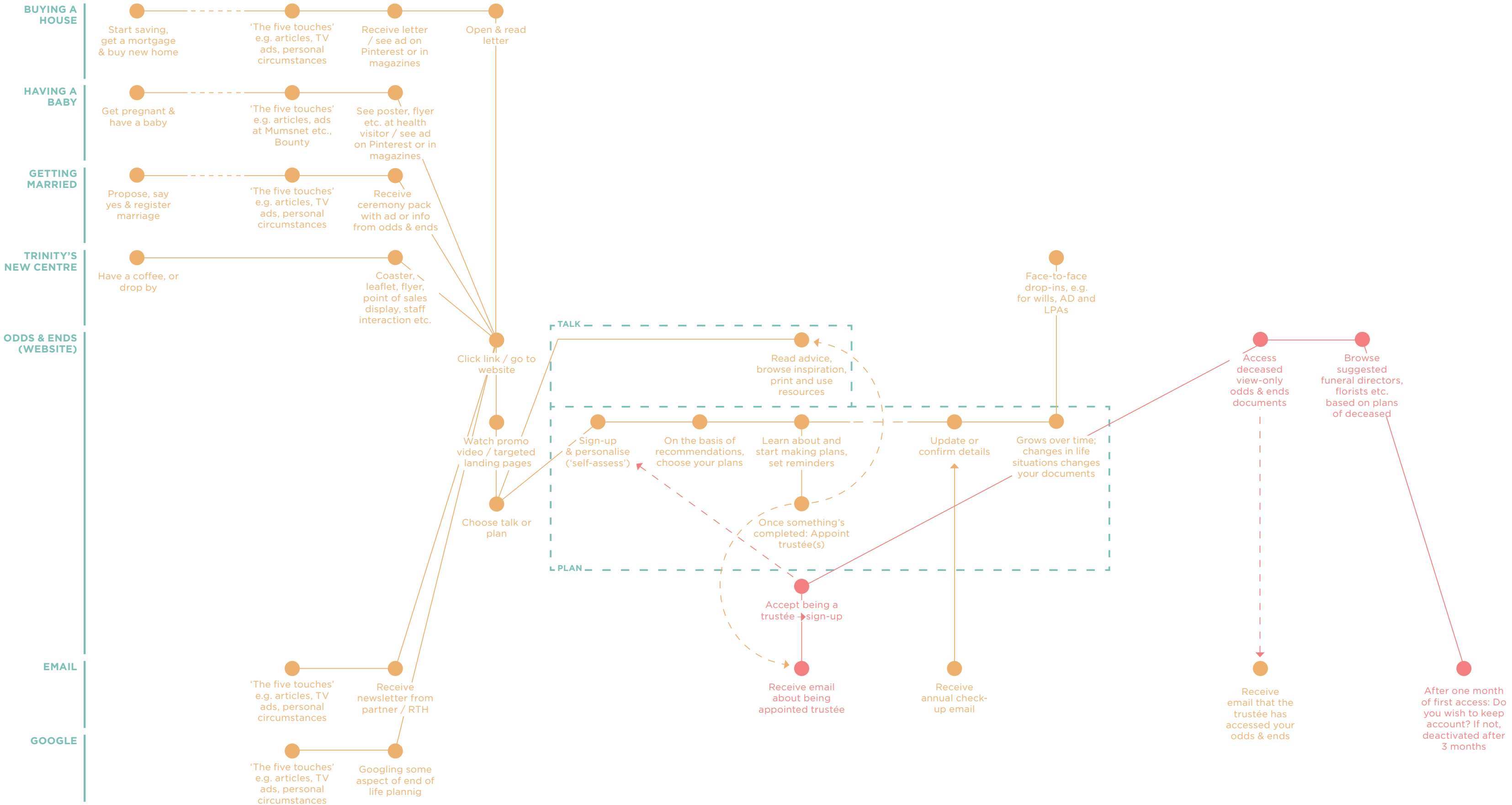
Life stages for death and dying



after death (for the people left behind)



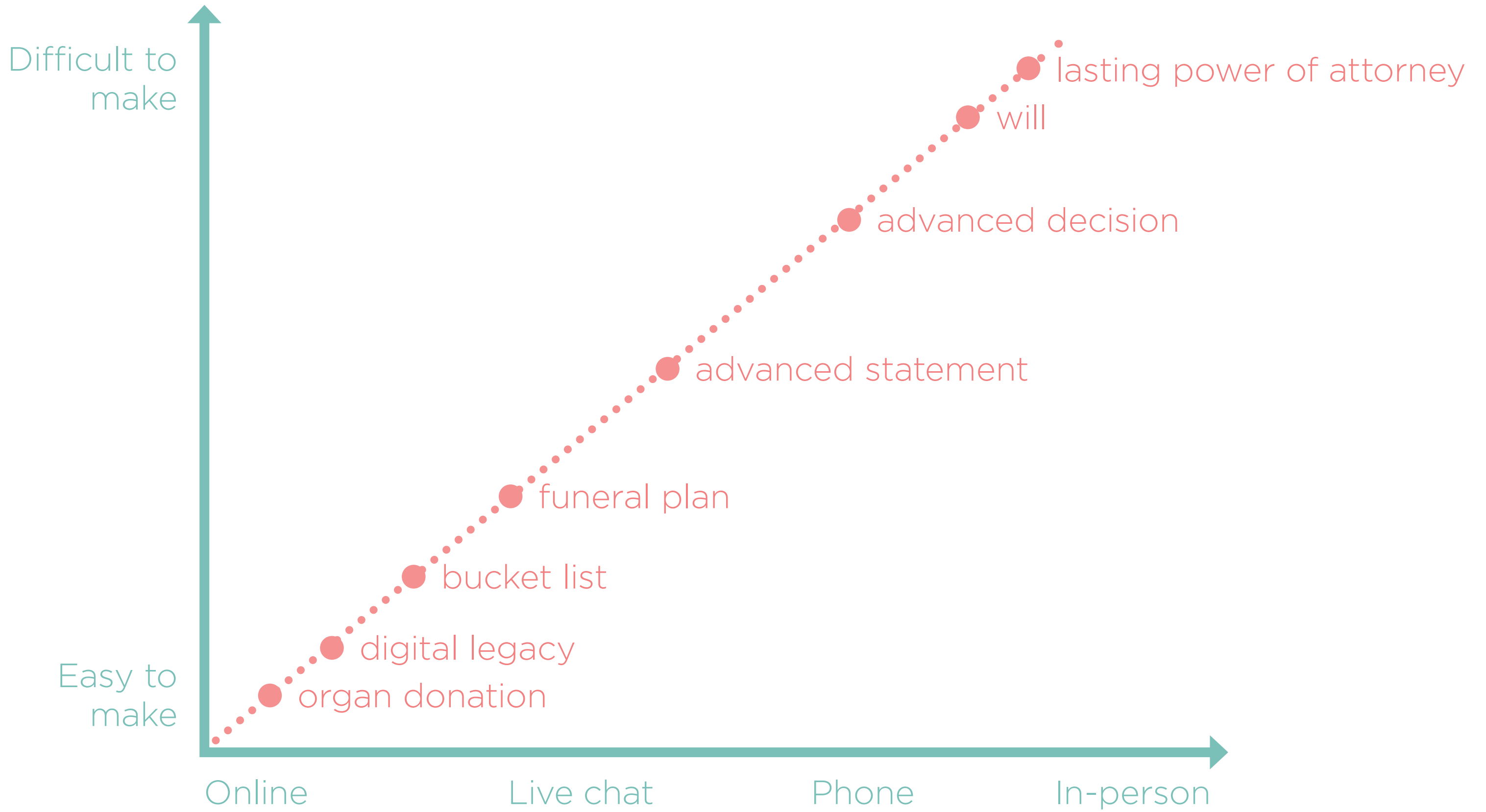
any stage can be skipped or repeated

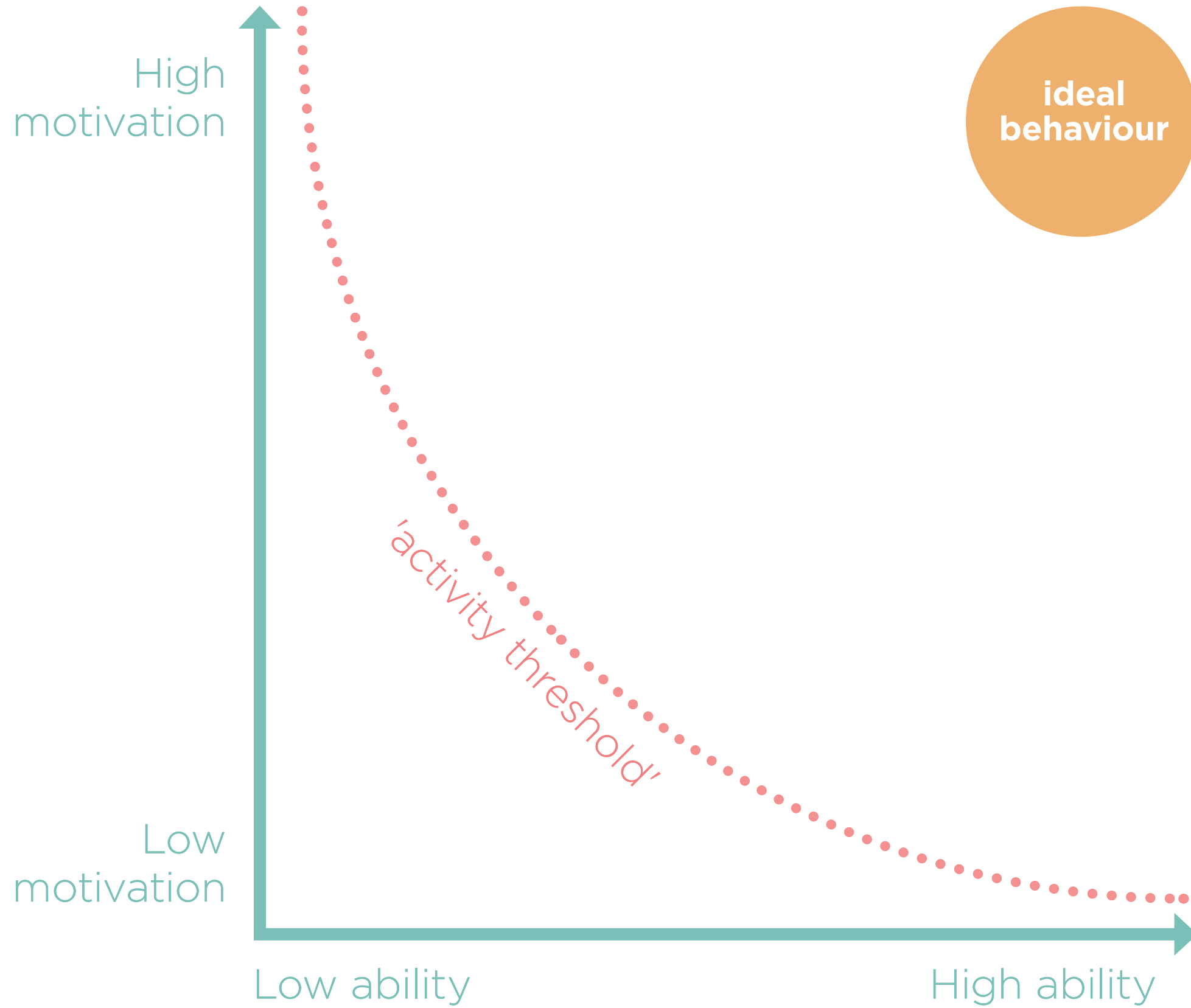


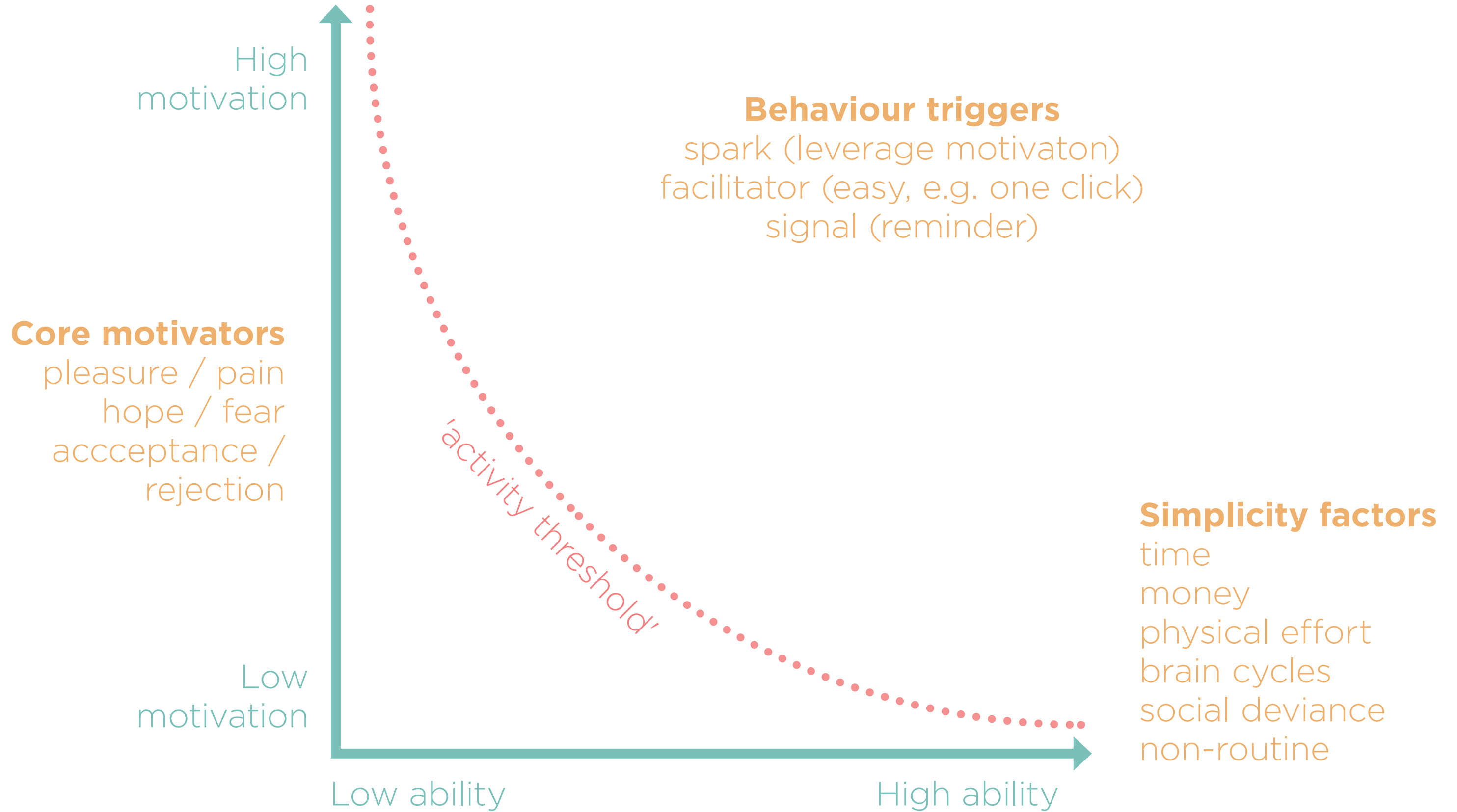
LIFE TRANSITIONS / WAYS IN			END OF LIFE PLANNING DOCUMENTS							
GETTING MARRIED	HAVING A BABY	BUYING A HOUSE	ORGAN DONATION	DIGITAL LEGACY	BUCKET LIST	FUNERAL PLAN	WILL	AS	AD	LPA
Local register offices	The NHS and local NHS trusts	Property websites, e.g. Zoopla, Rightmove, OnTheMarket	The NHS (NHS Blood and Transplant, as well as local NHS trusts)	Social media: Facebook, Twitter, LinkedIn, Pinterest, Instagram, Tumblr, Google+	Experience days, e.g. Virgin, Activity Superstore, Redletter, Buy A Gift, IWOOT	Funeral directors	Solicitors	GPs	GPs	GOV.UK
Wedding planners	Midwives and health visitors					Celebrants	Digital will services, e.g. Farewill, Affio, Which.com Will, 10minutewill, Makingawill, Willsonline	Carers	Carers	Office of the Public Guardian
Marriage officiant (e.g. a priest)	GPs	Estate agents	The Department of Health	Email: Yahoo, Gmail, Outlook, MSN, Hotmail, AOL etc.	Travel companies	Venues		Hospitals (A&E)	Hospitals (A&E)	Legal help, e.g. lawyers, which.com
Venues	NCT	Mortgage advisors	Regional sites, e.g. Organ Donation Scotland		Airlines	Transportation companies		Care homes	Care homes	GPs
Transportation companies	Bounty	Banks	British Medical Association, and BMA Scotland	Tech: Smartphones, tablets, laptops etc.	Tour operators	Florists	DIY wills providers, e.g. Amazon, eBay, WHSmith	MyDecisions.org (by Compassion in Dying)	MyDecisions.org (by Compassion in Dying)	
Caterer / restaurant	Netmums, Mumsnet etc.	Surveyors	The Driver and Vehicle Licensing Agency	Digital assets: Amazon, Dropbox, Google Drive, Nook etc.	Tourism boards; local, national, & global	Caterers	Legal help, e.g. lawyers, which.com	Charities working within this field, e.g. Dying Matters, Alzhiemers UK, AgeUK, Macmillan, Mind, Compassion in Dying	Charities working within this field, e.g. Dying Matters, Alzhiemers UK, AgeUK, Macmillan, Mind, Compassion in Dying	Charities working within this field, e.g. Dying Matters, Alzhiemers UK, AgeUK, Macmillan, Mind, Compassion in Dying
Jewellers	Many, many baby app providers	Solicitors			Price comparison travel websites e.g. Skyscanner, Momondo, Travel Supermarket, Trivago etc.	Performers / bands	Financial advisors	Court of Protection & Office of the Public Guardian	Court of Protection & Office of the Public Guardian	EOL doulas
Pinterest	Local ante- and post-natal classes and groups	Moving companies			Instructors/trainers, e.g. driving, instruments, yoga, marathon, diving, cooking	Embalmers	Charities working within this field, e.g. Dying Matters, Alzhiemers UK, AgeUK, Macmillan, Mind	EOL doulas		
Dressmaker / Wedding dress shops	Maternity and baby clothes shops	Furniture stores, e.g. IKEA (buy new)			Restaurants / food events	Compare-thecoffin.com and other direct coffin suppliers				
Florists	Gumtree, eBay, Preloved etc.	eBay, Gumtree, Preloved etc. (sell old)				New funeral startups, e.g. Capsula Mundi				
Photographer / videographer	Mothercare, ToysRUs, Kiddicare, Argos, Amazon etc.	Storage companies								
Performers / bands / DJs		Post Office (for change of address)								
Travel companies (honeymoon)	Doulas	Life insurance companies								
Bakeries (wedding cake)	Day nurseries									
Hairdressers	Nannies									
Make-up artists	Social workers									
Printing / stationary companies and shops (invitation design and printing)	Money Advice Service									
Hotels	Private hospitals									
	Private 4D / ultrascanning companies									
	Employers									
	Children's Centres (under Sure Start)									
	Pre-school playgroups									
	Jobcentre Plus (if Maternity Allowance or Sure Start grants)									

