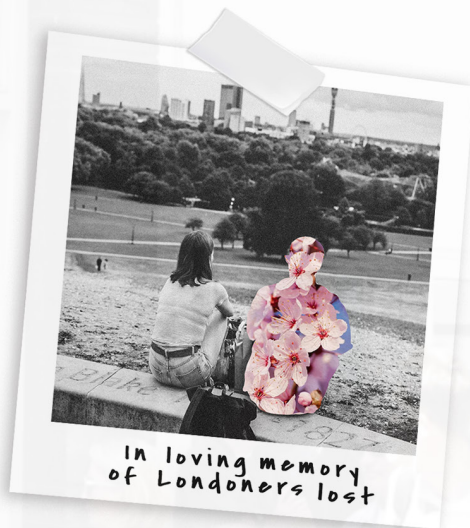


Campaign toolkit

In loving memory
of Londoners lost



#LondonRemembers

#LondonRemembers

ThriveLDN
towards happier, healthier lives

Remembering those we have lost during the pandemic and supporting the loved ones left behind

Campaign toolkit

A citywide campaign to get London talking about grief and bereavement



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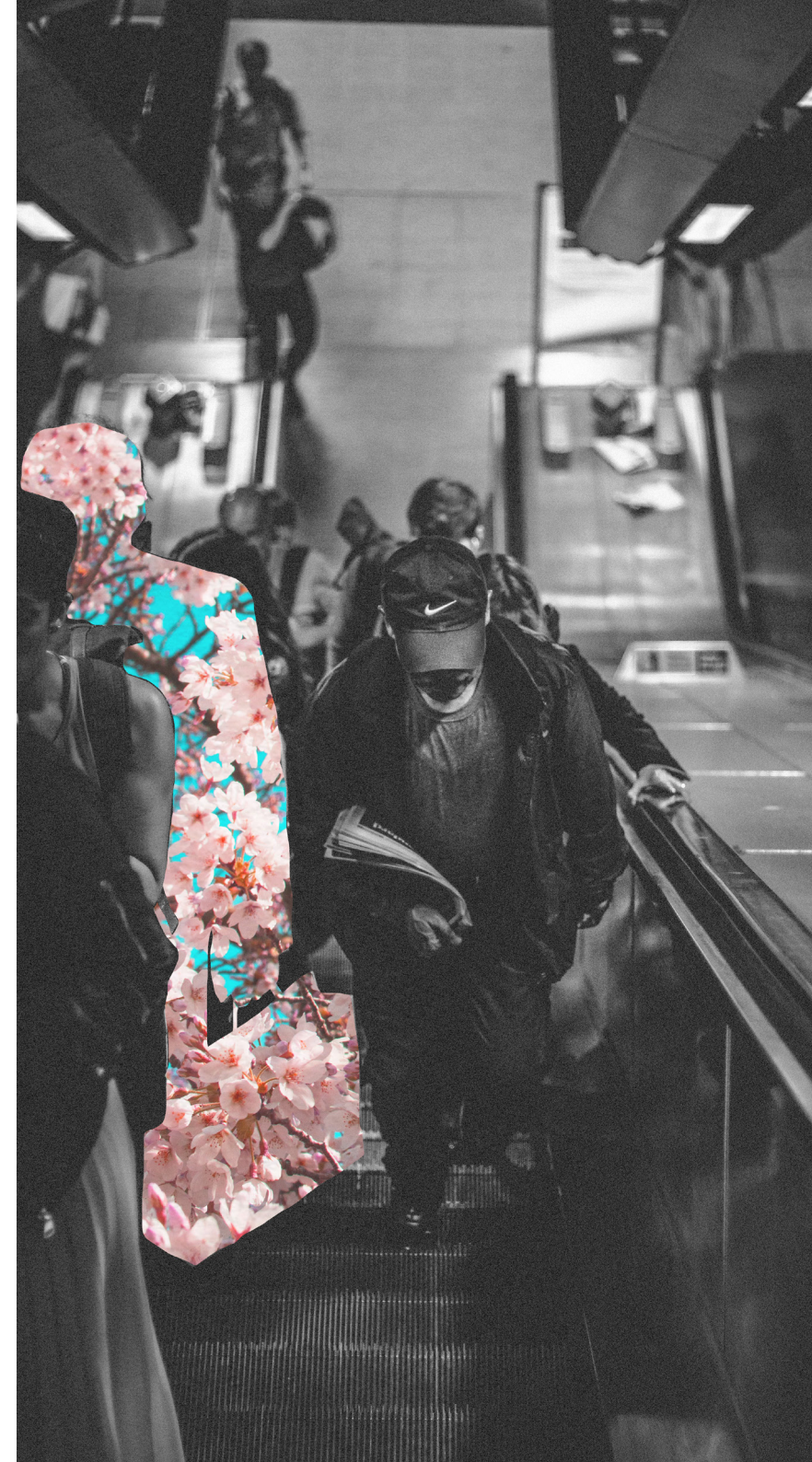
About the campaign

Now is the right time to reflect upon the scale of loss and death which is still being felt across our city, both individually and collectively.

