
Media announcement

'Let's talk about grief' – grief awareness campaign

Griefline has joined forces with the National Association for Loss and Grief (NSW) Inc (NALAG), to spark a movement for sharing courageous conversations on grief and loss.

Our organisations aim to engage all corners of the community to share experiences, build resilience and deepen understanding of grief and its impact on our mental health.

'Let's Talk About Grief', an awareness campaign taking place in August, aims to reduce stigma through the sharing of engaging conversations, coping strategies, professional advice, and educational resources.

"Grief touches each of us at some point in life, yet our experiences are often overlooked, leading to misunderstandings and diminished feelings. We chose August for this campaign to coincide with Loneliness Awareness Week, Sleep Awareness Week, Dying to Know Day and Red Nose Day. We recognise the significant roles that poor sleep health and loneliness can play in mental well-being, compounding feelings of grief. Additionally, Dying to Know Day encourages conversations about death, dying, and bereavement, further highlighting the importance of addressing grief and providing support," explains Louisa Smith, Griefline's Chief Marketing Officer.

"We will consider grief from the perspective of children and parents; share coping strategies for the workplace and hear from experts in end-of-life care, culturally safe support, and trauma," Louisa Smith continues.

"Our aim is not only to raise awareness and initiate courageous conversations about all facets of grief, but also to influence professional practices and workplace cultures to foster open dialogue regarding grief responses and experiences. We are mindful of how stigma can deter individuals from sharing their experiences. By prioritising

compassion and engagement in our interactions with colleagues and clients, we aim to enhance personal resilience," explains Trudy Hanson, NALAG CEO

Join us in breaking the silence surrounding grief. Together, let's ignite conversations, challenge stigma, and foster a culture where it's not only okay but encouraged to talk about grief.

Call to Action: Invest in Early Intervention

We call on governments to invest more time, money, and resources into education and early intervention support services such as Griefline and NALAG. Recognising and supporting the important work they do in normalising grief, holding space for those who are grieving, and ensuring people do not allow their grief to escalate into mental ill-health and suicide is crucial. The Productivity Commission estimates that mental ill-health costs the Australian economy up to \$70 billion per year. By supporting these services, we can make a significant impact on the well-being of our communities.

#LetsTalkAboutGrief, #GetToKnowGrief, and #GriefAwareness.

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