



Campaign 2021

In loving memory  
of Londoners lost

Updated toolkit for Phase 2

#LondonRemembers

**Thrive**LDN  
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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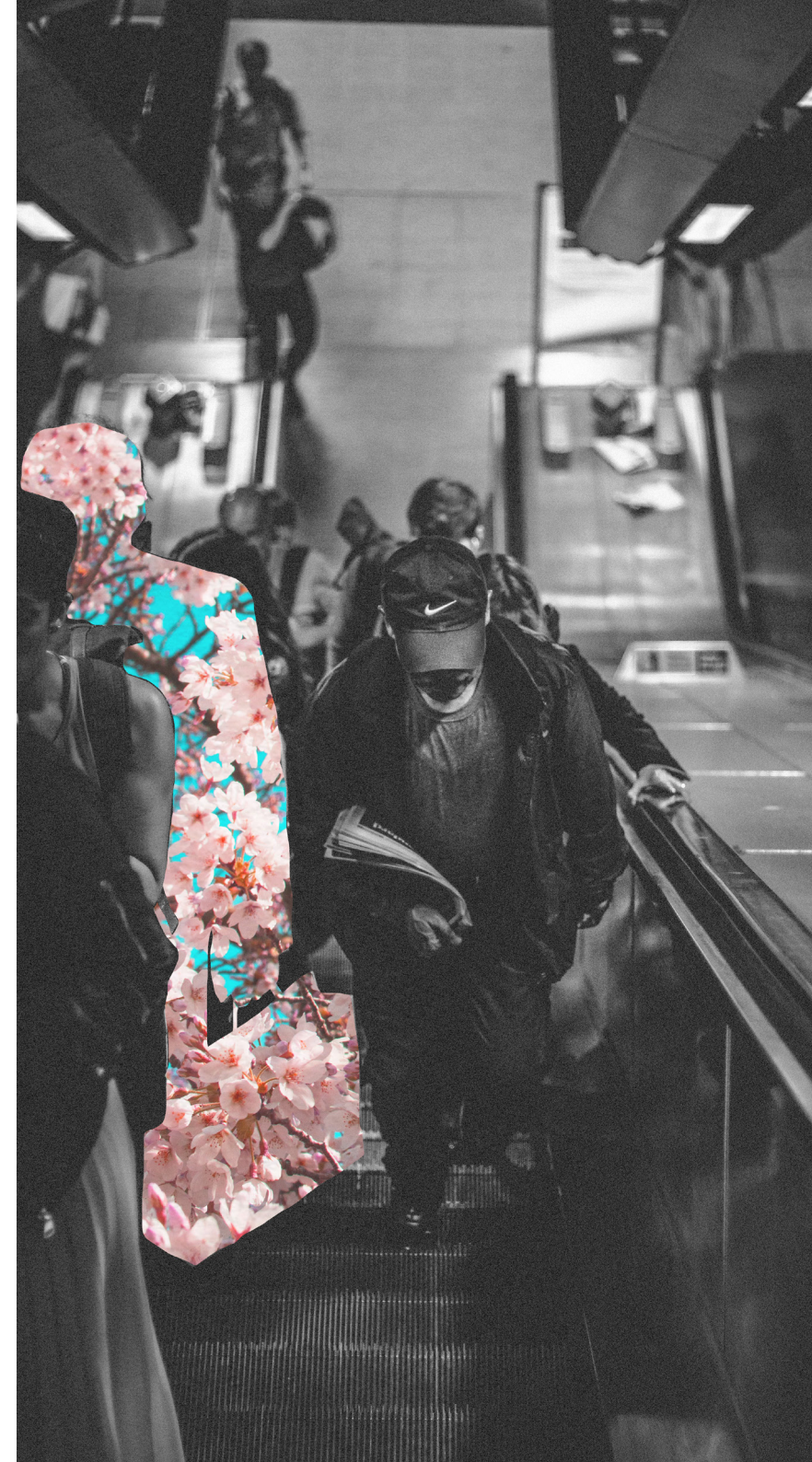
# About the campaign

**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–9 June)

A public awareness campaign, leading with 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** (10 June–4 July)

The campaign adds a second 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.

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 by creating a shared sense of reflection and, in the second phase, enhance a 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, social media.

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

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# Key messages - Phase 1

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 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.



# Key messages - Phase 2

The campaign messaging in the second phase is designed to reflect the unique journey that each bereaved Londoner will take, and acknowledge the difficult circumstances created by the Covid-19 pandemic on the grieving process.

## Campaign topline:



For those who have lost a loved one, bereavement can often be a lonely place. During the pandemic, restrictions may have meant usual social connections or cultural practices have not been available to help you through the grieving process.

We are living through extraordinary times, and even as restrictions ease it is easy to feel isolated. Please know that you are not alone.



Many of us will have been affected by losing someone close to us or someone we know over the past year. But remember, there is no one way to grieve.

For each and every one of us, our journey of grief will be unique. There are no rules about how you should feel, or how long it will take. Emotions do not follow each other in a tidy line.



Losing a close friend or family member is difficult at any time but, due to Covid-19 restrictions, it could be even more distressing. The pandemic has meant that you may not have been able to remember them or grieve in the way you usually might.

Remember, you are not alone.