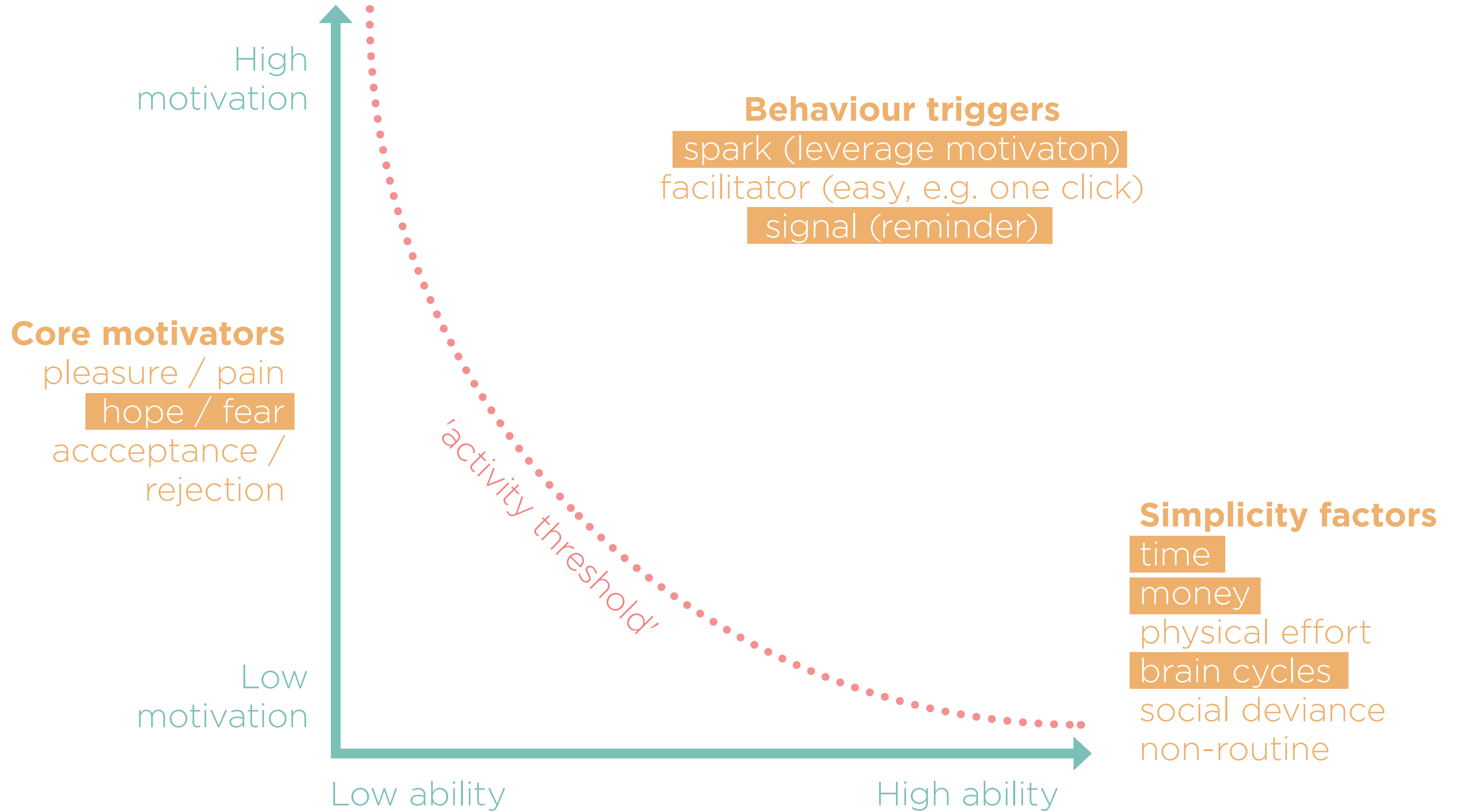
Strategic partnerships	Advertising	Secondary partnerships
------------------------	-------------	------------------------

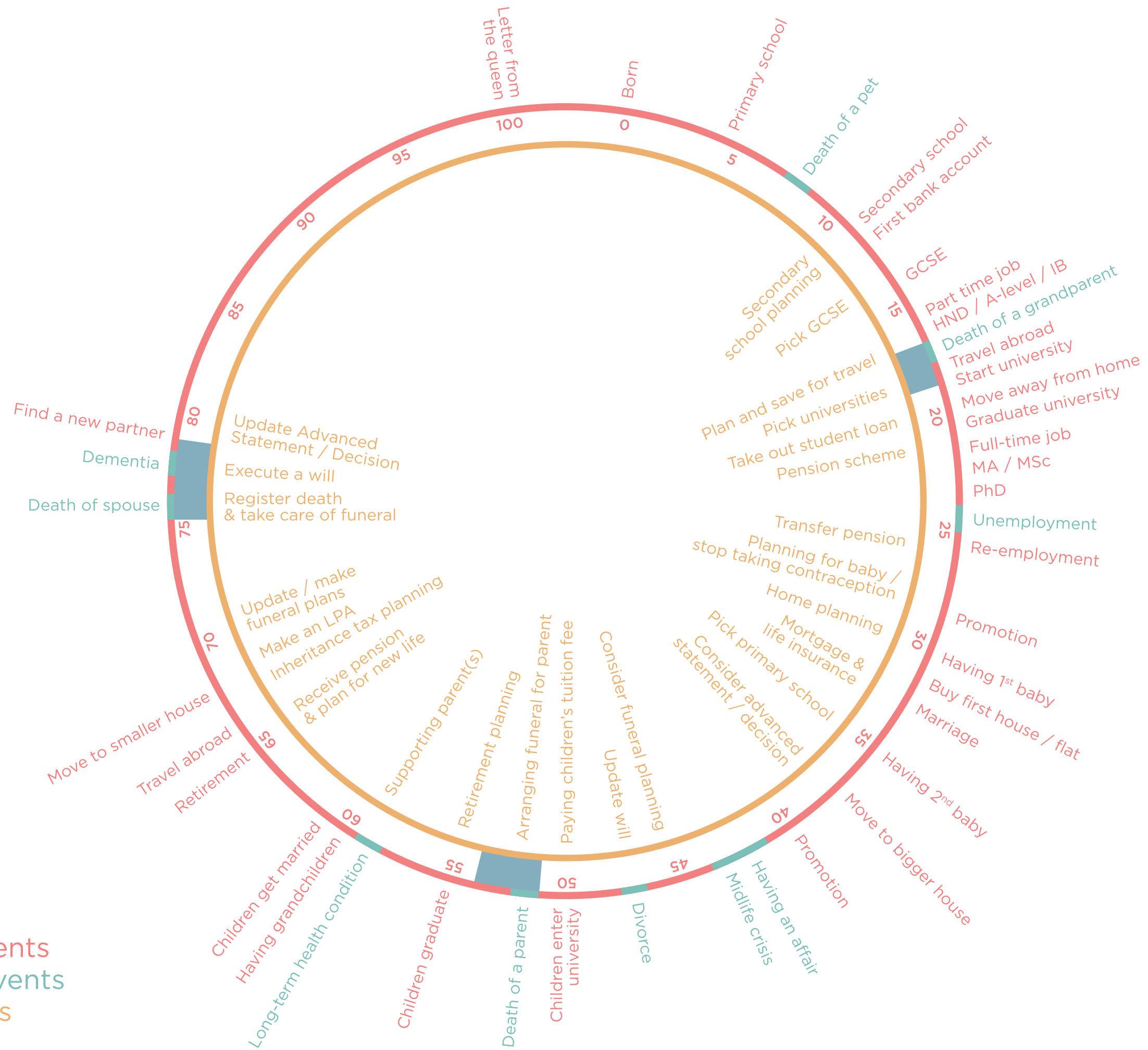
Channels & complexity









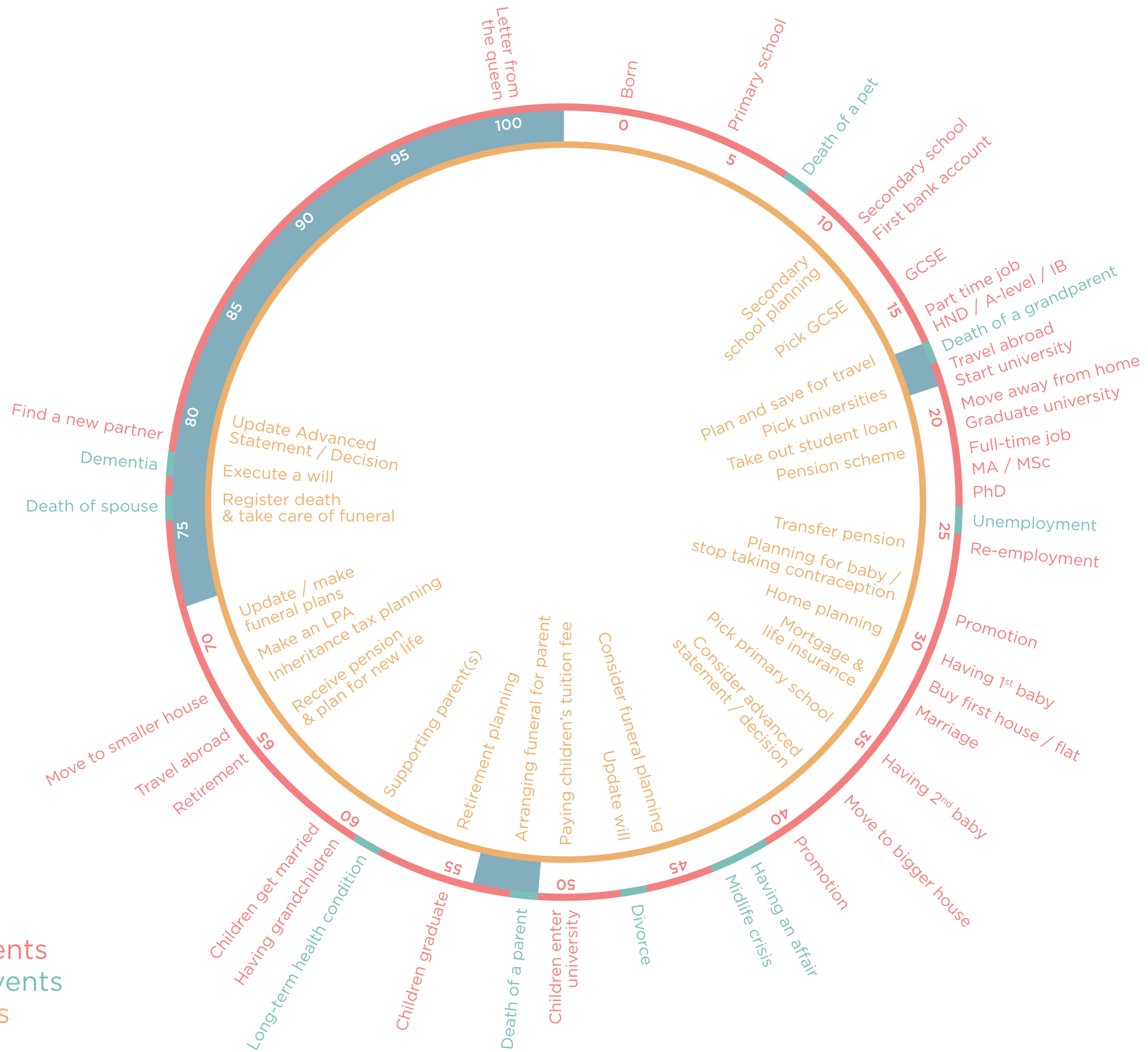


LIFECYCLE

Positive life events

Negative life events

Planning events

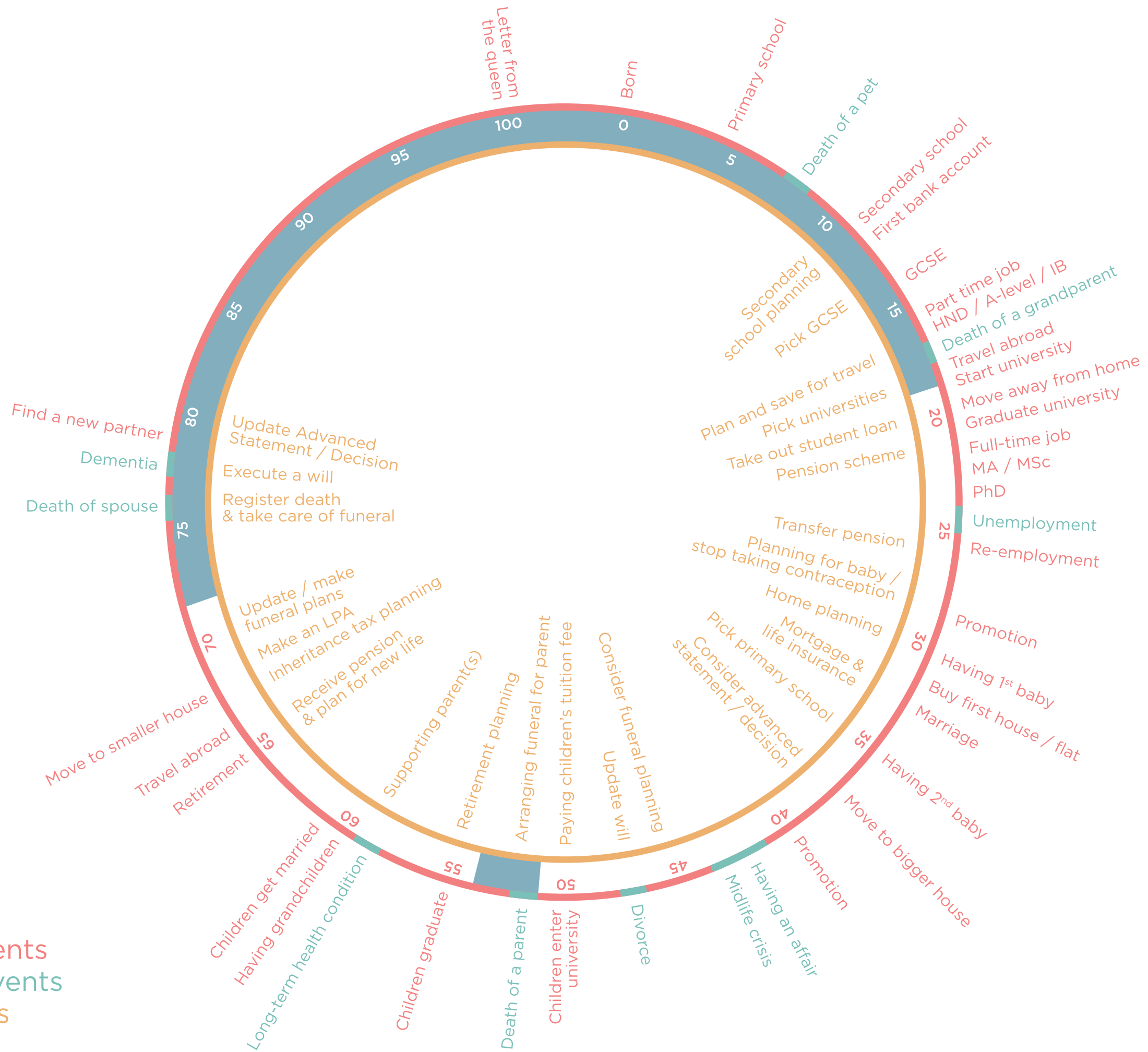


LIFECYCLE

Positive life events

Negative life events

Planning events



LIFECYCLE

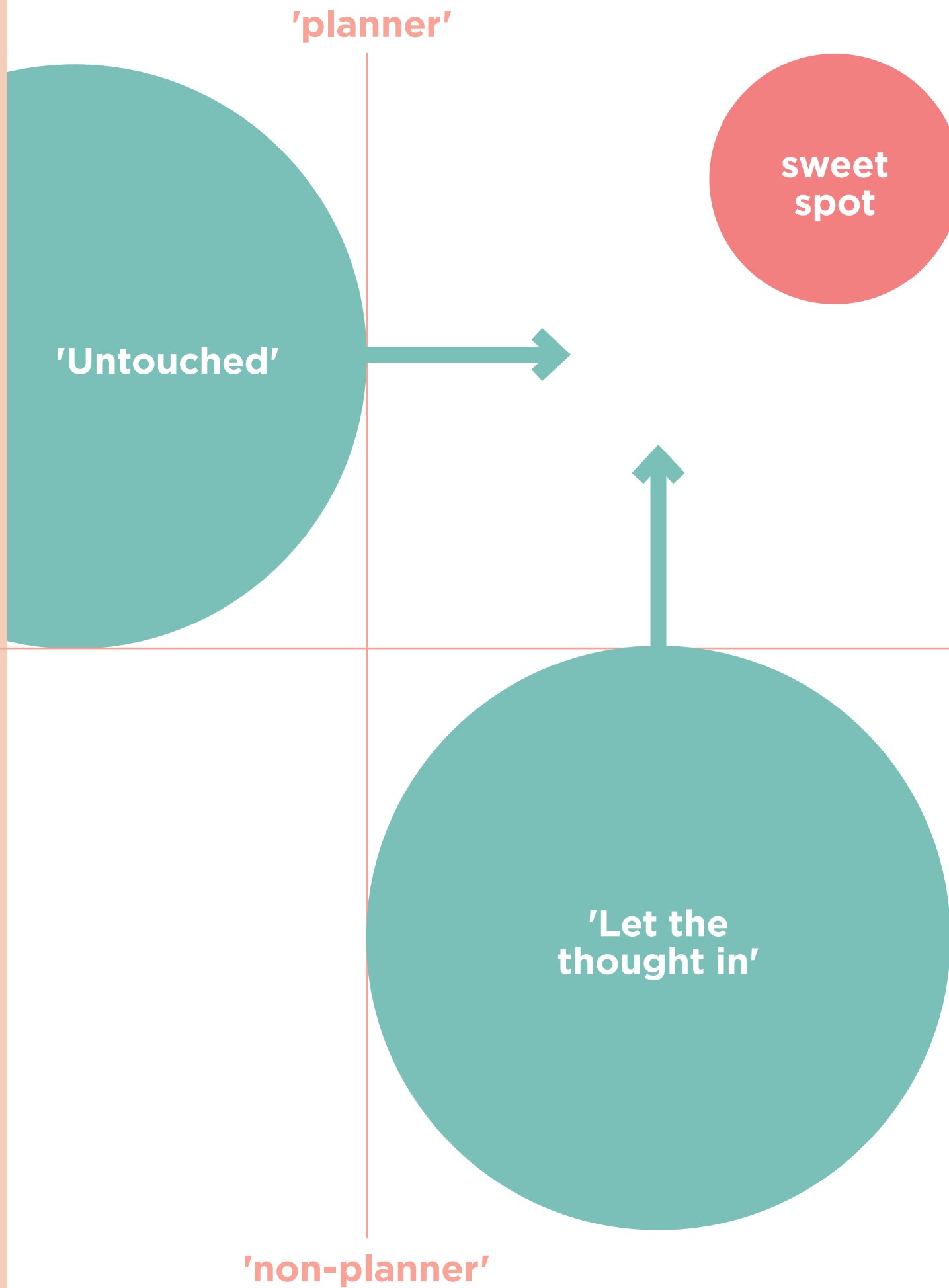
Positive life events

Negative life events

Planning events

"don't force it"

uncomfortable with death



Some of the touchpoints

The screenshot shows a web browser at oddsandends.uk.com. The page title is 'Funeral plan'. A progress bar at the top shows five steps: Overall tone, The service, Locations, Trustée (highlighted), and Print & store. The main content is titled 'Trustée' and explains the need to name a trustee. It includes a 'Before you do this' section with advice on how to communicate the decision, such as sending an email template or using one-liners. A 'Jargon buster' label is visible on the left side of the page.

odds & ends

Funeral plan

Overall tone The service Locations **Trustée** Print & store

Trustée

Finally you need to tell us who you wish should be able to access your odds & ends wishes once you're gone. We call this your trustee.

Before you do this

Just take a second to think about how you'd like for your loved ones to notify you if they were to appoint you as their odds & ends trustee.

We'd like to send him or her an email, inviting them to accept their role of your trustee, so we can make sure that they can access your odds & ends when the time comes. But before you send off that invite, you might want to send them a text, have a chat in-person or over the phone, or maybe write an email to them explaining what has made you take steps towards planning your funeral, why you wish them to be your trustee and what that would involve.

We're here to help you with that.

You can download an **email template** here

or

check out the **one-liners** for ways to start the conversation in person.

You may also wish to explain in person some of the details of your funeral plans you have made to check that they are clear on your wishes, or that you haven't made and choices which might shock them. For that you might want to invite them round for a cup of tea or dinner - using the **invitation** templates we have made.

Jargon buster

odds & ends

Funeral plan

your trustee and what that would involve. We're here to help you with that.

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When you're ready

Once you're happy for us to send off that invite to your trustee, just fill out the form below with their details, and we'll take care of the rest.

