



PRESS RELEASE – 2019 Take the Time to Talk Awareness Week 8 – 12 April

Embargoed until 12pm Sunday 7th April 2019

New Zealand's Take the Time to Talk Awareness Week will be held on 8-12 April, when the funeral profession will be encouraging families throughout New Zealand to share their stories of their loved ones with each other and the wider community to keep their memories alive and support healthy grieving

Funeral homes up and down the country that are members of the Funeral Directors Association of New Zealand (FDANZ) will be distributing leaflets and putting up posters in their communities to promote the idea that sharing stories and planning ahead ensures that when the time comes our funerals are meaningful and have value to those left behind. A meaningful farewell is central to the process of healthy grieving and the wellbeing of our communities.

FDANZ President Gary Taylor says the campaign is designed to encourage people to spend time sharing their life stories and talking about final farewells.

"We want to encourage people to take one piece of stress away from their family by letting them know your story and wishes ahead of time.

"For example, do your children, grandchildren and friends know the defining moments of your life? Do they know the day you laughed so hard you cried? Do they know your proudest achievement or your favourite teacher? Do they know that when you grew up you wanted to be an astronaut?"

"The sharing of your life story isn't something that has to be done in your absence. Don't leave it up to someone else to tell your story. Do it now when you can enjoy being a part of the conversation.

"Families that share stories and plan farewells with loved ones ahead of time tell us doing that helps take away what can be a lot of stress.

"New Zealanders plan for so many events in our life but, sadly, we don't appear so keen to plan for our funeral. People have started to normalise conversations around retirement and advanced care planning, but we're reluctant to talk about our funerals.

"As funeral directors, every day we see the struggle families have when trying to make the right choices which will best honour their loved one's life.

"There are dozens of choices that need to be made to say goodbye to a loved one. Starting the talk now makes it easier for those organising a funeral later and supports them with healthy grieving. Funerals are an emotional time, and the more we plan, the more time we have to gather and remember the person's life instead of organising the funeral."

Mr Taylor says the 124 funeral firms who belong to FDANZ know the value of a meaningful funeral.

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“That's why they accept adherence to the strict FDANZ Code of Ethics, Code of Professional Practice, and a requirement to have qualified staff to ensure they deliver not just a funeral, but a meaningful experience. Not all funeral homes in New Zealand have the same focus.”

ENDS

For additional media enquiries about “Take the Time to Talk”, please contact:

- FDANZ President Gary Taylor: 027 222 3795, CEO David Moger 021 622 523 or media@fdanz.org.nz

The Funeral Directors Association of New Zealand (FDANZ) is a voluntary membership organisation for funeral firms that choose to adhere to the strict FDANZ Code of Ethics and Code of Professional Conduct and the requirement to have qualified staff. Around 80 per cent of all the funerals in New Zealand are arranged by FDANZ member firms.

Visit <https://www.fdanz.co.nz/2019-takethetimetotalk> for more information and the Take the Time to Talk imagery can be found here <https://www.fdanz.co.nz/media> Please contact media@fdanz.org.nz if you would like to be sent the digital files.

TAKE THE TIME TO TALK

