

Royal College of General Practitioners and Warwick Medical School
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Abstract Submission Form

PRESENTER'S DETAILS	
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Department or organisation - Warwick Primary Care	
Category Innovation Project	
PRESENTATION DETAILS	
Authors Sarah Mitchell, Carrie Weekes, Frances Glover, Anna Lock, Laura Tooley, Sharon Hudson, Diane Parkes, the BrumYODO collaborative	Title of Study BrumYODO – a Birmingham Dying Matters Initiative
What's the problem you are tackling? Death and dying affects us all, and yet remains a taboo subject for many. There is increasing emphasis on initiatives to encourage more open and honest conversations about death and dying, in order to improve experiences. The poster captures the work of BrumYODO, a social movement which emerged over a belief and commitment to achieving better dying in Birmingham.	
How did/will you do it? We are a collective of undertakers, artists, craftivists, hospices, children's hospices, doctors, nurses and citizens of Birmingham. For Dying Matters Week 2016 we planned and delivered a huge range of activities to engage our community in conversation about death and dying, with the message that talking about it won't make it happen. Events were both creative and practical, and included Before I Die Walls in libraries and bus stops, five death cafes, a pop-up shop with stalls, stands and talks, coffin design, storytelling and a Death Disco.	
What did you find? Our social media campaign, run with good will and energy, has generated passion, networks and the #BigConversation with a reach of thousands. We have created a film to share: https://www.youtube.com/watch?v=RowuZlYDryk . BrumYODO was runner up at the Good Funeral Awards 2016 and consistently receives outstanding feedback for its work at NHS roadshows and events. It has been shortlisted for the National Council of Palliative Care Dying Matters Initiative of the year Award. 2017 has seen BrumYODO hosting educational events for healthcare professionals about engaging with the community, and a collaboration with the Midlands Arts Centre and a week-long festival of events entitled "Matters of Life and Death" during Dying Matters Awareness Week.	

Why does this matter?

There is an ongoing need for open and honest conversation about death and dying in society. So many people die without making choices about their end of life care and death. BrumYODO is an initiative which is trying to address that need.

@BrumYODO #BrumYODO #lifedeathbrum #whatcanyoudo