Full name

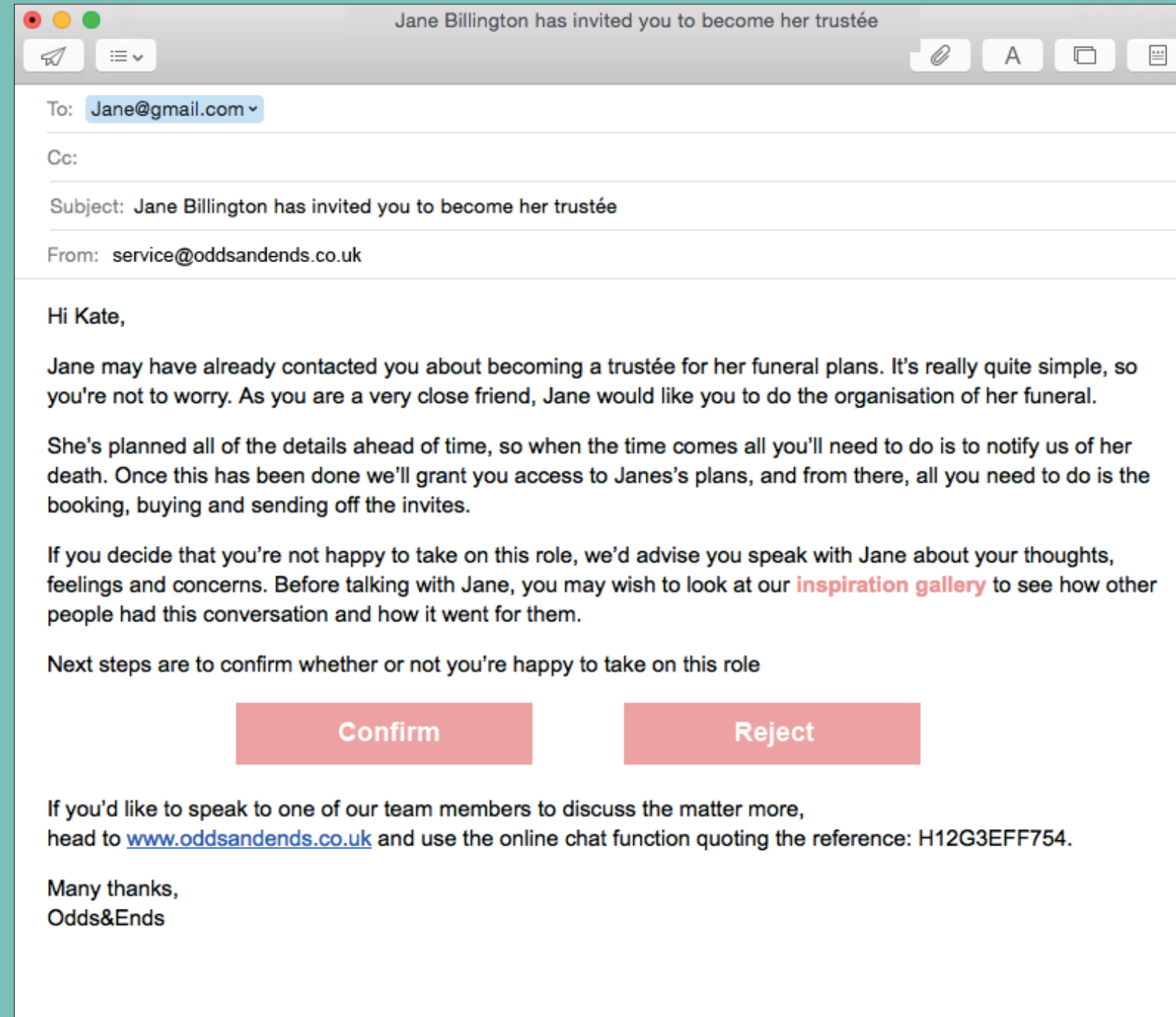
Email address

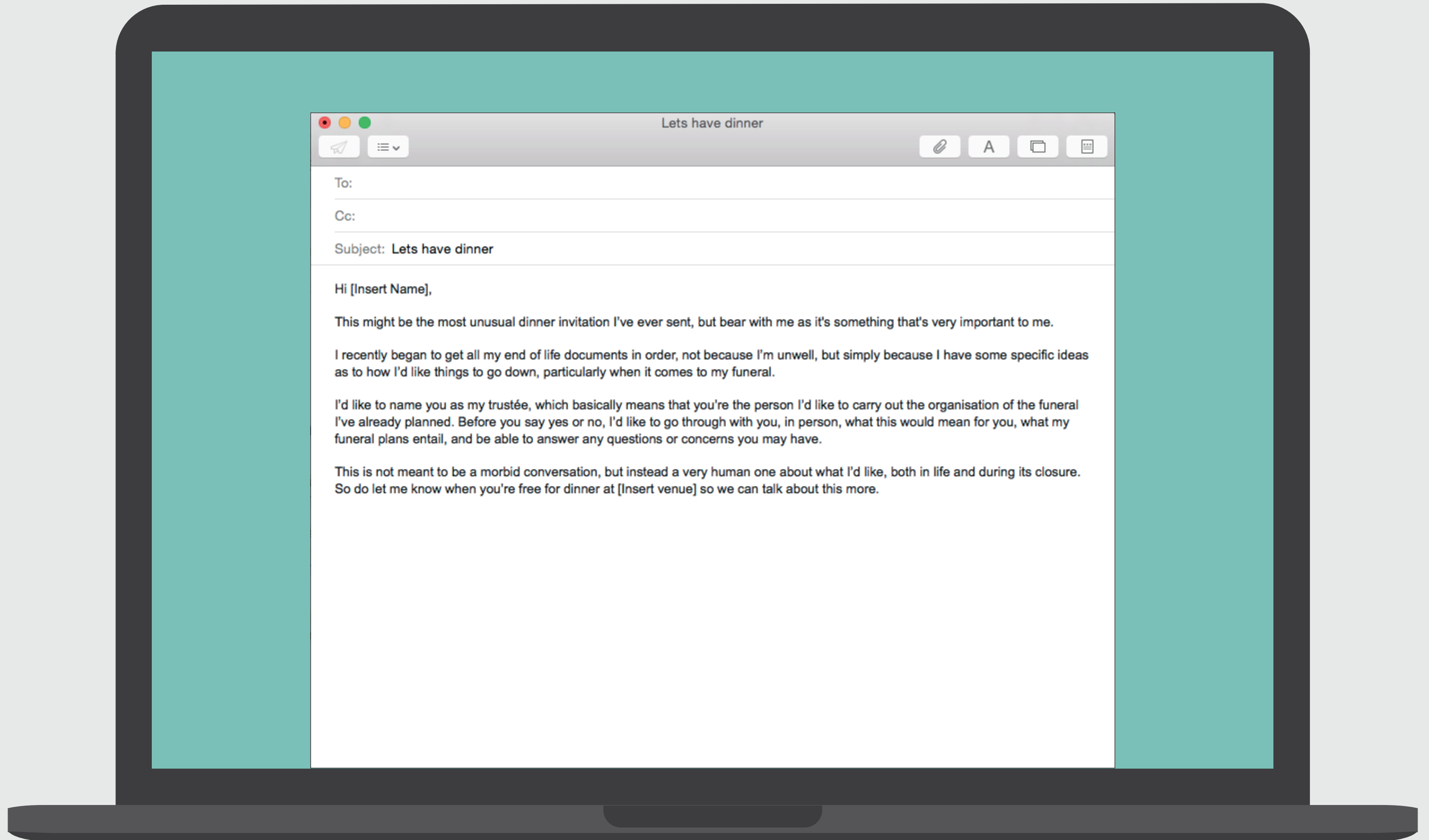
Their relationship to me

Family

Next

Jargon buster

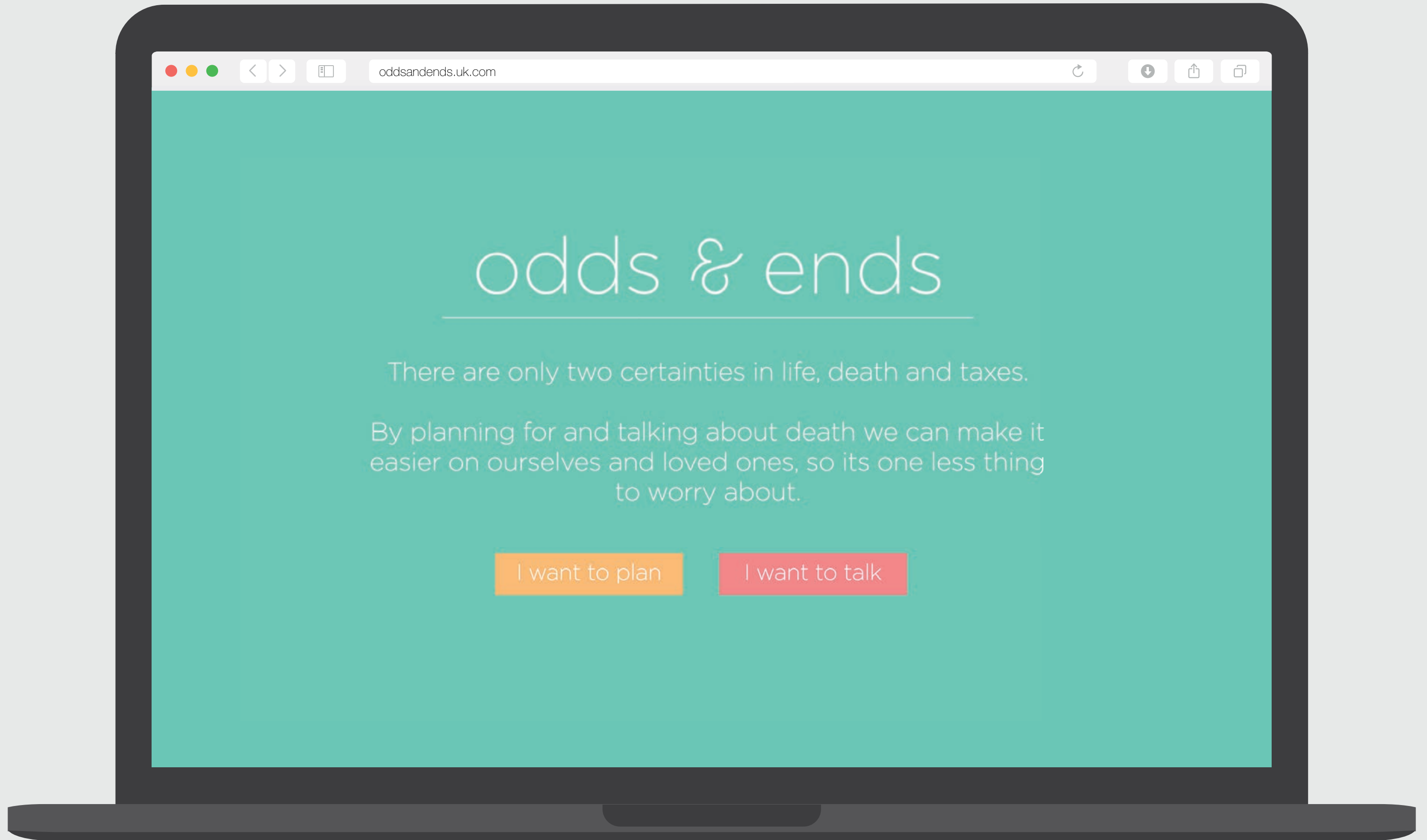






Odds & Ends

(prototype)



oddsandends.uk.com

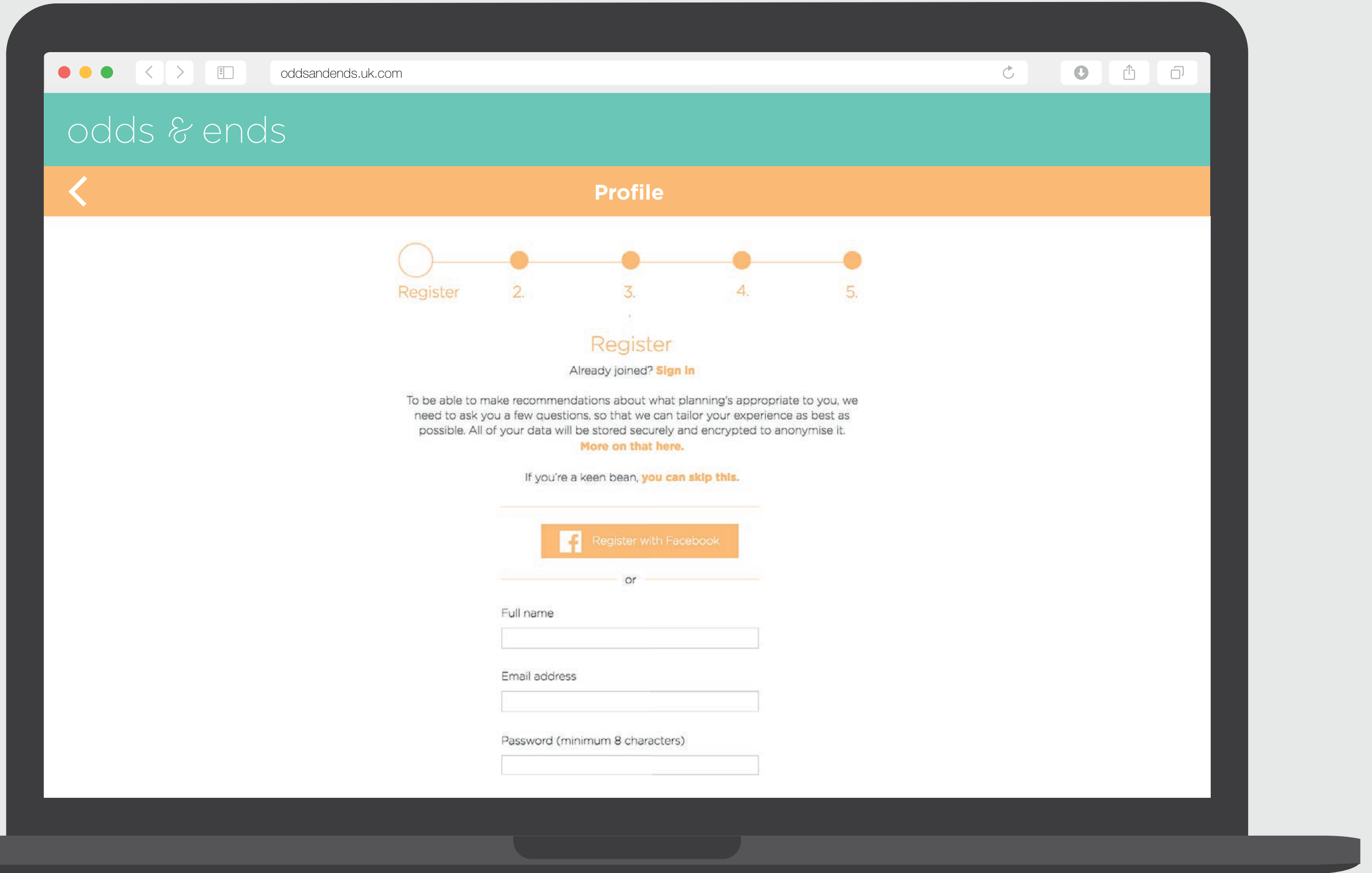
odds & ends

There are only two certainties in life, death and taxes.

By planning for and talking about death we can make it easier on ourselves and loved ones, so its one less thing to worry about.

I want to plan

I want to talk



Register

Already joined? [Sign in](#)

To be able to make recommendations about what planning's appropriate to you, we need to ask you a few questions, so that we can tailor your experience as best as possible. All of your data will be stored securely and encrypted to anonymise it.

[More on that here.](#)

If you're a keen bean, [you can skip this.](#)

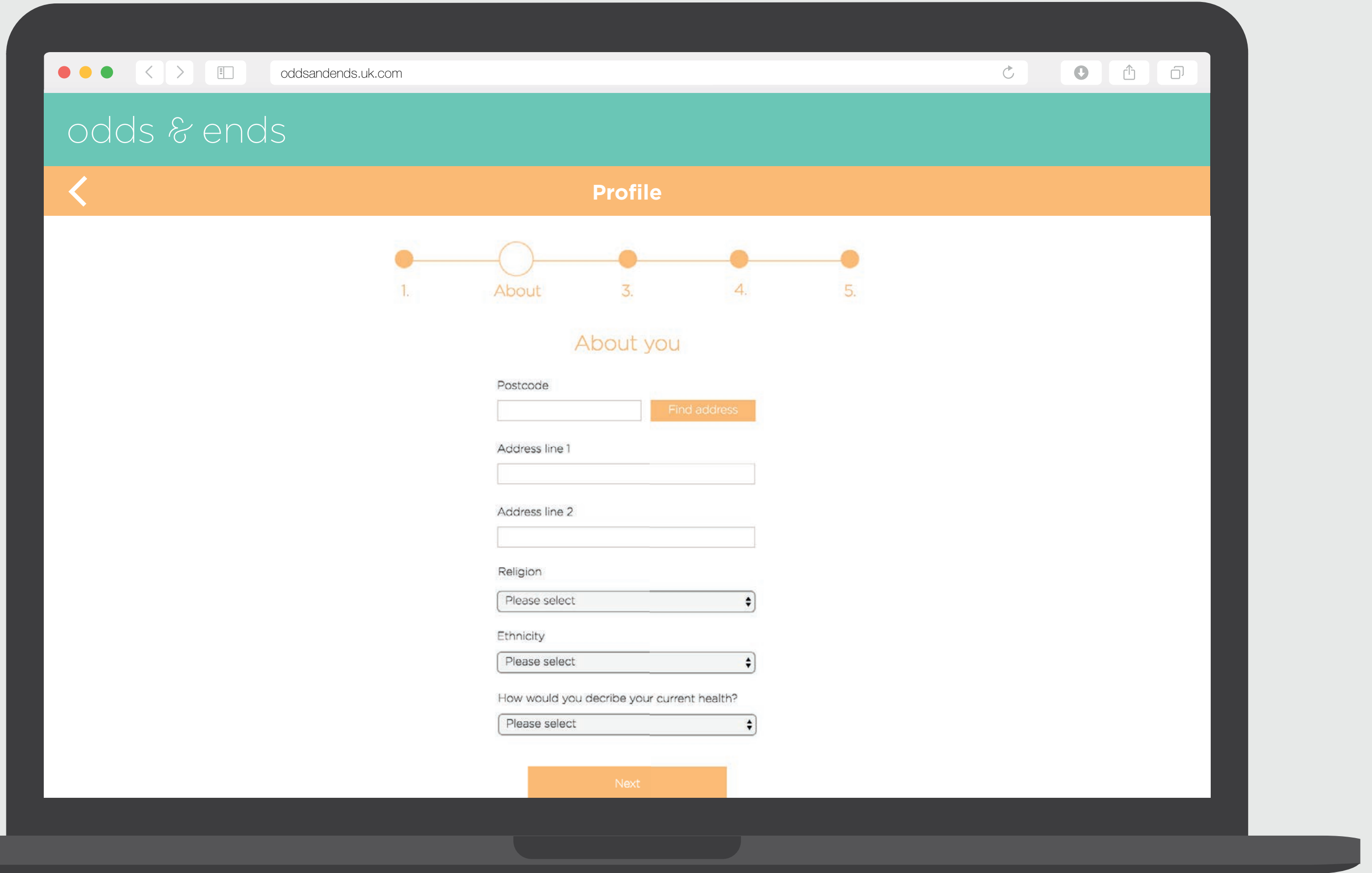
 Register with Facebook

or

Full name

Email address

Password (minimum 8 characters)



odds & ends

Profile

1. 2. More about 4. 5.

More about you

Now that we know a little about you, we're going to ask some more prying questions, so we know which documents are going to fit your personal circumstances.
We're all friends here, so answer as honestly as you can.

Which documents do you currently have?

- Organ donation
- Funeral plans
- Will
- Advanced statement
- Advanced decision
- Lasting power of attorney
- None of the above

Are you any of the following?

- Married
- Have children
- Have assets over £15,000
- In a Civil partnership
- Separated
- None of the above

Next

Jargon buster

odds & ends

Profile

1. 2. 3. Preferences 5.

Your preferences

We know that you're quite young, so it's statistically unlikely anything will happen to you but just in case, we're going to ask you to think about your preferences at end of life. This will help us determine if you might need some documentation on your care in the future.

Is it important for you to think about the type and terms of your care in old age?

No Not sure A little Yes Strong views

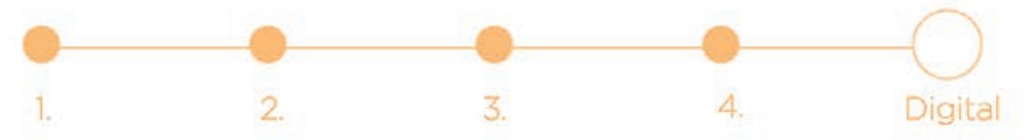
If you were in a coma, would it be important that your treatment wishes were fulfilled?