# 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:

- 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 the template news article copy 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 social media copy and 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:

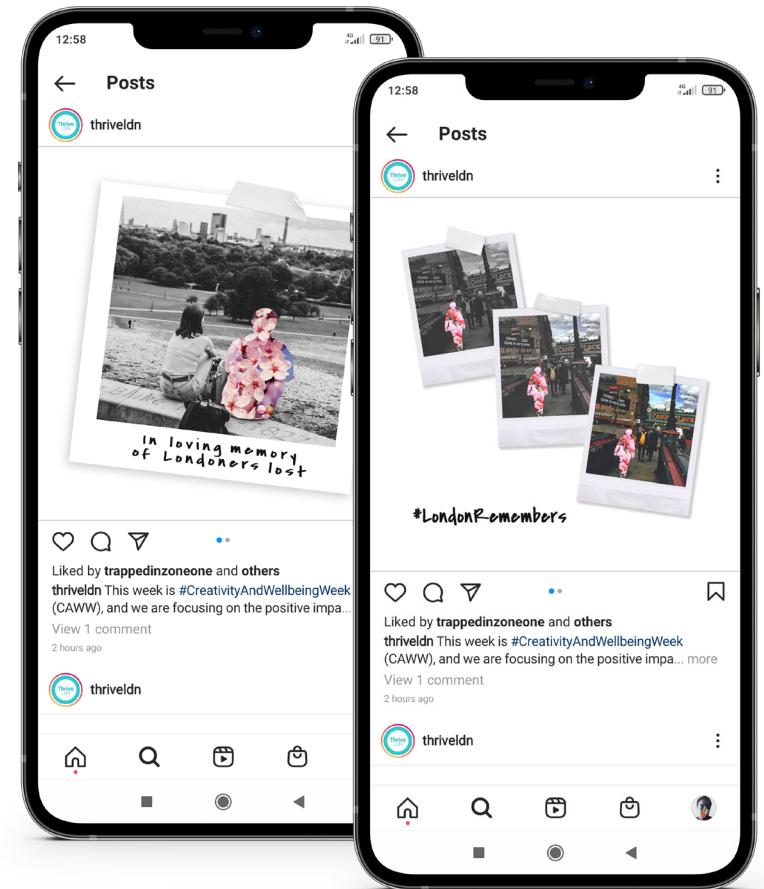
- Suggested social media copy
- Twitter card
- Instagram feed and stories image
- Facebook image
- LinkedIn image

## Phase 1 (24 May–9 June)

[Download the asset pack here](#) 

## Phase 2 (10 June–4 July)

[Download the asset pack here](#) 



Phase 1 asset

Phase 2 asset

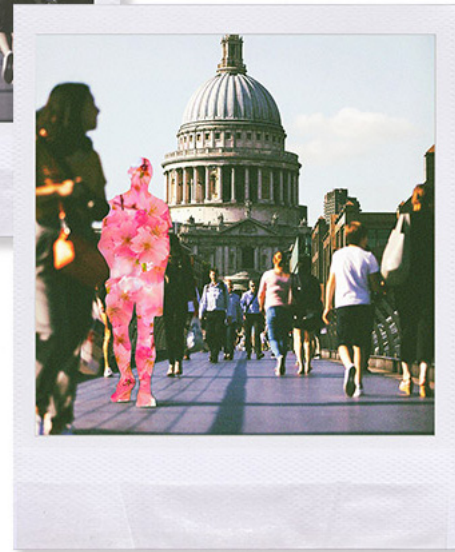
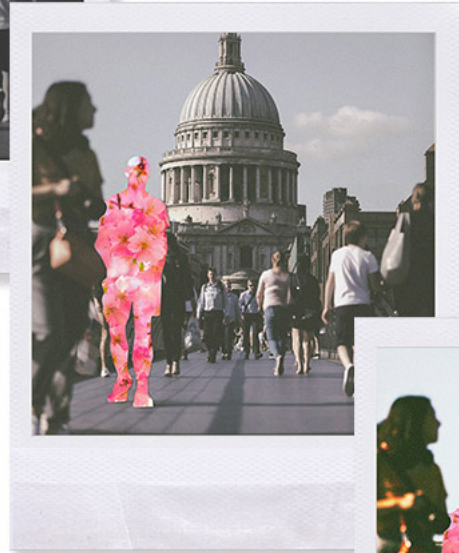
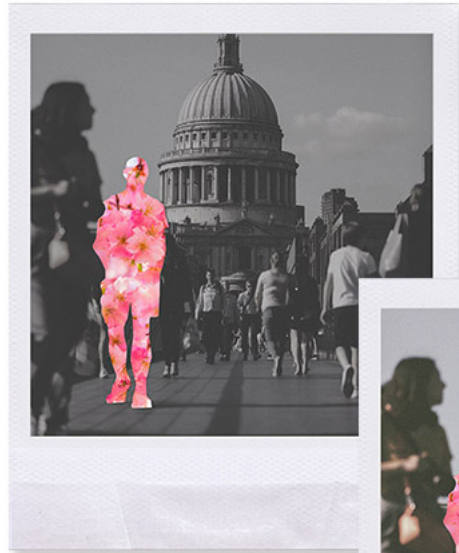
# Copy for other digital and non-digital channels

- 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