On Monday, 24 May, the Mayor of London opened the Blossom Garden at the Queen Elizabeth Olympic Park as a living memorial to those Londoners who died during the pandemic. The occasion also marked the launch of a new Bereavement Support Programme to help those experiencing loss and grief in London.

In loving memory of Londoners lost is a public awareness campaign to help direct Londoners to information, advice, and support to cope with their grief. Together we can get London talking about grief and bereavement, remember those we have lost, and support loved ones left behind.

Nothing will make losing someone you love any easier, but this campaign is an important opportunity to raise awareness of all aspects of grief and loss. It is a chance to reflect on the huge scale of loss Londoners have faced, while the normal sources of support and comfort have been disrupted by covid restrictions.



***In loving memory of Londoners lost* campaign is designed across two phases:**

Phase 1 (24 May–6 June)

A public awareness campaign, leading with a universal message for all Londoners around normalising grief and commemorating lives lost to COVID-19.

- Across London partners sharing signposting to information, advice, support and resources.
- For partners who are already providing bereavement support, the campaign can be adapted and provides an opportunity to amplify and focus on local activities and support during this period.

Phase 2 (7 June–4 July)

The campaign will shift focus to highlight and more strongly signpost to a broader bereavement resource and training offer, currently being scoped (and funded) by the Mental Health and Wellbeing Recovery Mission.

An updated toolkit will be shared as Phase 2 of the campaign is further developed.

Please know that the campaign is not intended to replace or duplicate the good work taking place across London's boroughs and locally to support people. It is designed to complement and support partners' current work and, in the second phase, provide a citywide training and service offer.

We hope that you will support ***In loving memory of Londoners lost*** by using the materials and resources included in this campaign toolkit in your own publications, websites and social media.

For any queries about the campaign or the resources in this pack, please contact:

James Ludley

Communications Lead – Thrive LDN

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Key messages

The campaign messaging in the first phase is designed to reflect on the huge scale of loss we have collectively faced in London, whilst helping direct Londoners to information, advice, and support if they need extra help to cope with their grief.

Campaign toplines:



Many Londoners have experienced very sudden and traumatic loss during the pandemic. ***In loving memory of Londoners lost*** is an important opportunity for us all to raise awareness of all aspects of grief and loss.



As we begin to work towards London's recovery from the pandemic, now is the right time to reflect upon the scale of loss and death which is still being felt, both individually and collectively.



Nothing will make losing someone any easier, but we need to get London talking about grief and bereavement and work towards bereaved people having access to support that meets their particular needs, when they need it.

How you can support the campaign

You can support the campaign by using the content available in this toolkit within your current communications plans and other on-going campaigns.

Activation ideas

To support the campaign, you can:

- Share our launch message across social media on from midday on Monday 24 May
- Use our digital assets, such as social media graphics and website copy to promote the campaign and bereavement support signposting to your audiences/networks during the campaign period
- Use a template news article by adding a supportive quote from a senior leader in your organisation for your own website or local press
- Share the campaign in e-newsletters and other regular bulletins
- Talk about the campaign at public meetings or at other appropriate opportunities



Toolkit assets and digital resources

We have created a suite of digital assets to help you promote the campaign, we'd encourage you to use these on your own channels along with the hashtag **#LondonRemembers**.

The digital asset pack includes:

- Twitter images
- Instagram feed and stories images
- Facebook images
- LinkedIn images
- Video for all social platforms



[Download the asset pack here](#) 

Social media copy and campaign launch message

- We have developed copy which can be used on social media channels for when first communicating about the campaign.
- Alongside this, we have created a range of copy that can be used thereafter to support the campaign over the weeks ahead.

Please use the following text as your opening message and an image of your choice from our digital asset pack (page 8):