No Not sure A little Yes Strong views

Next

Jargon buster

Profile



Digital presence

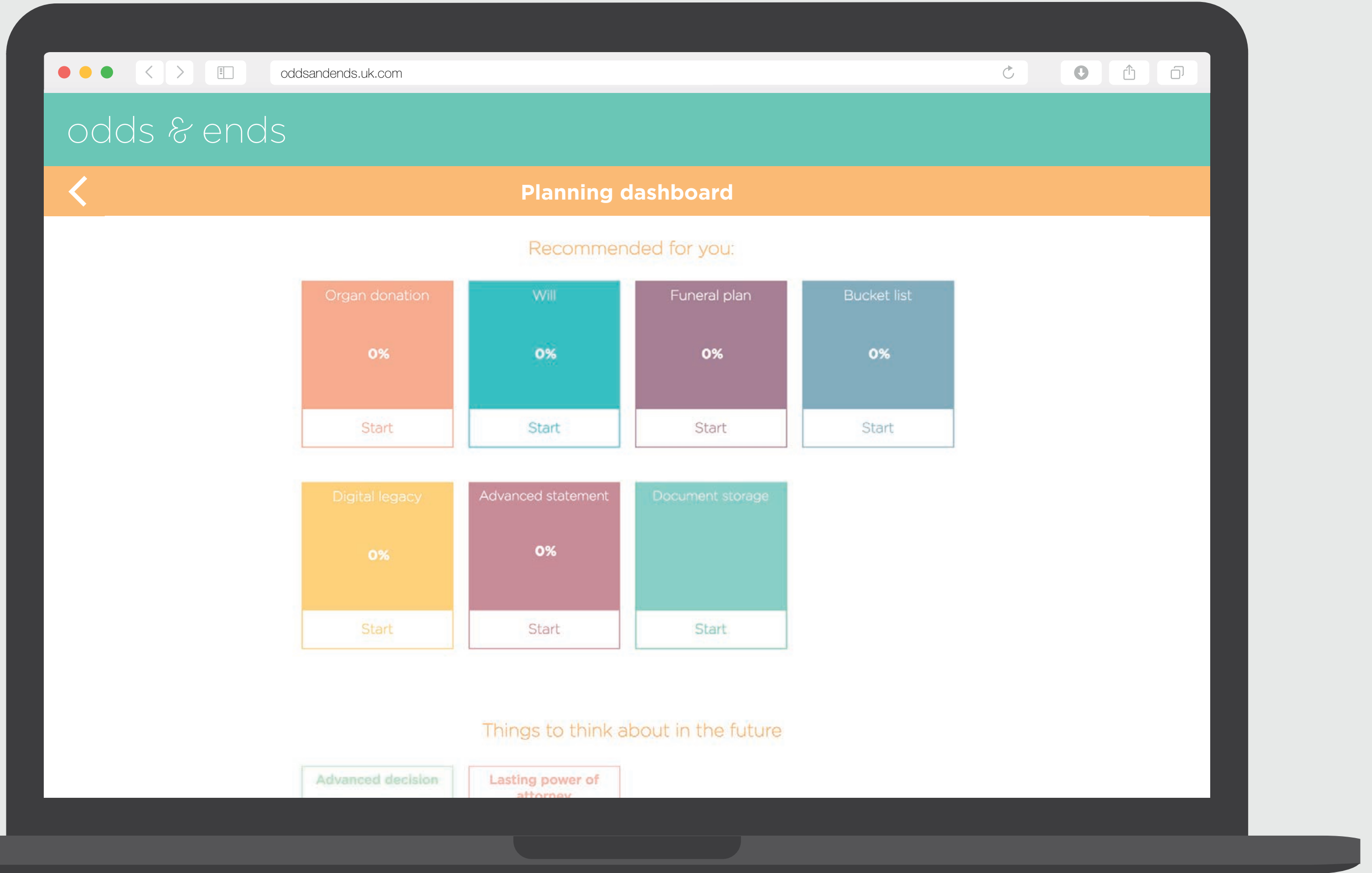
Do you have documents, files, accounts, or media online?

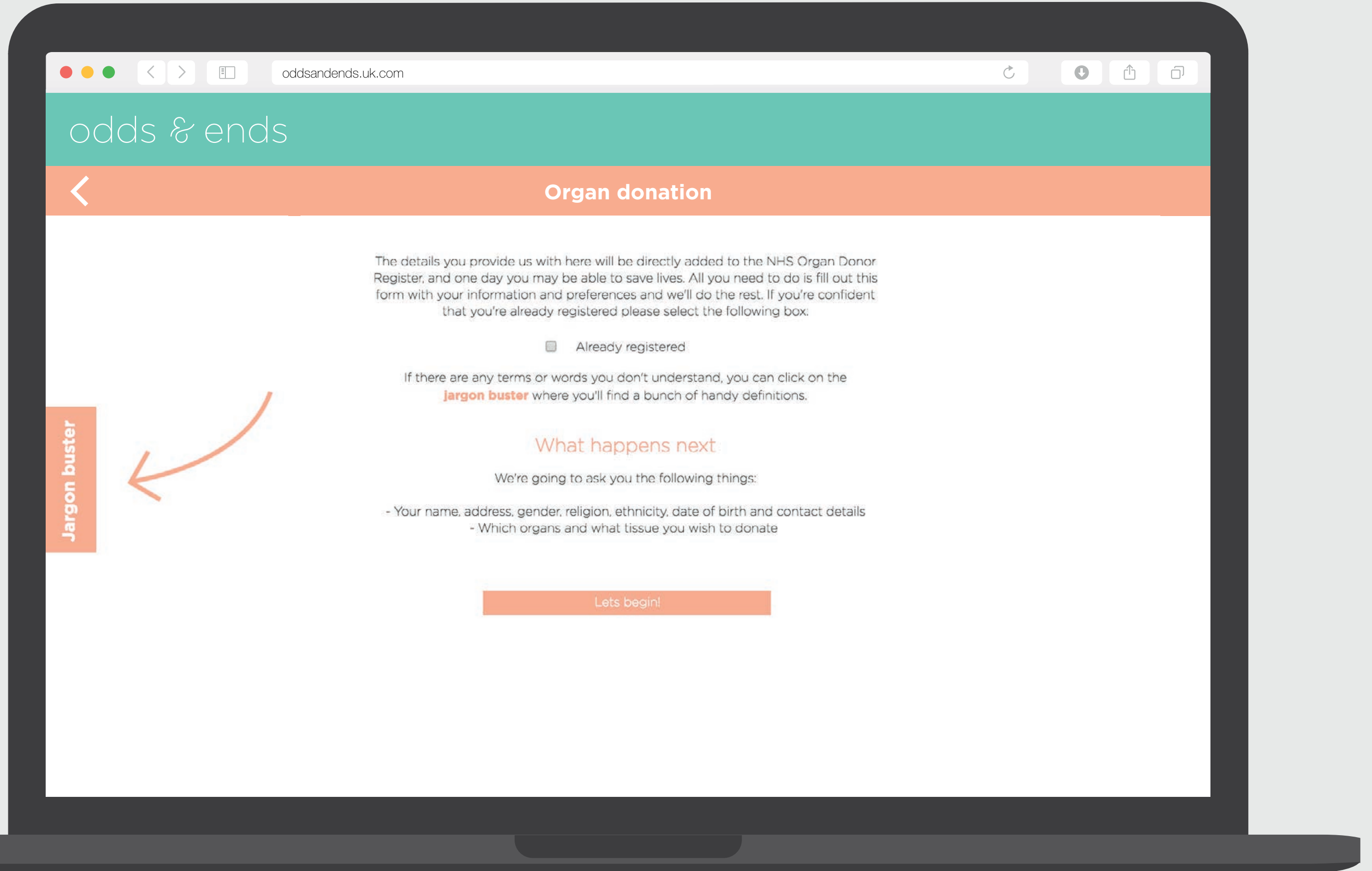
Please select

Next



Donate





Jargon buster

odds & ends

Organ donation

The details you provide us with here will be directly added to the NHS Organ Donor Register, and one day you may be able to save lives. All you need to do is fill out this form with your information and preferences and we'll do the rest. If you're confident that you're already registered please select the following box:

Already registered

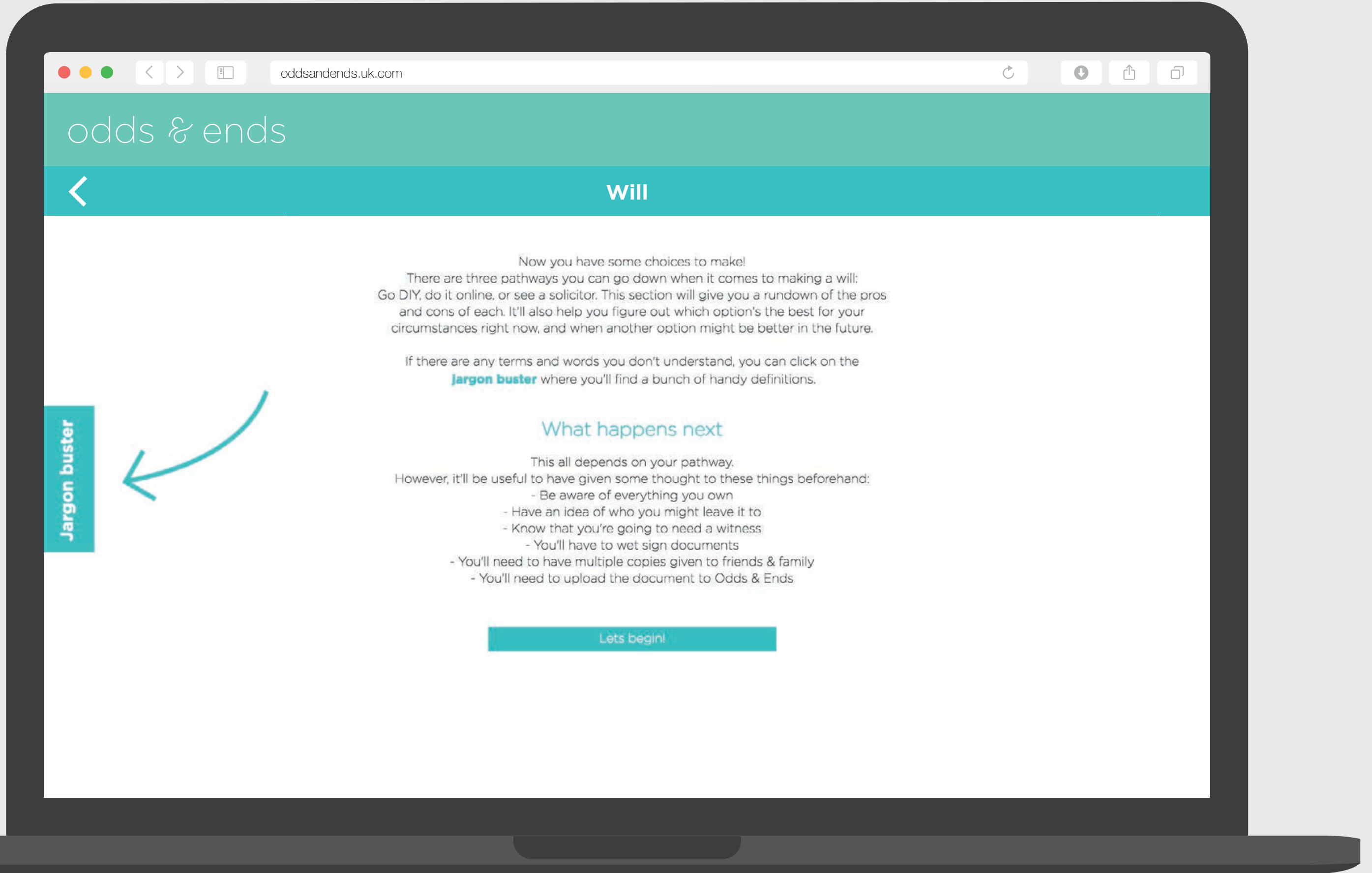
If there are any terms or words you don't understand, you can click on the **jargon buster** where you'll find a bunch of handy definitions.

What happens next:

We're going to ask you the following things:

- Your name, address, gender, religion, ethnicity, date of birth and contact details
- Which organs and what tissue you wish to donate

Lets begin!



Will

Now you have some choices to make!

There are three pathways you can go down when it comes to making a will: Go DIY, do it online, or see a solicitor. This section will give you a rundown of the pros and cons of each. It'll also help you figure out which option's the best for your circumstances right now, and when another option might be better in the future.

If there are any terms and words you don't understand, you can click on the [Jargon buster](#) where you'll find a bunch of handy definitions.

What happens next

This all depends on your pathway.

However, it'll be useful to have given some thought to these things beforehand:

- Be aware of everything you own
- Have an idea of who you might leave it to
- Know that you're going to need a witness
- You'll have to wet sign documents
- You'll need to have multiple copies given to friends & family
- You'll need to upload the document to Odds & Ends

Lets begin!

Jargon buster



oddsandends.uk.com

odds & ends


Funeral plan

Overall tone The service Locations Personal representative Print & store

Overall tone

What would you like the overall look and feel to be?


Jargon buster

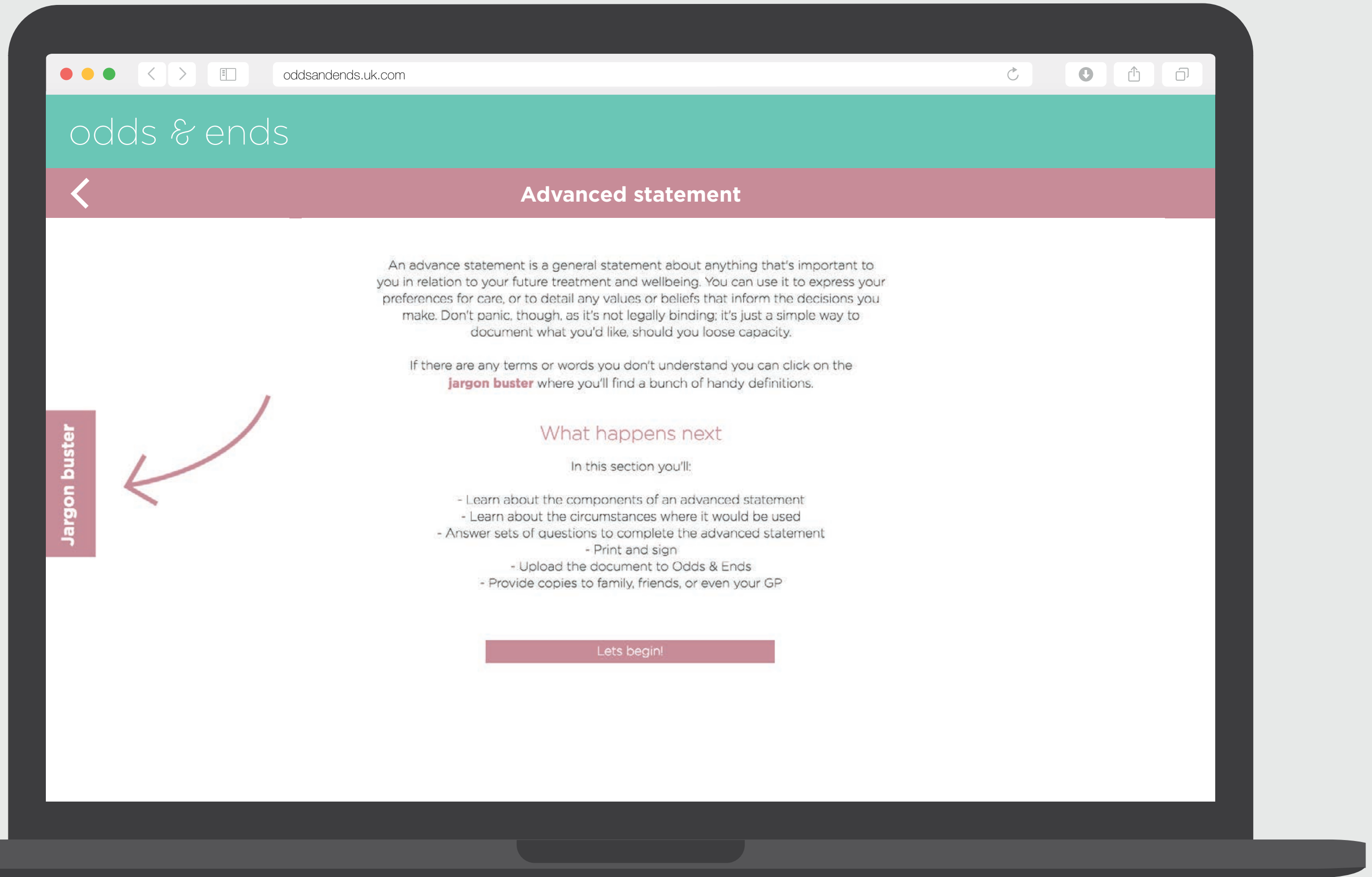


✓ ✗ ✓ ✗ ✓ ✗

Now try to describe how this translates into wishes, values or beliefs

Would you prefer....





Jargon buster



Advanced statement

An advance statement is a general statement about anything that's important to you in relation to your future treatment and wellbeing. You can use it to express your preferences for care, or to detail any values or beliefs that inform the decisions you make. Don't panic, though, as it's not legally binding; it's just a simple way to document what you'd like, should you loose capacity.

If there are any terms or words you don't understand you can click on the **jargon buster** where you'll find a bunch of handy definitions.

What happens next

In this section you'll:

- Learn about the components of an advanced statement
- Learn about the circumstances where it would be used
- Answer sets of questions to complete the advanced statement
 - Print and sign
 - Upload the document to Odds & Ends
- Provide copies to family, friends, or even your GP

Lets begin!

Advanced statement



When would an advanced statement be used?

In short, an advanced statement will come into play when you're no longer able to make decisions for yourself. There are many reasons why you may be unable to make decisions for yourself. For example, you could become unconscious, or have dementia, a mental health condition, a brain injury, or a stroke. If you cannot make decisions for yourself, it's called not having 'capacity'. You lack capacity to make a decision if you can't do one of these things:

- Understand information relating to the decision
- Retain that information for long enough to make the decision
- Take that information into account when making the decision
- Communicate the decision

Next

Jargon buster

odds & ends

Advanced statement

What When Validate

About you My wishes My health Review

About you

Full name

Postcode

Address line 1

Address line 2

Date of birth

Jargon buster

odds & ends

Advanced statement

What When Validate

About you My wishes My health Review

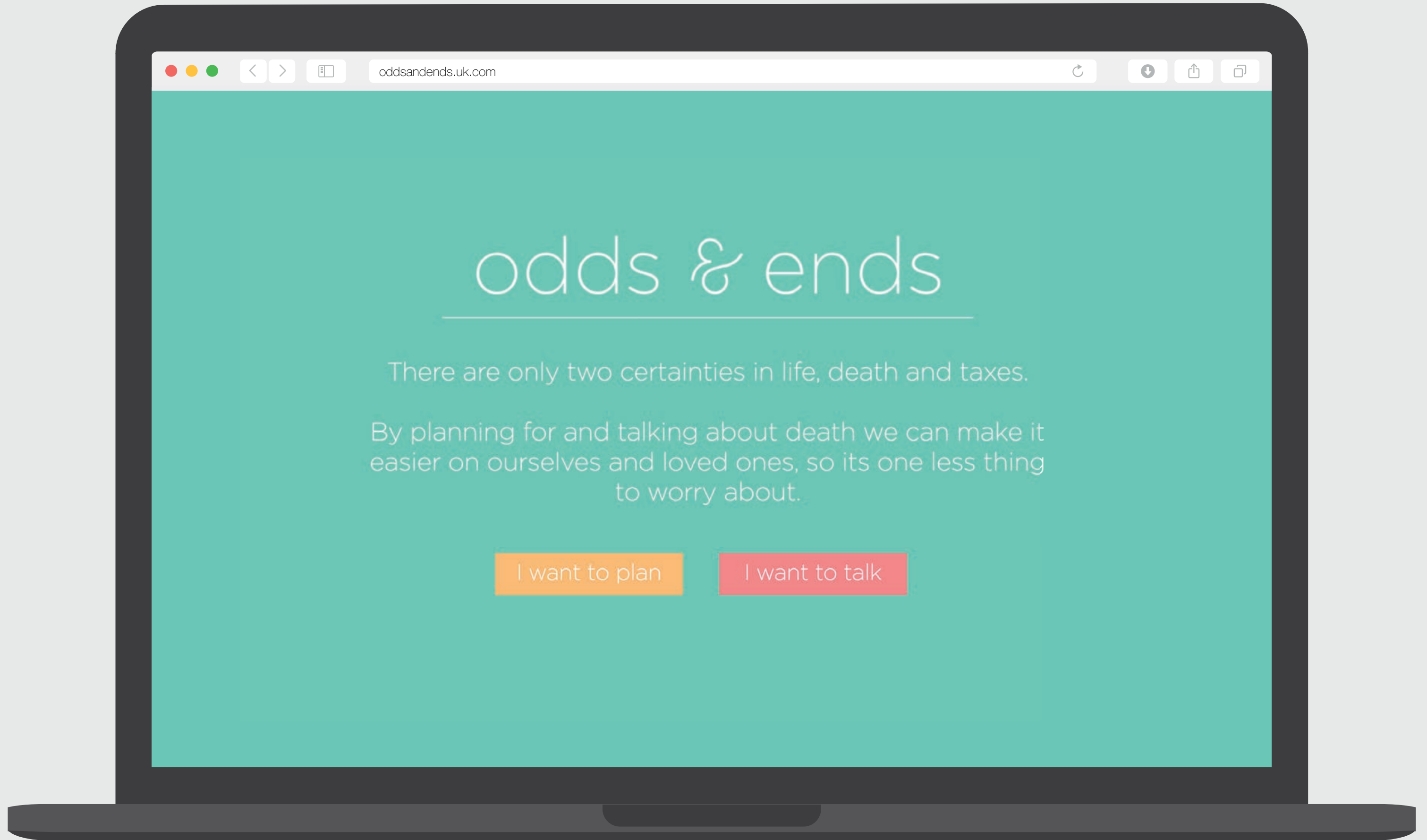
My likes and dislikes

My hobbies or pastimes
e.g. reading, walking, fishing, knitting, running, photography etc.

Things that are important to me, my identity and my quality of life
e.g. preferred name, hair styles, clothing style, type of music etc.

Things I don't like

Jargon buster



oddsandends.uk.com

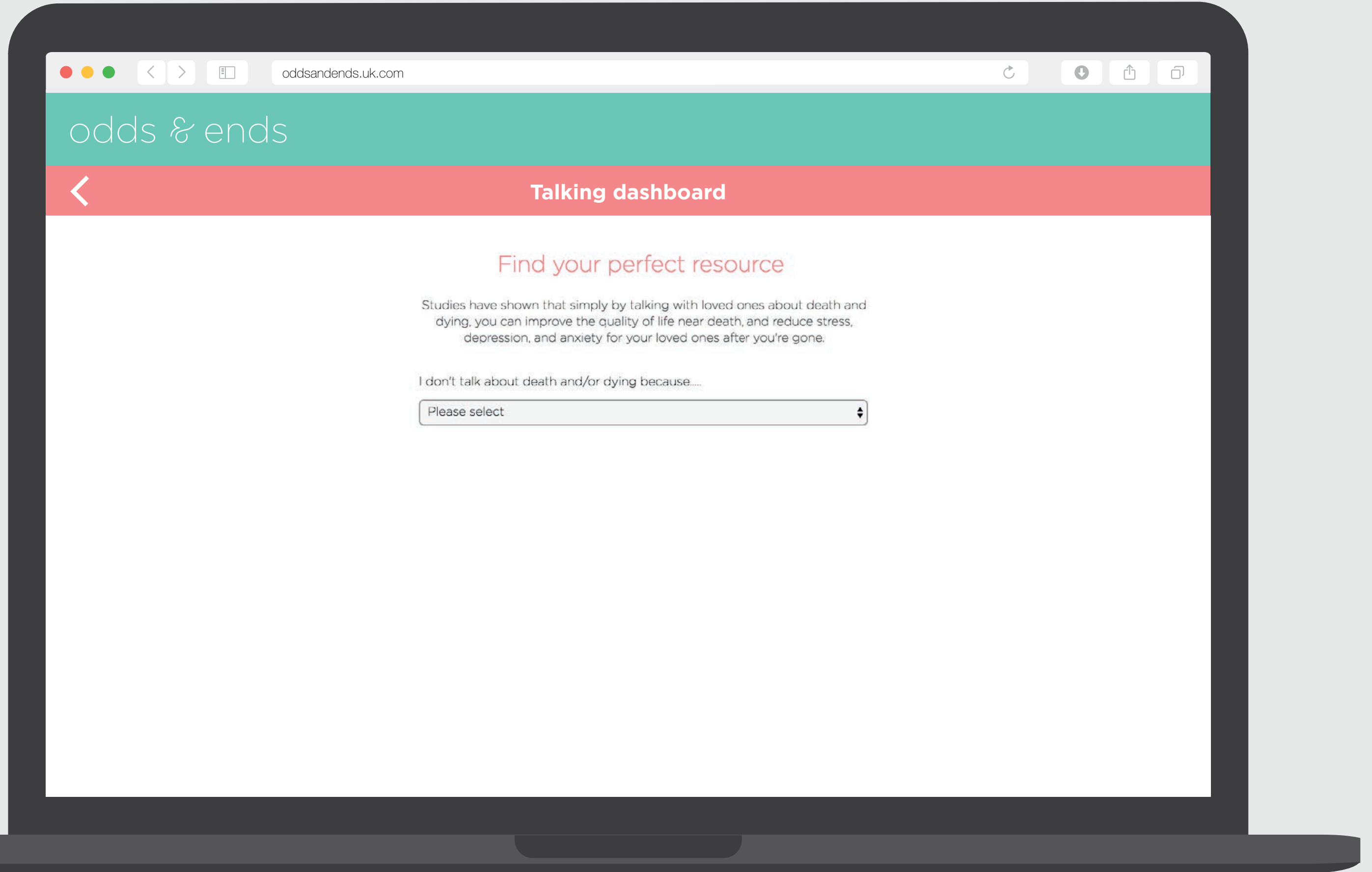
odds & ends

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By planning for and talking about death we can make it easier on ourselves and loved ones, so its one less thing to worry about.

I want to plan

I want to talk

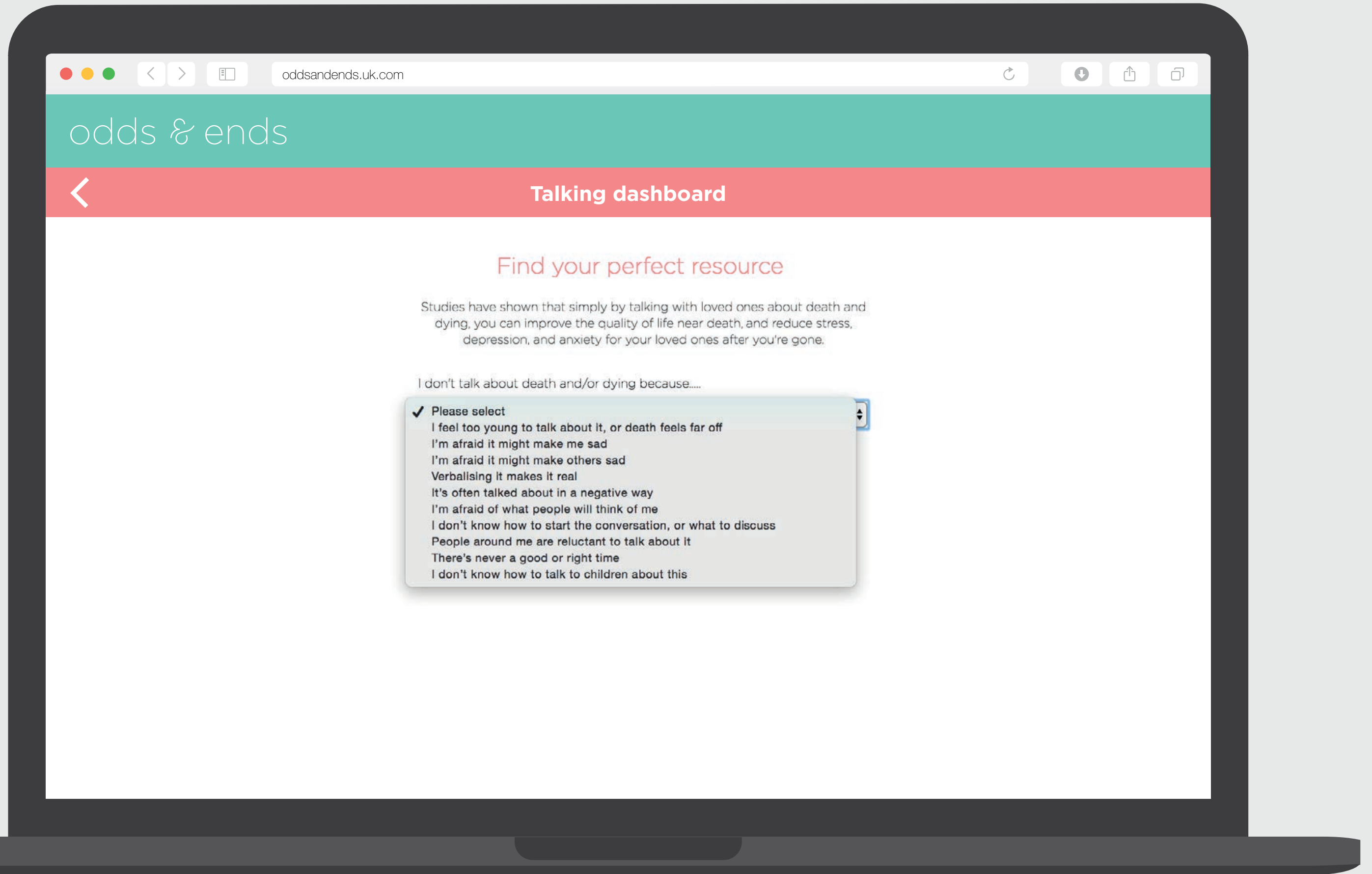


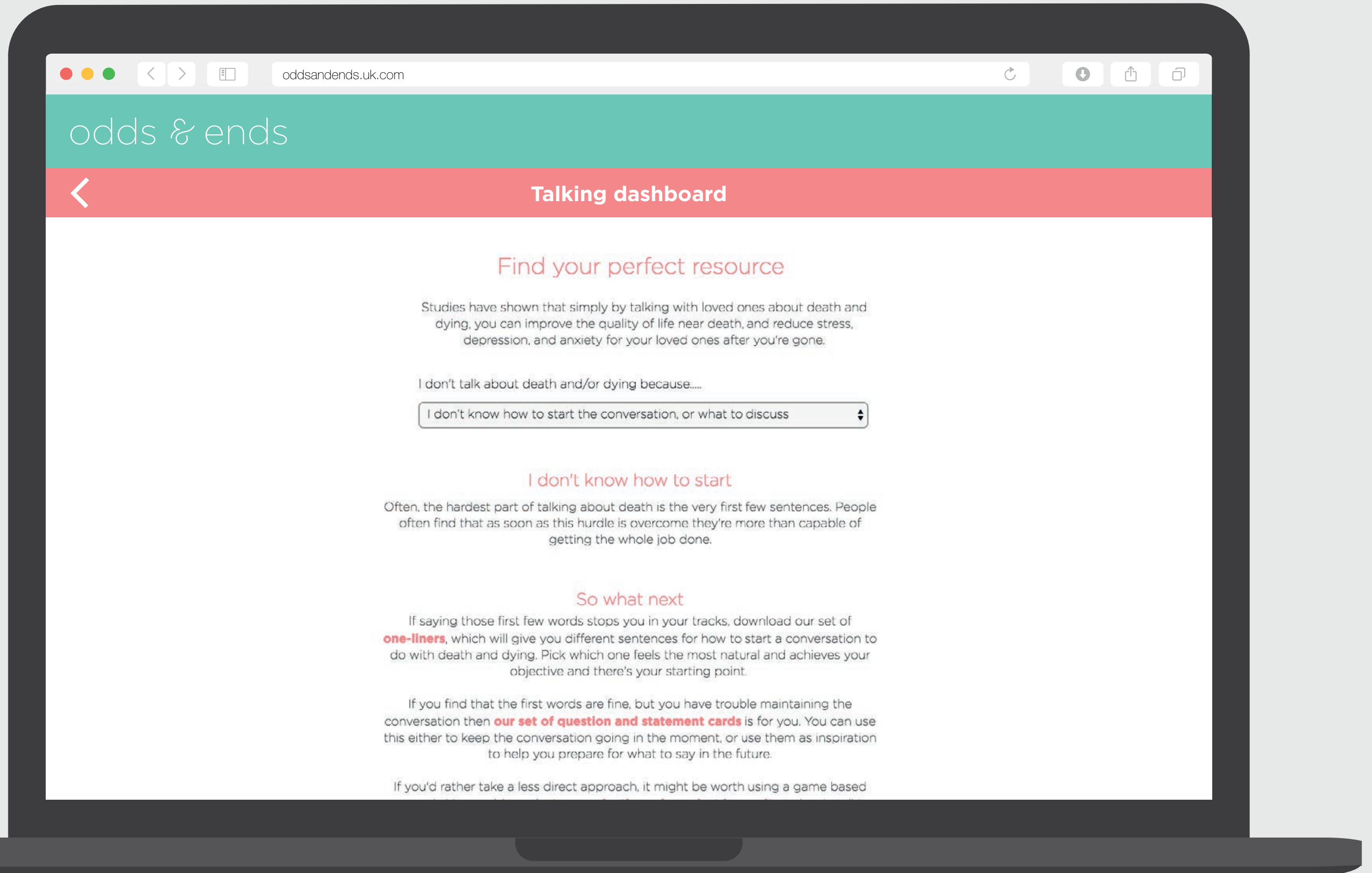
Find your perfect resource

Studies have shown that simply by talking with loved ones about death and dying, you can improve the quality of life near death, and reduce stress, depression, and anxiety for your loved ones after you're gone.

I don't talk about death and/or dying because....

Please select









'Being in familiar surroundings'



'Maintaining my quality of life'



'Still being able to help others'



'Keeping my sense of humour'



'Being able to talk about what scares me'



'Saying thank you to the people I leave behind'



'Feeling in control'



'Having my financial affairs in order'



'Getting enough care'



'Not dying alone'



'Knowing that my family is prepared for my death'



'Making sure my family knows that I love them'



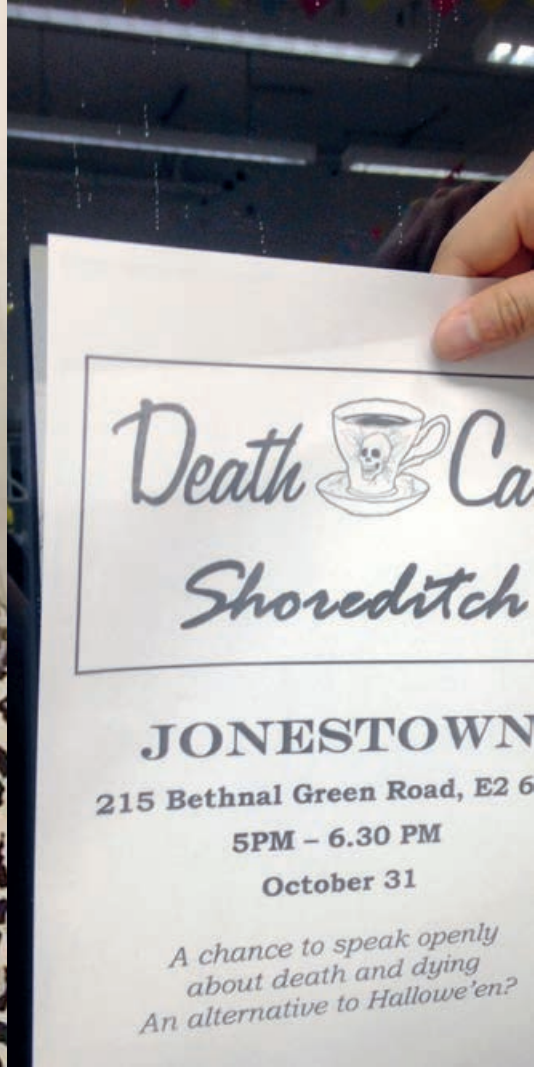


Qualitative research

Our journey to today



Royal Trinity Hospice
Living every moment



End of life. Exhib

Dialogue exhibition: Snuff it

Dialogue exhibition: Snuff it



DIGITAL APPEARANCE

Have you thought about what would happen to your digital presence after you pass away?

The organization gives invites you to think about how you would like to manage your digital accounts such as Facebook, Twitter, and Instagram. Would you like to delete them permanently, let your loved ones manage them as memorial pages or keep them exactly the way they are now. - discuss!



QUESTION BOOTH

Come inside the question booth
and share your more personal thoughts in an
anonymous, safe and private environment.

Inside the booth you will find a notepad of questions and a contained recording device. If you don't feel comfortable answering any of the questions you don't have to, just skip it and take a look at the next one. Feel free to talk about whatever you desire, share your thoughts on what you have seen today and most importantly take a moment of quiet reflection. The recording will be used for research purposes only and will not be made publicly available.

Dialogue exhibition: Snuff it





death
fair
Saturday 5th March 2016

the co-operative funeralcare

BODY SHOP

Kao

LIFE PLANNER PACK



Years ago at a mutual friend's birthday party, Mark and Sam decided to spend a year of studying to be a professional. Mark got a job as web developer and Sam as a graphic designer. Written less than a year, they moved in together and although they were very much in love, each other they were getting fed up with having to move to a new home every year.



After saving up enough for a good deposit, and were in the market to buy their first house. After having the properties by their estate agent, they finally found what they were looking for, and were seen to




On that note, they were also given a 'new life planner pack', which the mortgage advisor presented to them as an easy way to make a will and more. Will said thank you for everything, and took the pack with him back home.




Mark clicked on the plant for more details and discovered that not only was the plant in itself a pretty cool gift for a housewarming, but as the plant grows Sam would have to undertake various stages of being a responsible adult. As Sam was now a homeowner he would also need a will so that if anything did happen to him, there wouldn't be a legal issue left for his girlfriend.




HOUSEWARMING+




What to get the guy who has everything as a housewarming gift? Mark's childhood buddy, Sam, had just bought his first apartment in London with his girlfriend. Sam was having a housewarming party and Mark was struggling with a gift idea as Sam is the kind of guy who has everything.




Mark checked out [www.comingtogether.com](#) to see what the gift suggestions were, they are normally quite good about ideas. Low and behold they have a section for housewarming gifts and the grow-your-own-herb plant stuck for Mark's eye.




When the plant reaches 1 cm Sam has to make sure he has home insurance set up.




When it reaches 2 cm he is obliged to spend 30 minutes thinking about what about means to him.



When it reaches 3 cm he has to have a legal will in place.




And when it reaches 4 cm he has to have completed an advance statement.




The activities built up over time and Mark felt that the gift was really helpful to come to terms with the pack mortality and be able to plan a secure future for his girlfriend. Should anything happen according to plan.


WHO AM I?



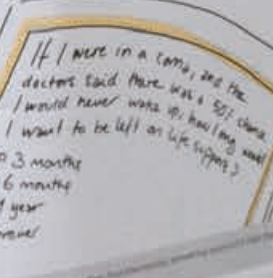
Emily arrived home from work one day and while struggling to get through her front door noticed something quite special on the table in the hallway. Emily checked her bag, going up the stairs to her room and began to investigate.



As she opened the box, she noticed it felt like a book and she was sure that it was to help her. She opened it and she found a card that said 'WHO AM I?' and she began to read the card.




On Saturday night she had her first date with the mysterious man. He was a bit of a mystery, but she was sure that she was going to have a great time. She was sure that she was going to have a great time.



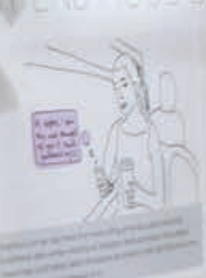
If I were in a coma, and the doctor said there was a 50% chance I would never wake up, how long would I want to be left on life support?

- 3 months
- 6 months
- 1 year
- forever




As she began to read the card, she noticed that it was a book. She was sure that she was going to have a great time. She was sure that she was going to have a great time.

MY END WORD BOARD



As she opened the box, she noticed it felt like a book and she was sure that it was to help her. She opened it and she found a card that said 'WHO AM I?' and she began to read the card.



On Saturday night she had her first date with the mysterious man. He was a bit of a mystery, but she was sure that she was going to have a great time. She was sure that she was going to have a great time.



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- 3 months
- 6 months
- 1 year
- forever



As she began to read the card, she noticed that it was a book. She was sure that she was going to have a great time. She was sure that she was going to have a great time.

END OF LIFE



As she opened the box, she noticed it felt like a book and she was sure that it was to help her. She opened it and she found a card that said 'WHO AM I?' and she began to read the card.



On Saturday night she had her first date with the mysterious man. He was a bit of a mystery, but she was sure that she was going to have a great time. She was sure that she was going to have a great time.



If I were in a coma, and the doctor said there was a 50% chance I would never wake up, how long would I want to be left on life support?

- 3 months
- 6 months
- 1 year
- forever



As she began to read the card, she noticed that it was a book. She was sure that she was going to have a great time. She was sure that she was going to have a great time.



Desk research

Advance care planning (**ACP**) is a process “whereby a patient, in consultation with health care providers, family members and important others, makes decisions about his or her future health care, should he or she become incapable of participating in medical treatment decisions.”

'Thinking Ahead' – GSF Advance Care Planning Discussion



We wish to be able to provide the best care possible for all patients and their families, but to do this we need to know more about what is important to them and what are their needs and preferences for the future.