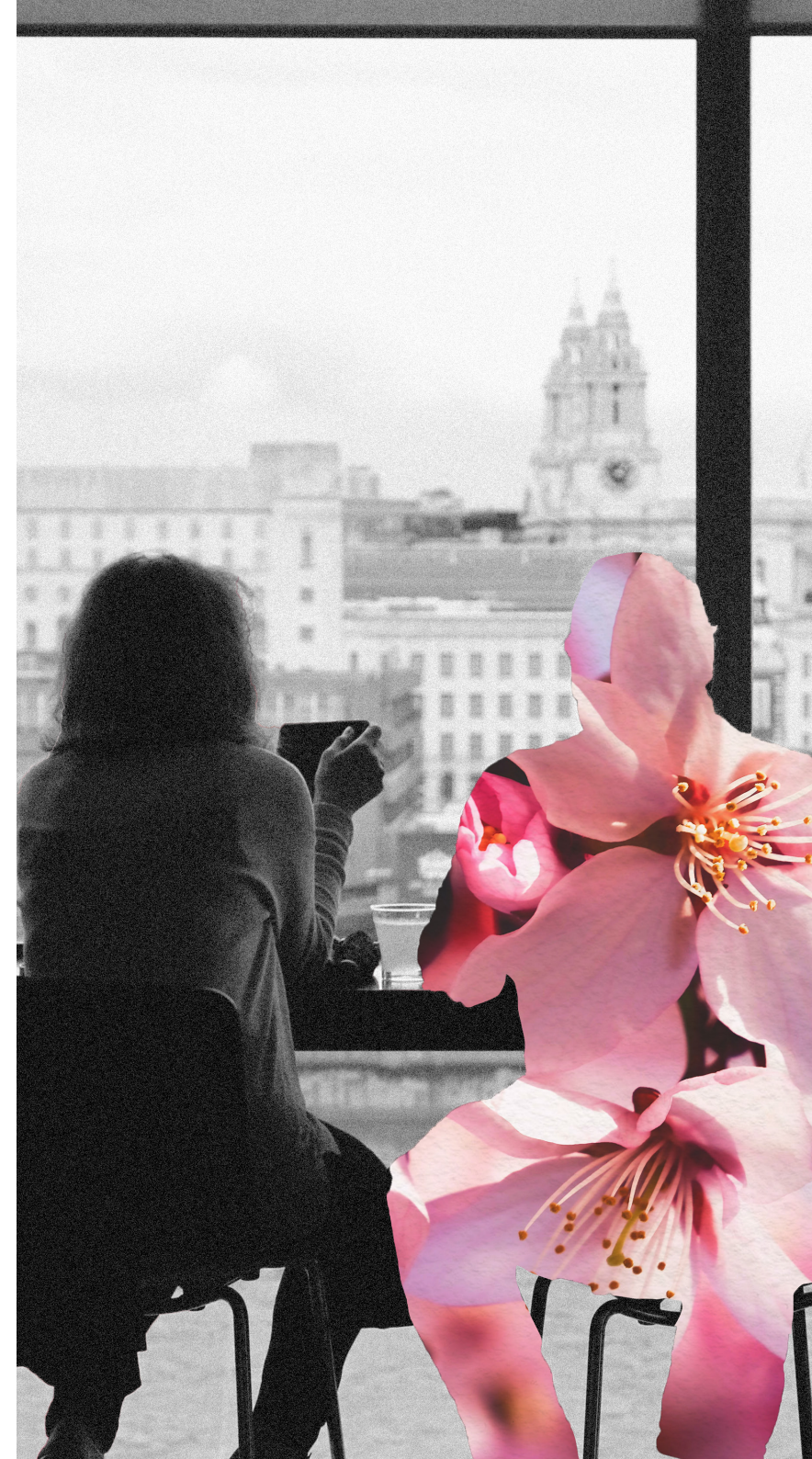
As London recovers, let's all take the time to reflect upon the scale of loss felt across our city.

For many of us, life will be different. London remembers those we have lost and supports the loved ones left behind. You're not alone.

#LondonRemembers

www.thriveldn.co.uk/bereavement

[Download all the social media copy here](#) 

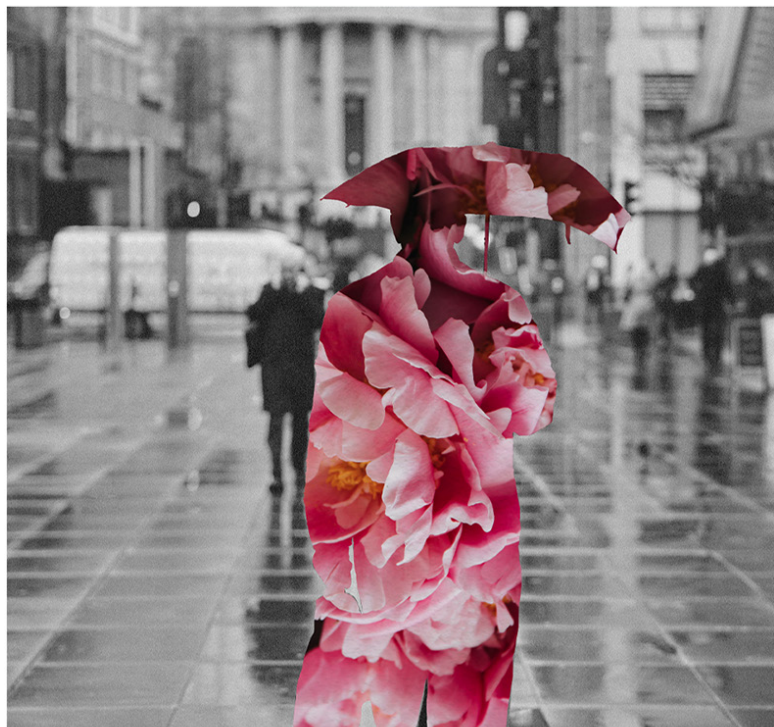


Copy for other digital and non-digital channels

- We have developed copy which can be used for newsletters, bulletins, websites and for local media releases for when communicating about the campaign.
- We have included standard text that can be adapted. We advise adding a quote from someone in your organisation to help localise the article.
- We have included a range of full and concise articles.
- For partners who are providing bereavement support, alongside the campaign's key messages the copy can be adapted and provides an opportunity to amplify and focus on your activities and support during this period.

[Download all other campaign articles here](#) 





Thank you for supporting
this important campaign