The aim of any discussion about thinking ahead, often called an Advance Care Planning Discussion, is to develop a better understanding and recording of peoples' priorities, needs and preferences and those of their families and carers. This should support planning and provision of care, and enable better planning ahead to best meet these needs. This philosophy of 'hoping for the best but preparing for the worst' enables a more proactive approach, and ensures that it is more likely that the right thing happens at the right time.

This example of an Advance Statement should be used as a guide, to record what the patient DOES WISH to happen, to inform planning of care. In line with the Mental Capacity Act (2005), this is different from a legally binding refusal of specific treatments, or what a patient DOES NOT wish to happen, which is called an Advance Decision (to refuse treatment) (ADRT).

Ideally an Advance Care Plan should be discussed to inform future care at an early stage. Due to the sensitivity of some of these issues, some may not wish to answer them all, or may quite rightly wish to review and reconsider their decisions later. This is a 'dynamic' planning document to be adapted and reviewed as needed and is in addition to Advanced Directives, Do Not Resuscitate plan, or other legal document.

Name:		Date completed:	
Address:		GP Details	
DOB:	Hosp / NHS no:	Hospital contact:	
Family members involved in Advance Care Planning discussions:			
Name:		Contact tel:	
Name of healthcare professional involved in Advance Care Planning discussions:			
Role:		Contact tel:	

Patient signature	Date
Next of kin / carer signature (if present)	Date
Healthcare professional signature	Date
Review date:	

'Thinking Ahead' – GSF Advance Care Planning Discussion



Thinking ahead....

1. At this time in your life what is it that makes you happy or you feel is important to you?

2. What elements of care are important to you and what would you like to happen in future?

3. What would you **NOT** want to happen? Is there anything that you worry about or fear happening?

4. Do you have a Legal Advance Decision to Refuse Treatment document? (This is in keeping with the Mental Capacity Act (2005) and enables people to make decisions that will be useful if at some future stage they can no longer express their views themselves) No / Yes

If yes please give details (eg who has a copy?)

5. Proxy / next of kin

Who else would you like to be involved if it ever becomes difficult for you to make decisions or if there was an emergency? Do they have official Lasting Power of Attorney (LPoA)?

Contact 1 Tel..... LPoA Y / N

Contact 2 Tel..... LPoA Y / N

6. Preferred place of care

If your condition deteriorates where would you most like to be cared for?

1st choice

2nd choice

Comments

7. Do you have any special requests, preferences, or other comments?

8. Are there any comments or additions from other people you are close to? (Please name)

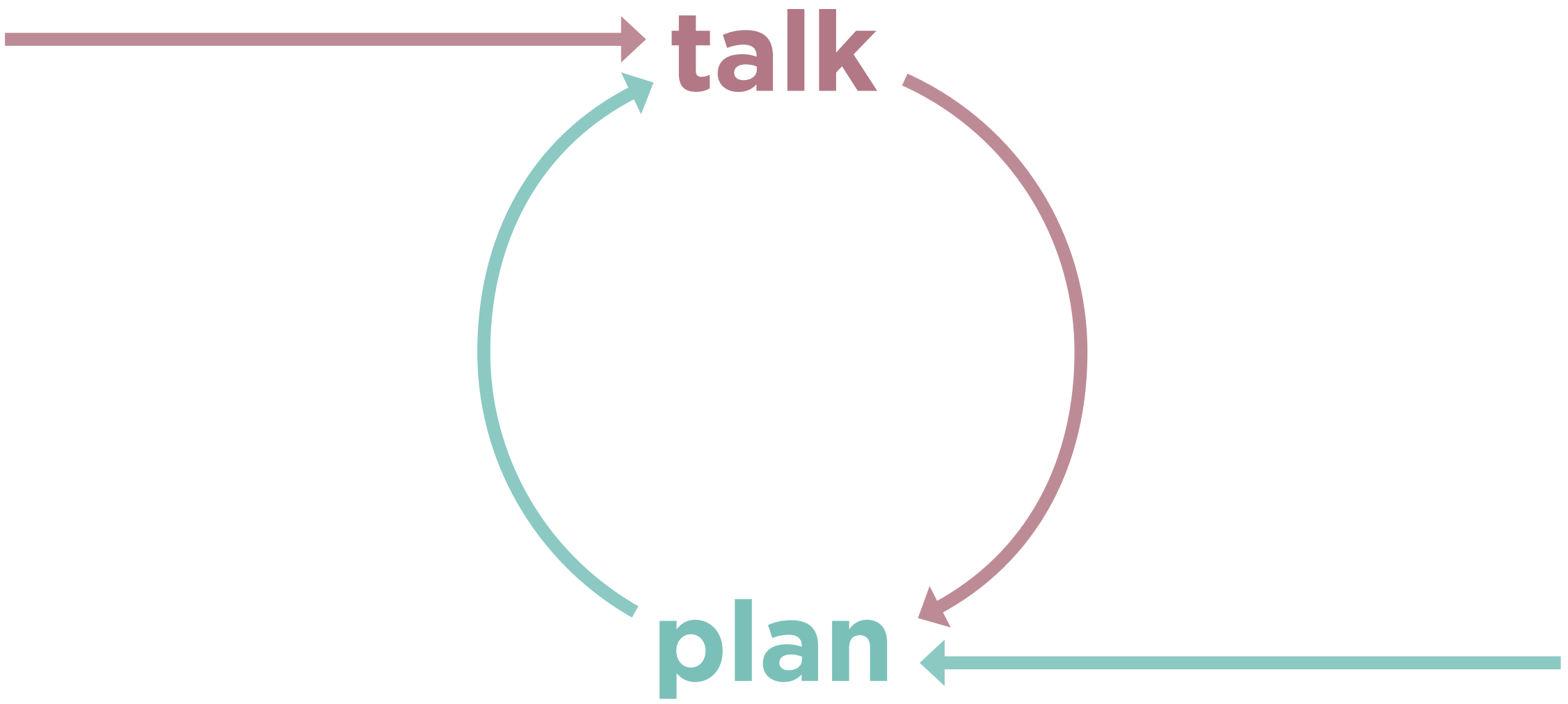
NB See also any separate DNACPR/AND or ADRT documents.

Almost two thirds (64%) of UK adults don't have a will and of those that do, almost a third are out of date as they have not been revised to take into account major life changes including marriage, children and divorce.

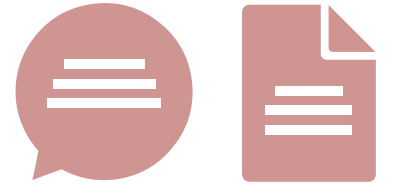
Around one in five (23%) of those aged 75 haven't discussed their end of life wishes because death seems far off.



'People with newly diagnosed life-threatening or life-limiting illness often find it difficult to talk about their end of life preferences at this time, and people who become ill suddenly may never have the opportunity. Such findings suggest probable benefits in discussing end of life preferences while well, before death seems close.'



Talking or planning?

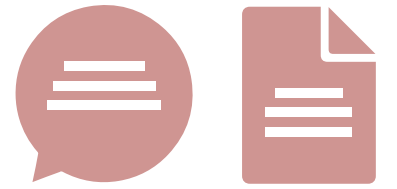


'Unfortunately, EOL discussions are often poorly documented in the medical record, and other studies have revealed that patients and caregivers recall of conversations often disagree.'*

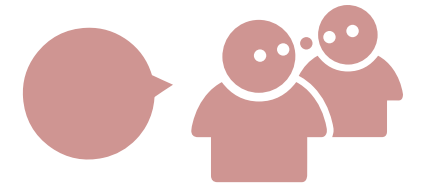
'Although documentation is often completed during the process of advance care planning, documentation alone is unlikely to improve outcomes.'**

*Wright, A. A. et. al. (2008). *Associations between end-of-life discussions, patient mental health, medical care near death, and caregiver bereavement adjustment*. JAMA, 300(14), 1665-1673.

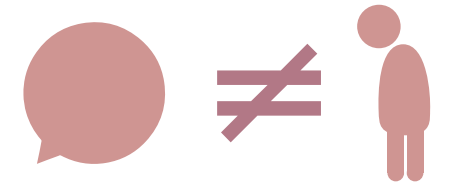
**Detering, K. M. et. al. (2010). *The impact of advance care planning on end of life care in elderly patients*. BMJ, 340, c1345.



'if people are able to easily connect with services that help them make concrete plans, the danger of preparation starting and ending with a brief and uncertain conversation diminishes.'



'71% of people agreed that they felt comfortable talking about death with friends and relatives, although almost the same proportion said they thought most people in Britain felt uncomfortable talking about death.'



'EOL discussions were not associated with higher rates of Major Depressive Disorder, or more “worry”'

'Despite physicians' concerns that patients may suffer psychological harm due to EOL discussions,^{5-7,9} we found no evidence that they were significantly associated with increased emotional distress or psychiatric disorders.'

Wright, A. A. et. al. (2008). *Associations between end-of-life discussions, patient mental health, medical care near death, and caregiver bereavement adjustment*. JAMA, 300(14), 1665-1673.

Similar results replicated in Detering, K. M. et. al. (2010). *The impact of advance care planning on end of life care in elderly patients*. BMJ, 340, c1345.

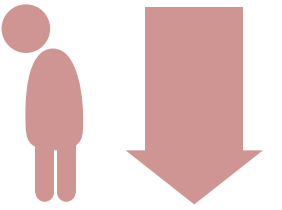


' The likelihood of achieving complete documentation for advance care planning correlated strongly with the presence of family members'



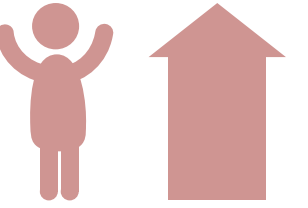
'ACP is associated with a reduction in the number of days in hospital in the last year of life with less hospital costs'

'The mean number of days spent in hospital in the last year of life for those patients who had completed ACP was 8.3 days less than those who had not. The overall cost of hospital admissions in the last year was £3,569 less for those people who died outside of hospital.'



'Evidence also shows that advance care planning and end of life discussions reduce stress, anxiety, and depression in surviving relatives.'

'Family members of the intervention group were more likely than those of the control group to be very satisfied with the quality of death from both their own perspective and the perceived perspective of the patient'



'Instead, the worst outcomes were seen in patients who did not report EOL conversations. This group received significantly more aggressive medical care in their final week of life, which was associated with worse patient quality of life near death. In addition, their bereaved caregivers experienced worse quality of life, more regret, and were at higher risk for developing a Major Depressive Disorder a median of 6.5 months later.'



'Seven in ten (69%) of people recently bereaved said they were unprepared for the death of their partner either financially or practically'

'people who have taken more steps to prepare themselves – and who felt practically or financially prepared for what they would have to face – are likely to experience less upheaval and greater financial security than those who are unprepared.'



'The overall drop in income following death of a partner pushed one in five households (20 per cent) below the official poverty line.'

'Around one in four, experienced a substantial drop in their household financial resources (that is, a drop of more than £100 a week in equivalised income)'

'Kidulthood' or prolonged adolescence

True adulthood doesn't begin until age 25

The trend has been dubbed 'kidulthood' by commentators

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Teenagers at school Photo: ALAMY

When Are You Really an Adult?

In an age when the line between childhood and adulthood is blurrier than ever, what is it that grown up?

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Sunday Review

The Case for Delayed Adulthood

Gray Matter

By LAURENCE STEINBERG SEPT. 19, 2014



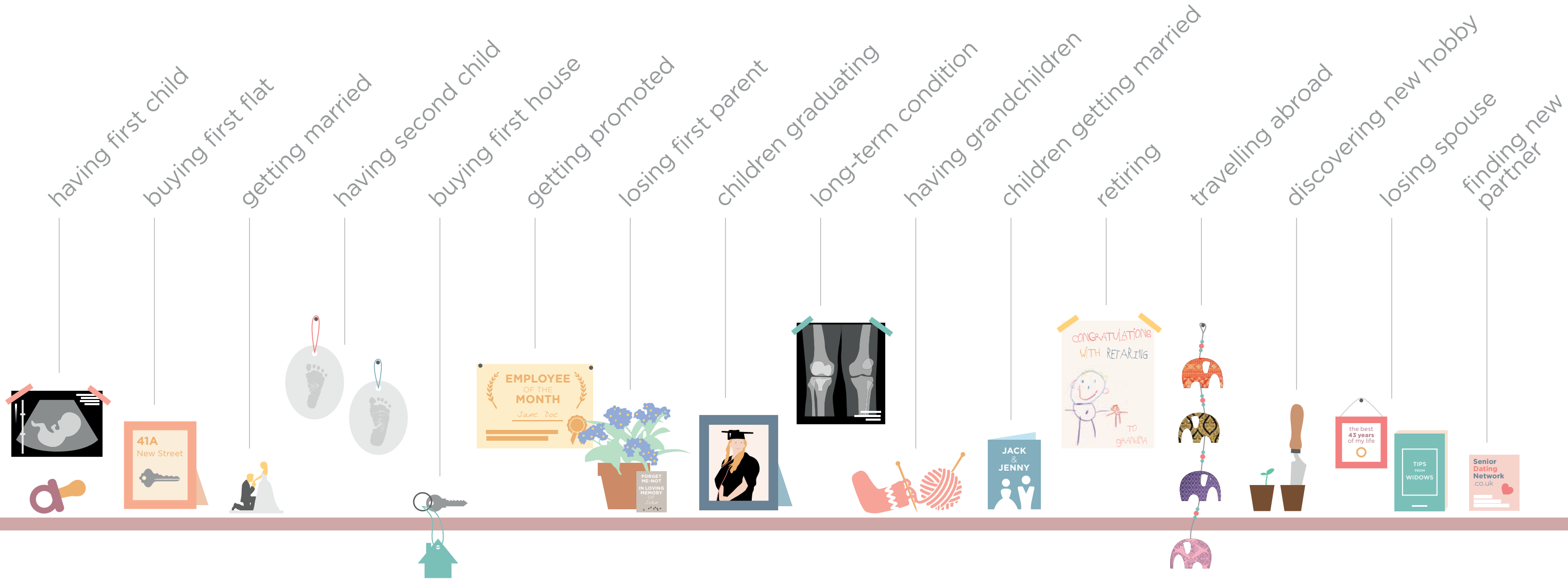
Olimpia Zagnoli

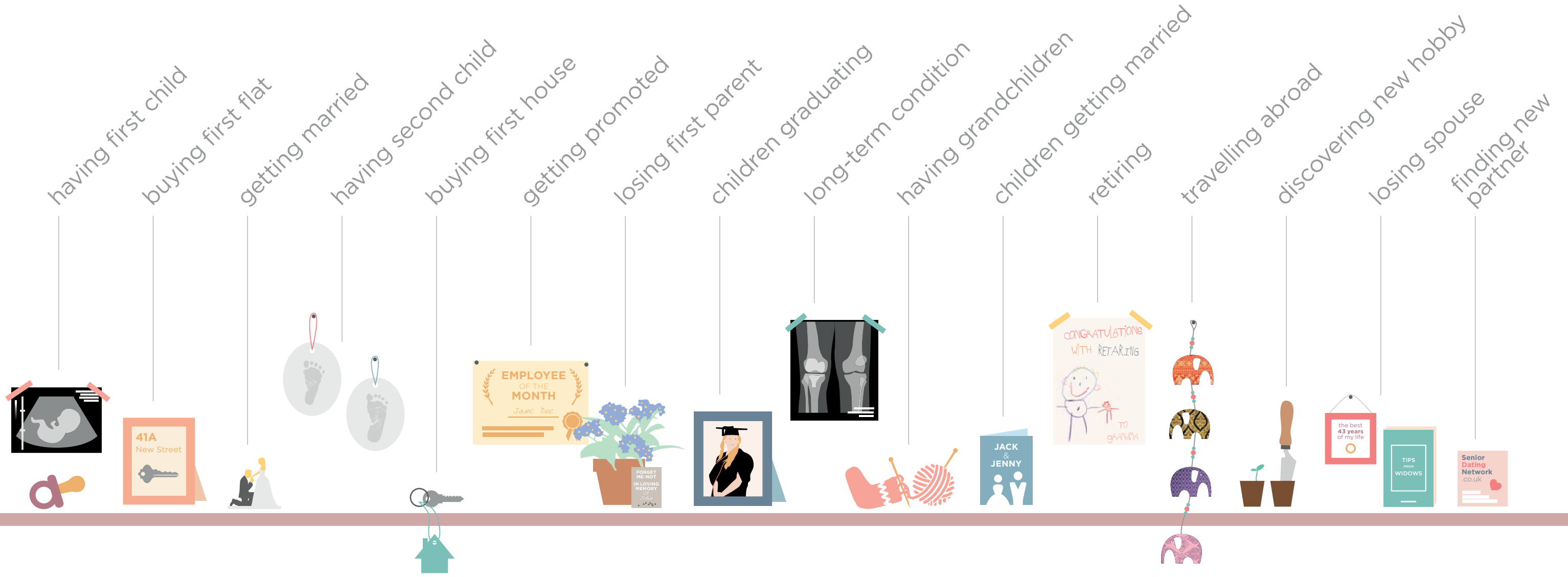
ONE of the most notable demographic trends of the last two decades has been the delayed entry of young people into adulthood. According to a large-scale national study conducted since the late 1970s, it has taken longer for each successive generation to finish school, establish financial independence, marry and have children. Today's 25-year-olds, compared with their parents' generation at the same age, are twice as likely to still be students, only half as likely to be married and 50 percent more likely to be receiving financial assistance from their parents.

People tend to react to this trend in one of two ways, either castigating today's young people for their idleness or acknowledging delayed

Growing over life

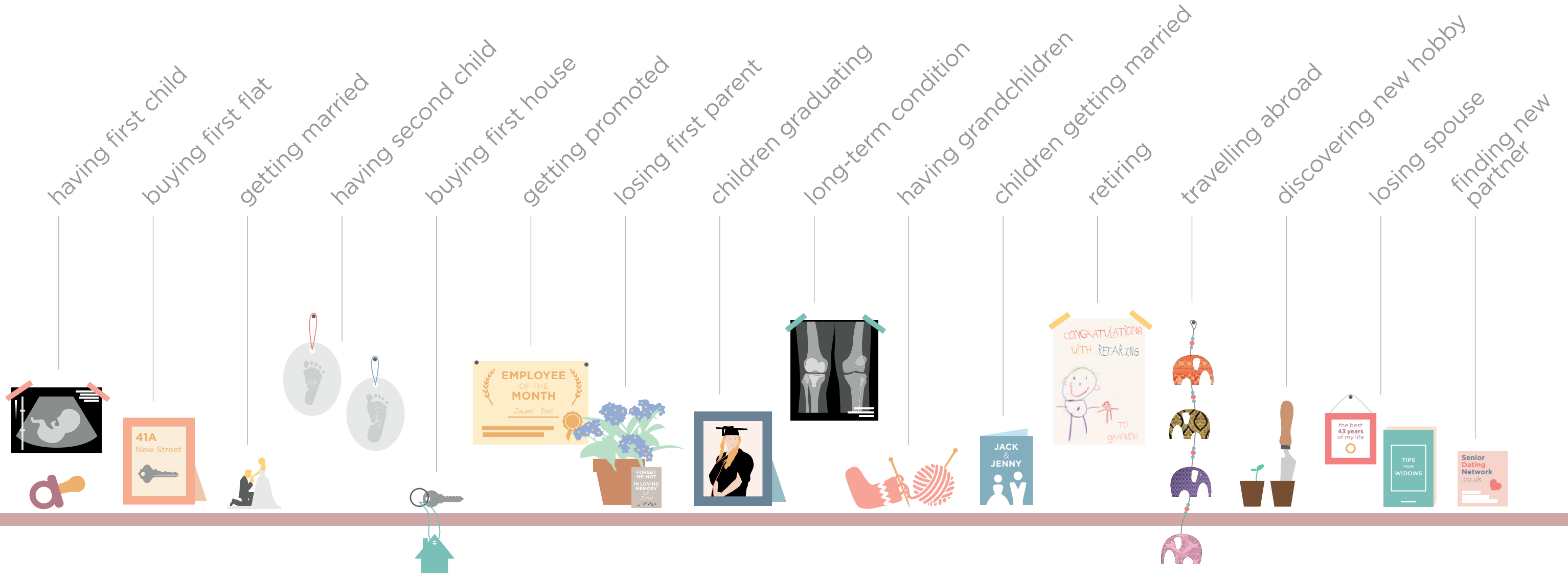
Value & impact





will

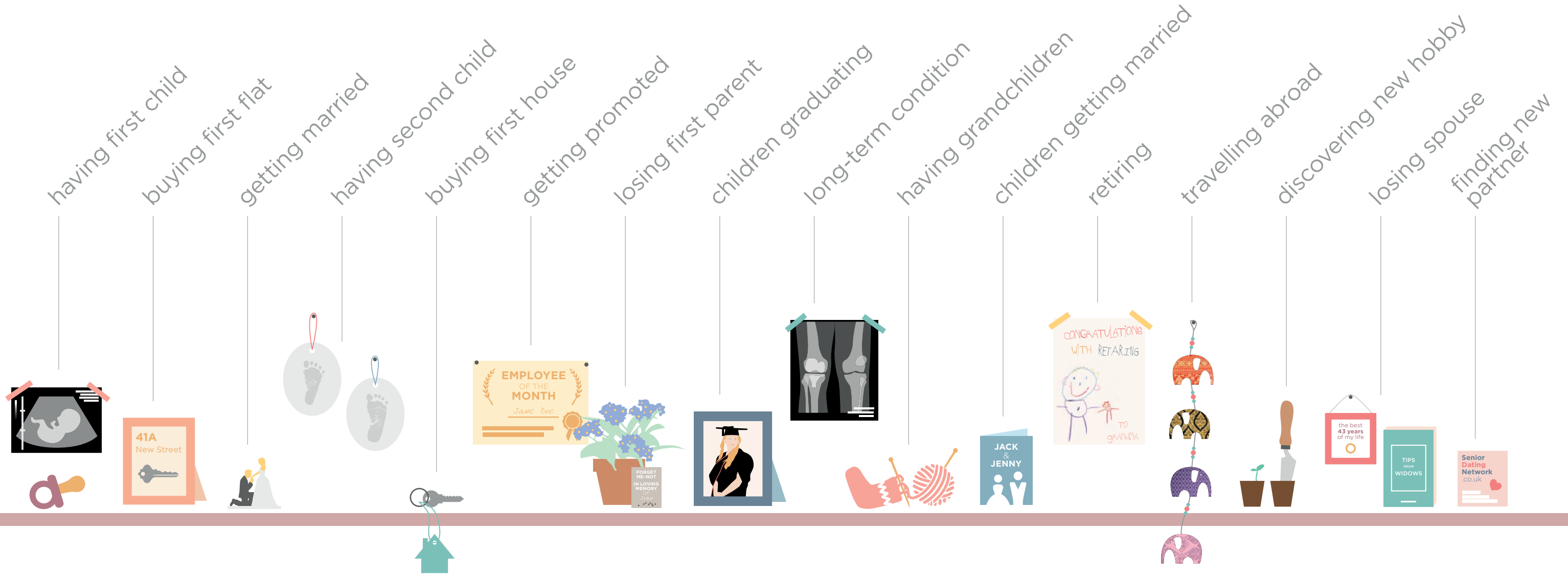
organ donation



bucket list

will

organ donation

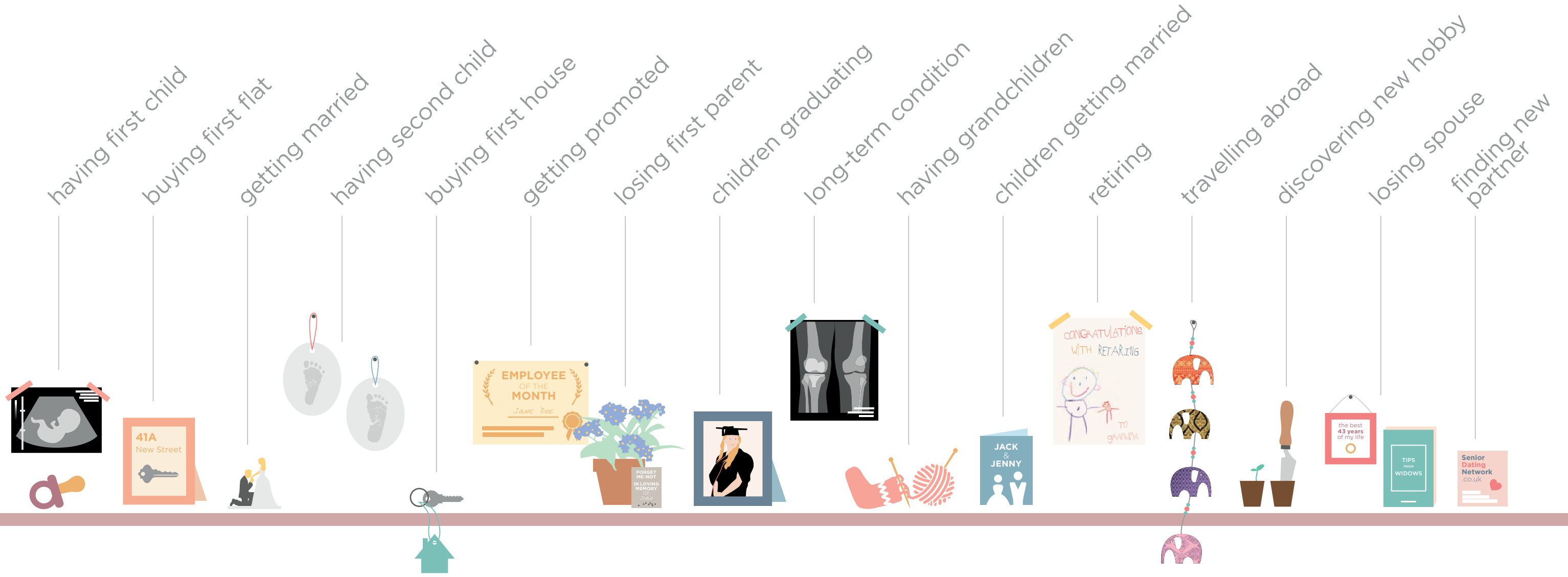


digital legacy

bucket list

will

organ donation



funeral planning

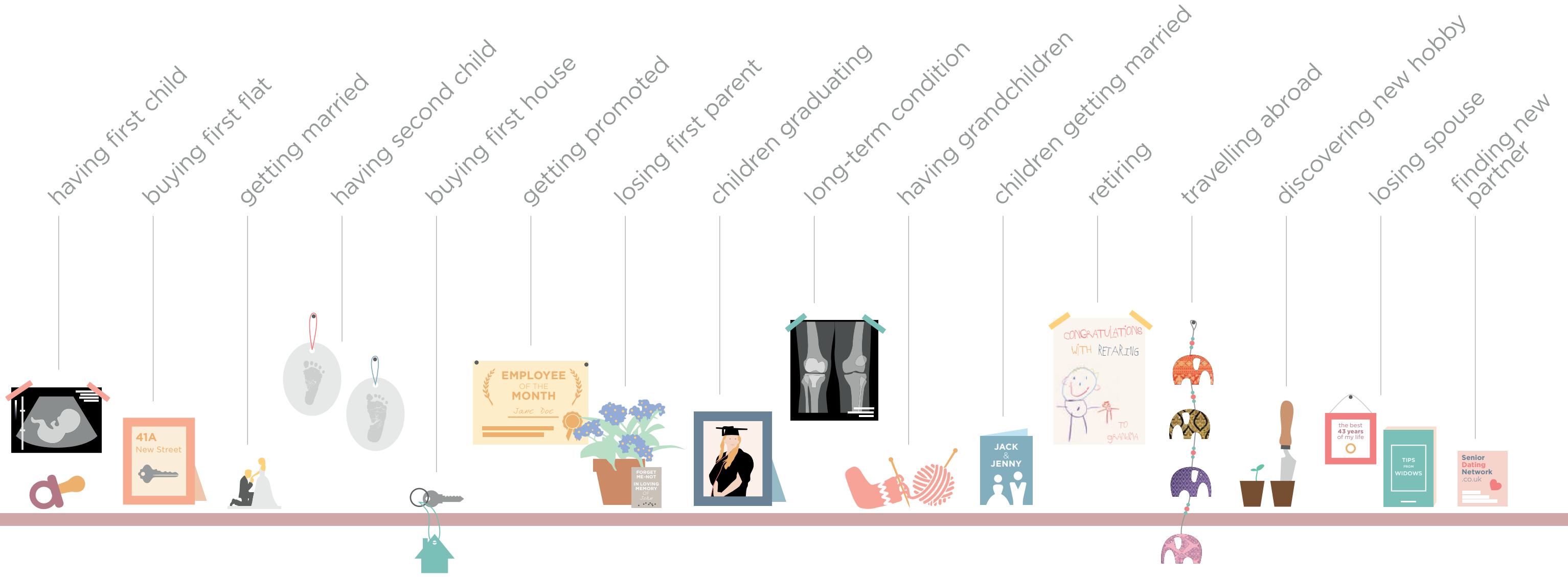
digital legacy

bucket list

will

organ donation

Value & impact



advanced statement & decision

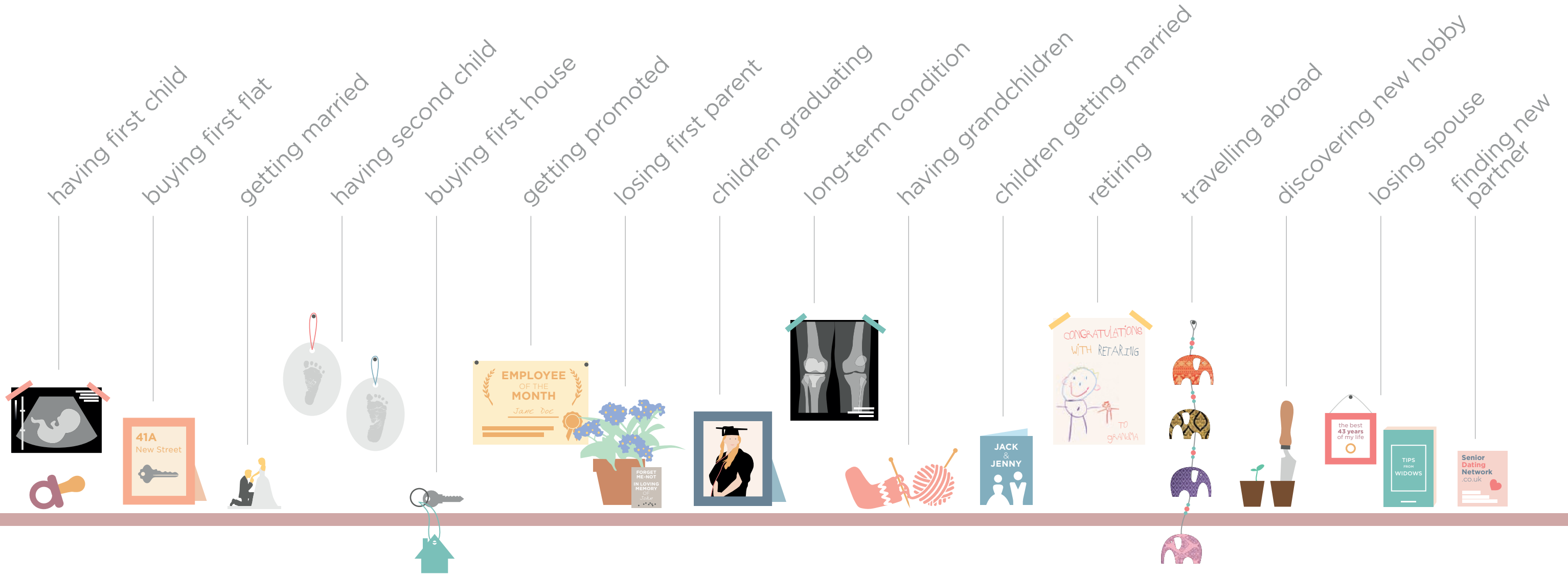
funeral planning

digital legacy

bucket list

will

organ donation



LPA

advanced statement & decision

funeral planning

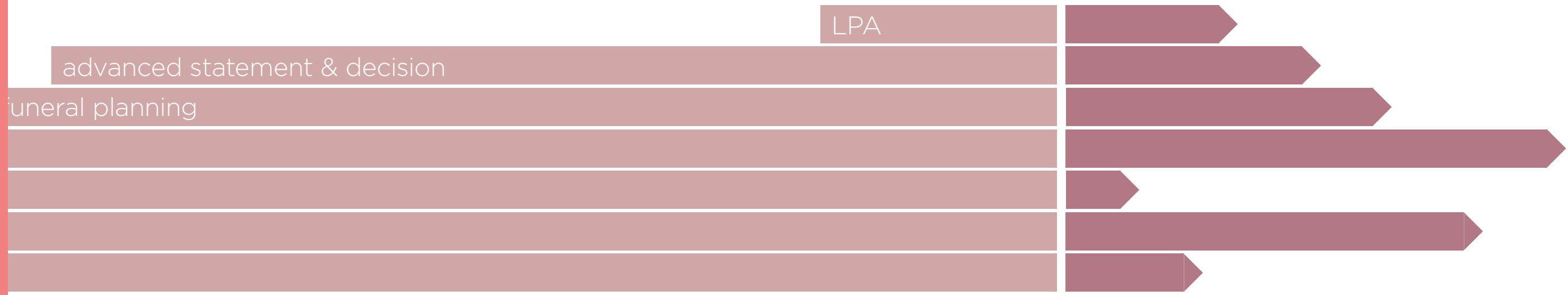
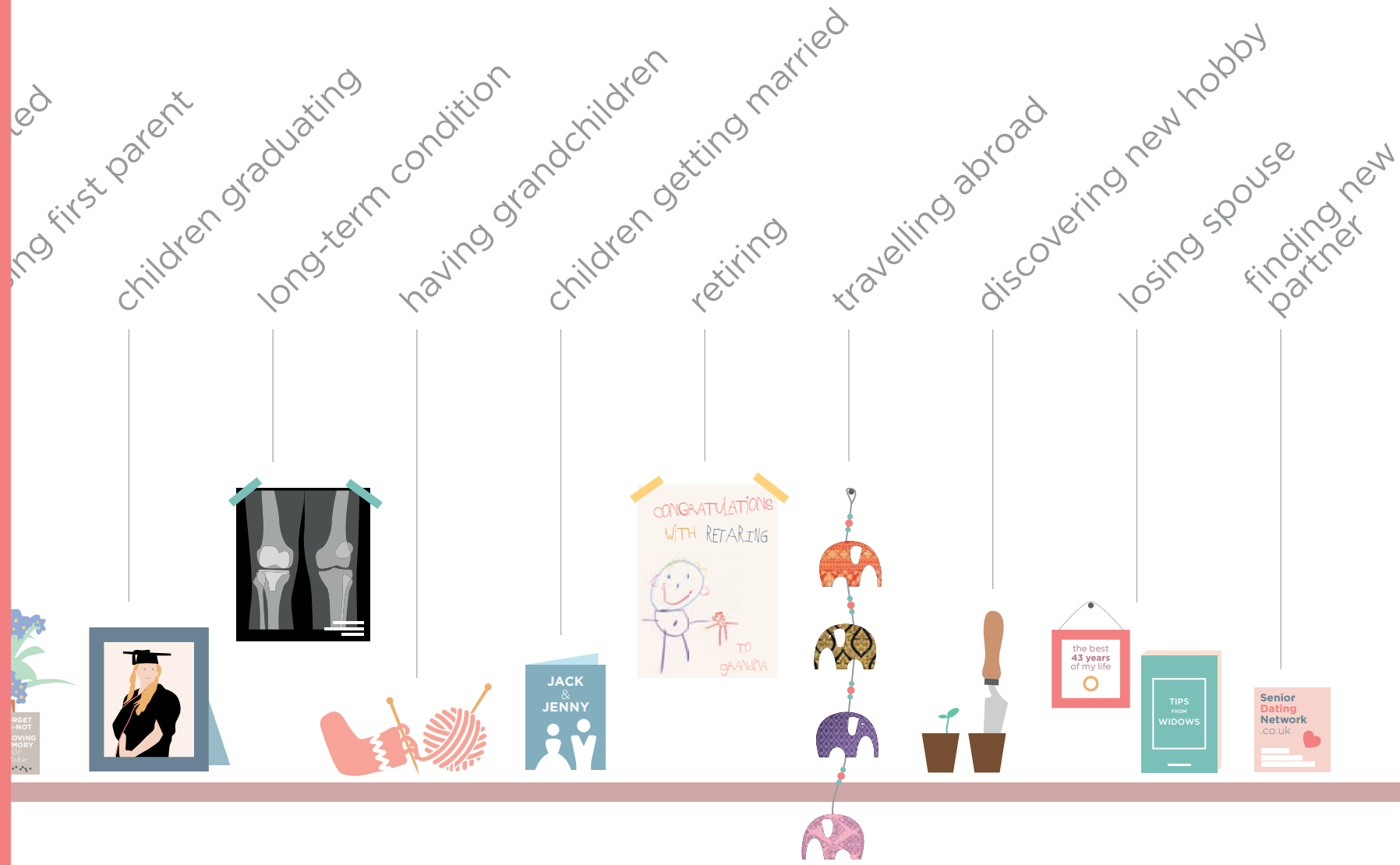
digital legacy

bucket list

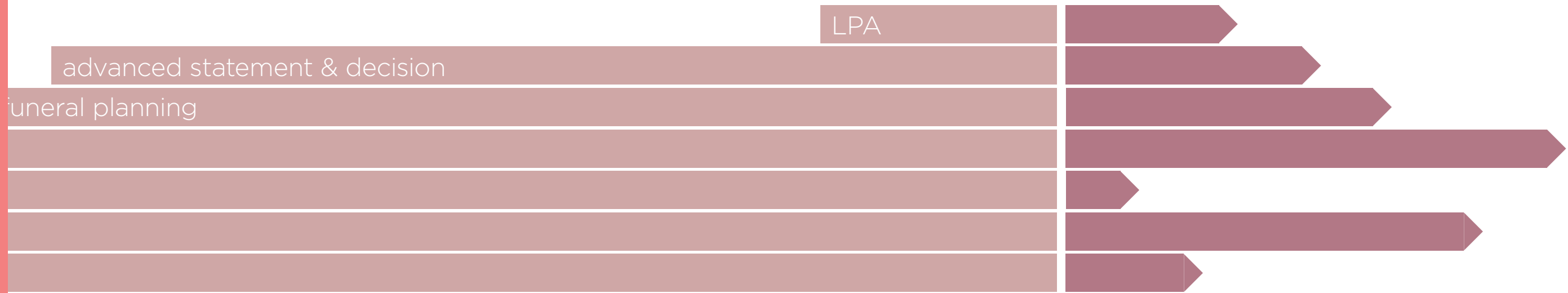
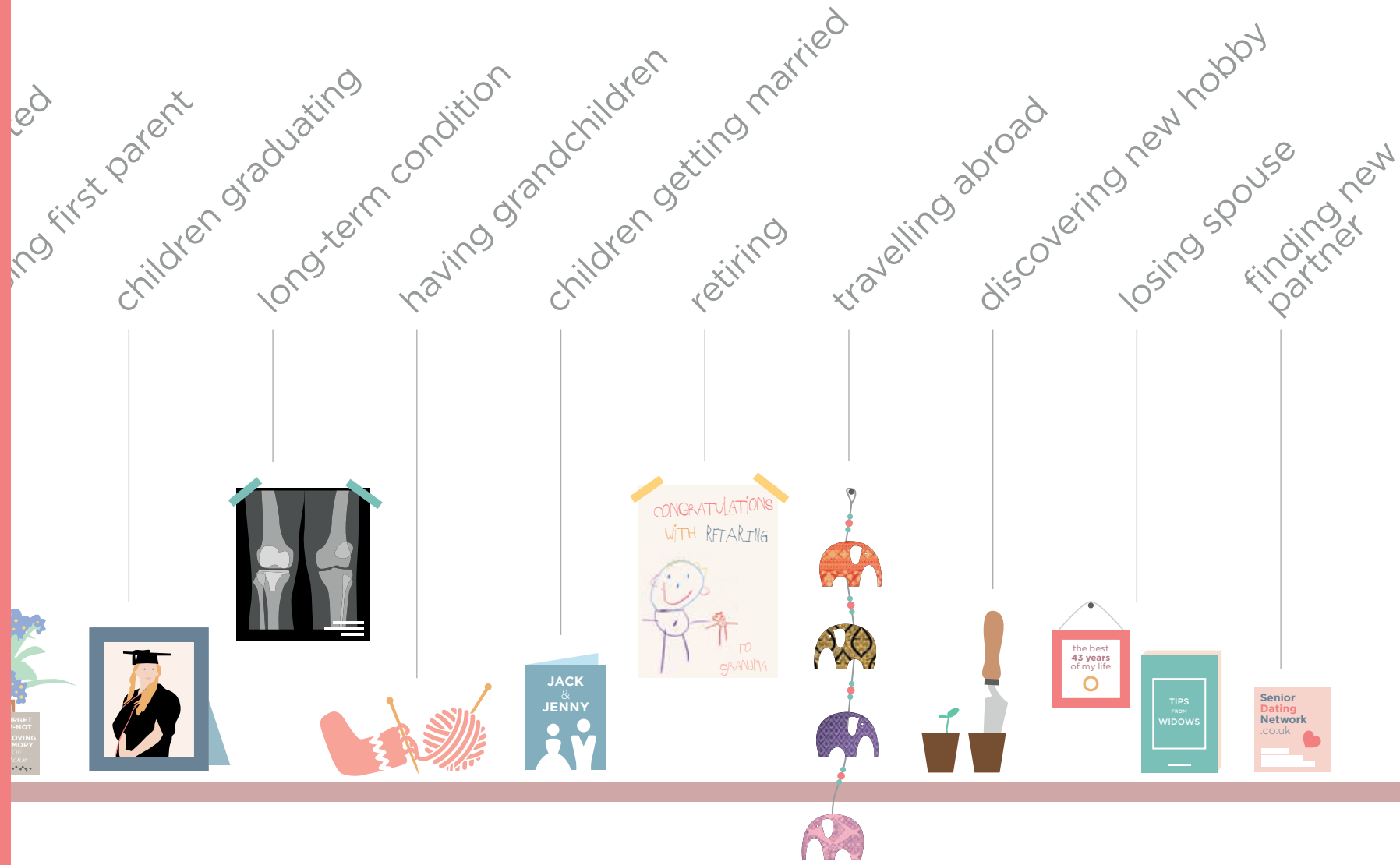
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organ donation

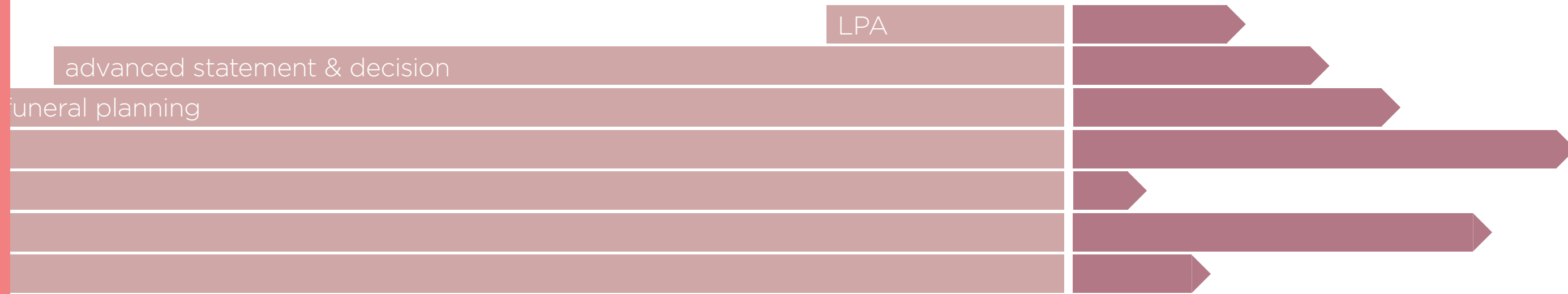
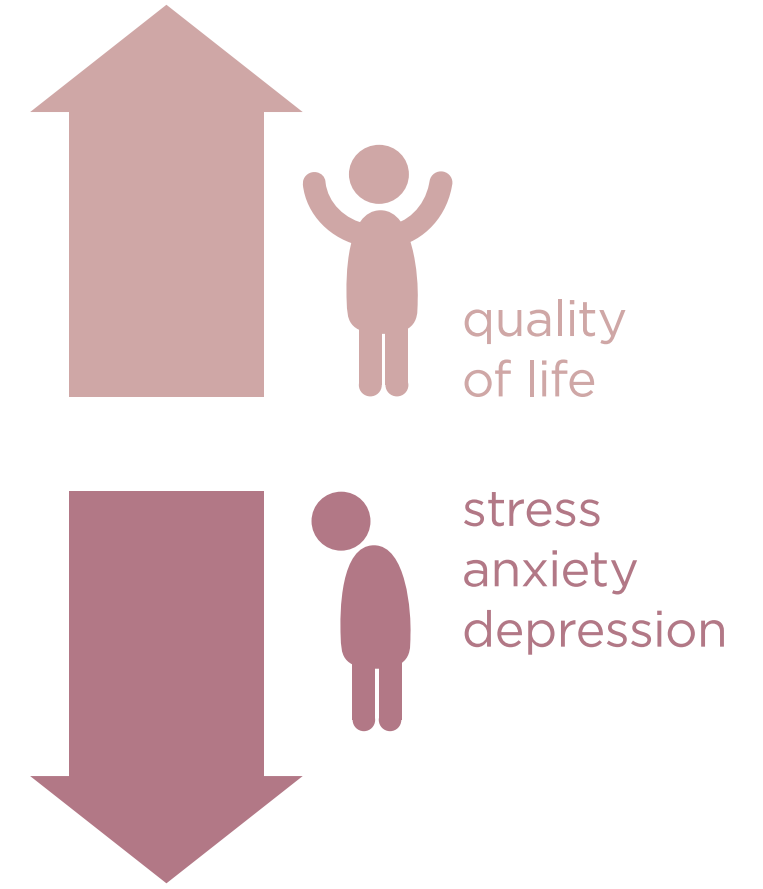
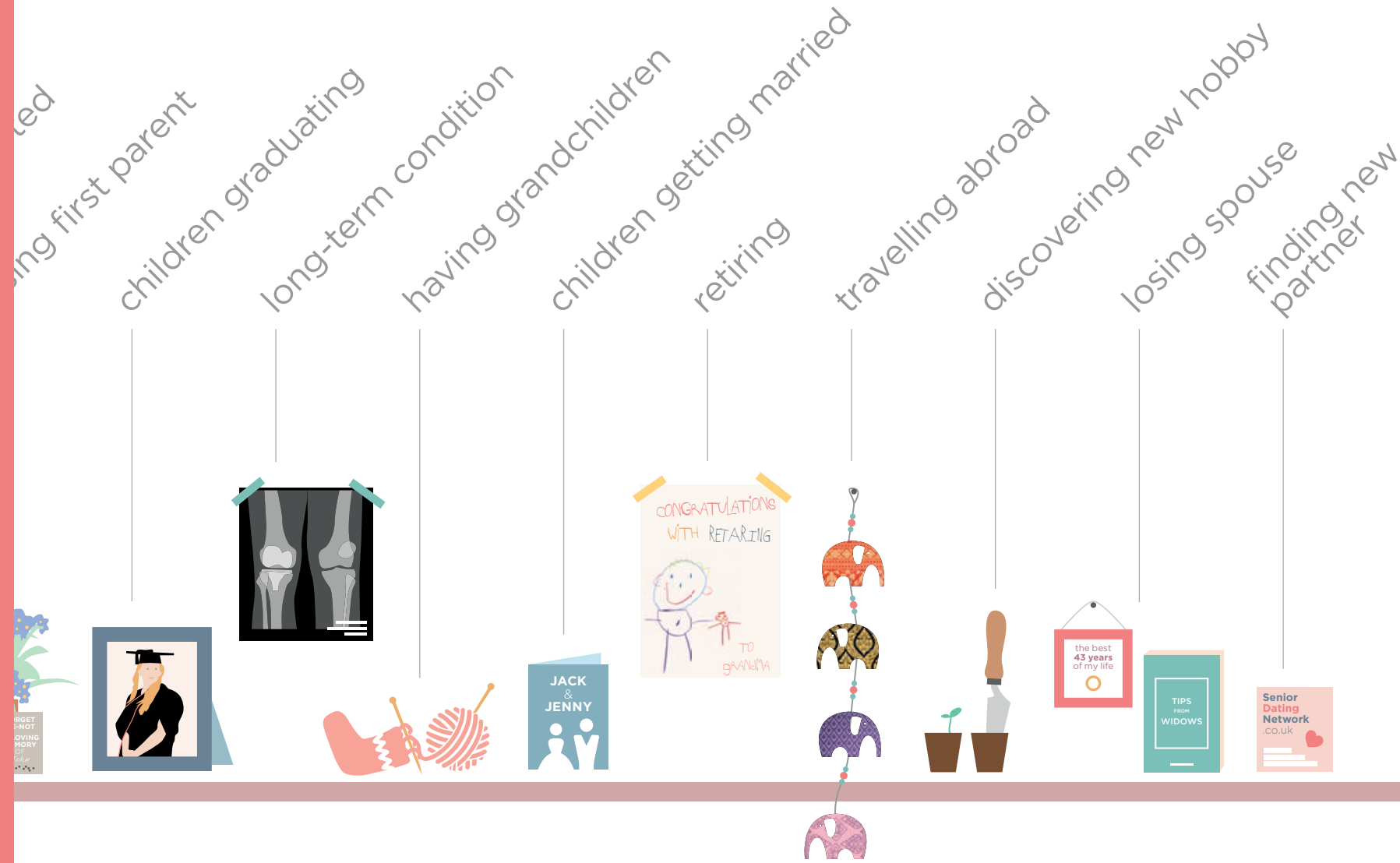
Value & impact



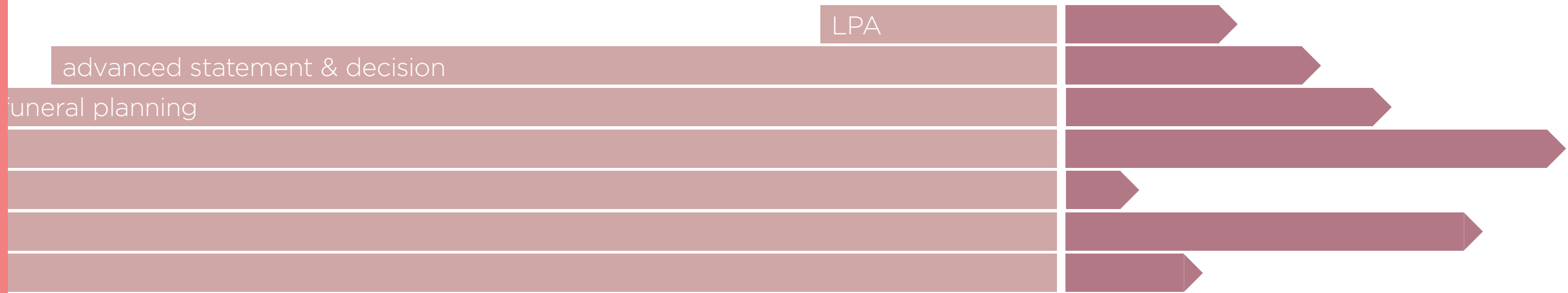
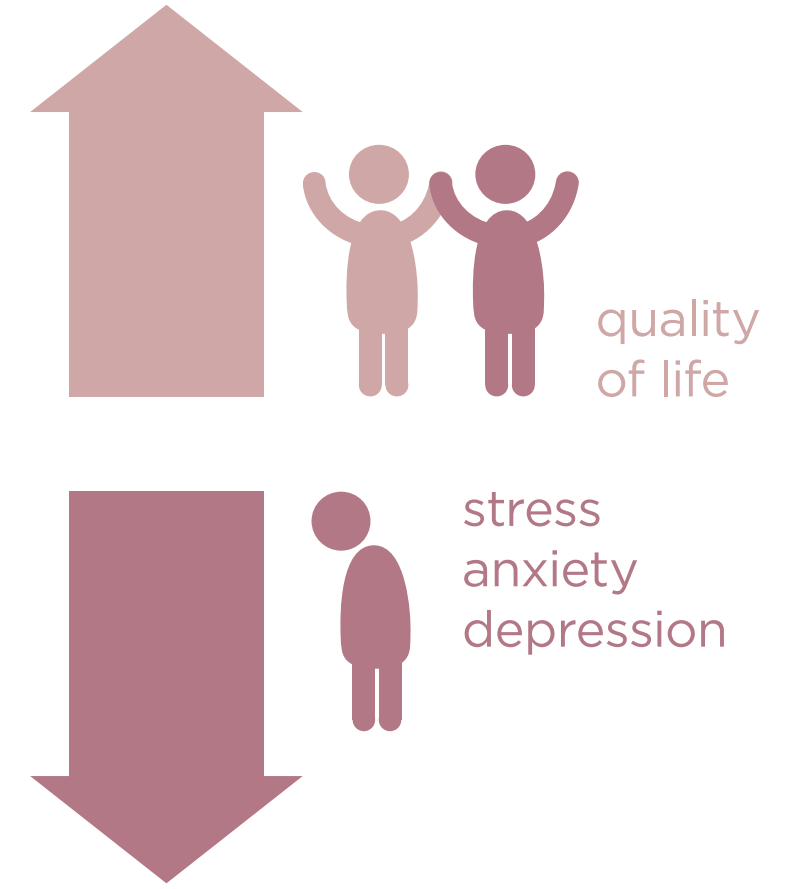
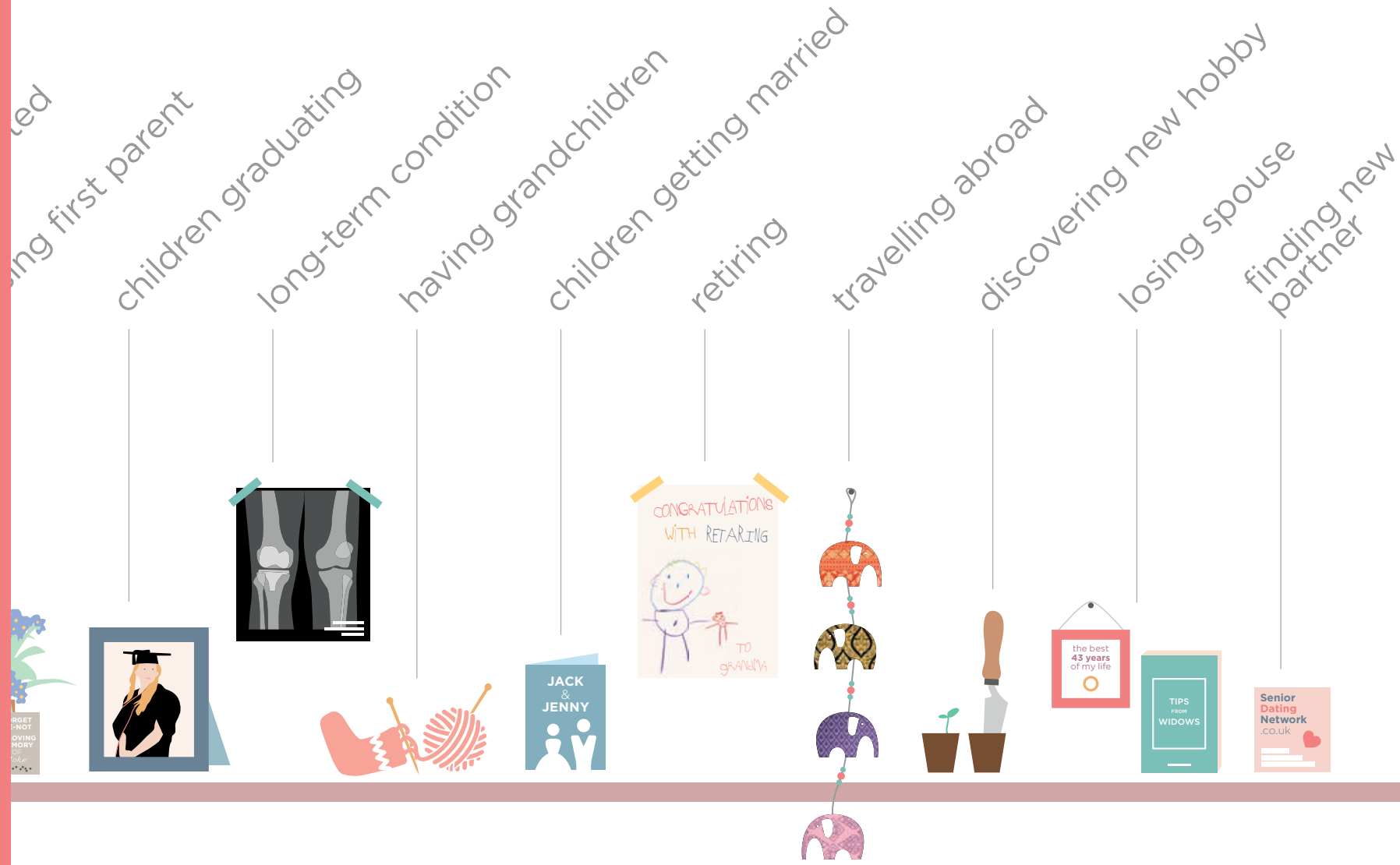
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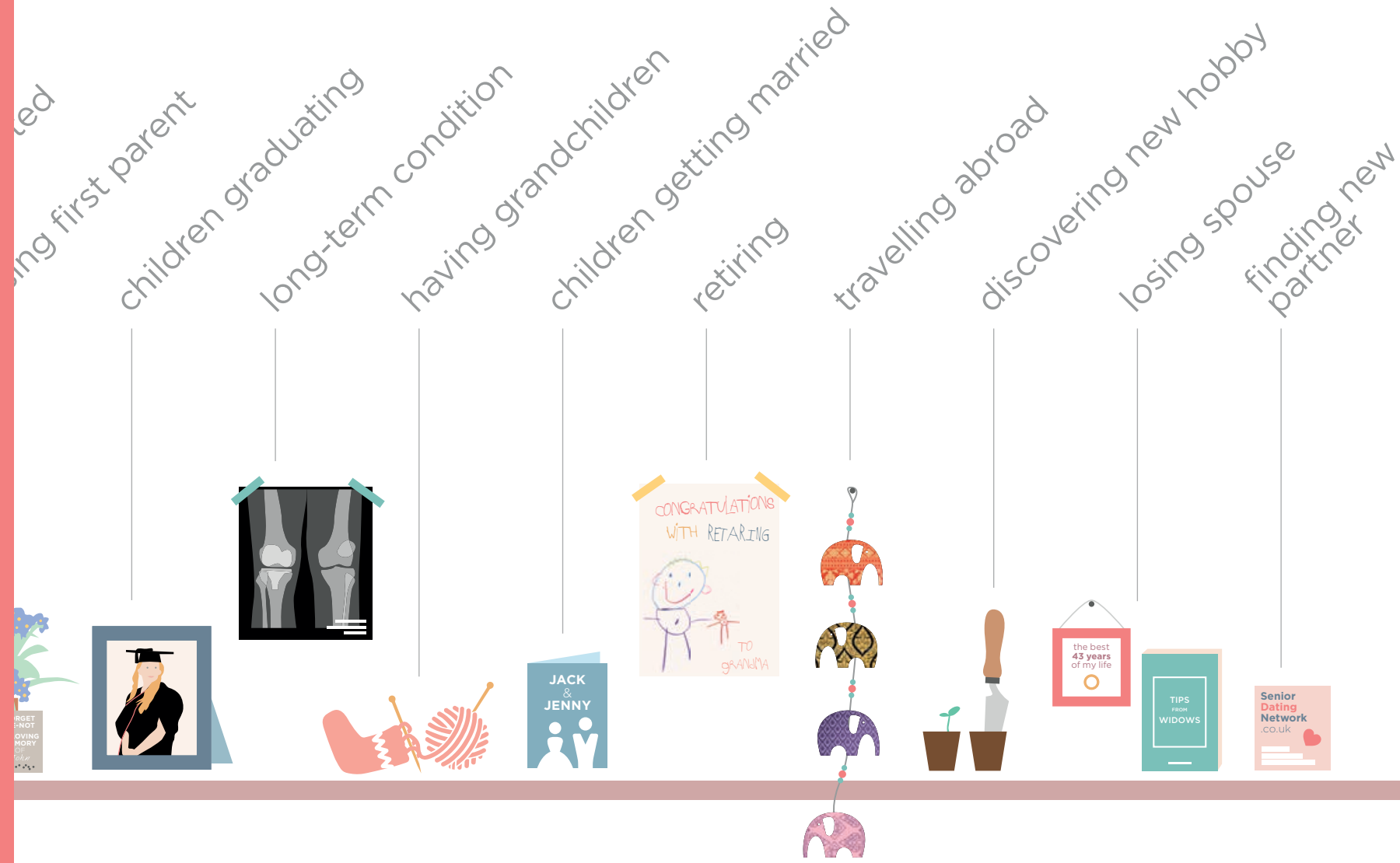
Value & impact



Value & impact



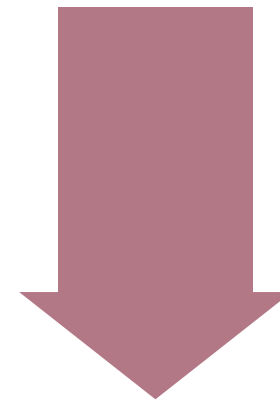
Value & impact



financial security



quality of life



stress
anxiety
depression

