You Got This!
Practical Ways to Serve Families During COVID-19

Learning Objectives

- View different COVID-19 policy statements
- Learn suggested dialogue to alleviate anxiety and distress
- Design a meaningful micro-funeral service package
- Learn ways to transition into discussing a future remembrance event
- Explore ideas for family participation as they prepare for a future memorial
- Discover ways technology can help to remember the loved one’s life
- Prepare for challenging questions and objections
- Identify new ways to engage the community

Suggested Areas to Cover

- Response time for transfer of loved one
- Completing funeral arrangements
- Detailing current restrictions for services
- Following guidelines of churches and cemeteries
- Ways people can connect to honor a person’s life
- Healthy and safety measures in place
Example COVID-19 Policies

buschcares.com
Place of death response, residential or institution: Upon notification of a death occurring, we will maintain our one-hour response unless otherwise instructed by us or the facility where the death occurred.

Off-site guidelines: We have contacted area churches and facilities to understand their guidelines and restrictions for private events. Please contact us.

Cemetery guidelines: We have contacted area cemeteries to understand their guidelines and restrictions for events. Please contact us.

oakeys.com
Center for Disease Control posters with information about the Coronavirus will be posted throughout our chapels. Regular hand-washing by all employees every 30 minutes to an hour for at least 20 seconds. Employees will be offered gloves to wear when they believe it is appropriate. Everyone entering the Roanoke chapels will practice a personal space zone with a distance of 6 ft. between each other.

Hand sanitizer and tissues will be available to all upon availability. Regular wiping down all door handles, knobs, community surfaces such as conference tables, telephones, and fleet interiors and door handles with disinfectant continuously throughout the day. Additional regular cleaning, stocking, and wiping down of bathrooms. Paper products will be used in all Oakey’s chapel kitchen facilities with only single-use disposable cups to be available at water fountains.

baue.com
Baue has always implemented the latest technologies for the convenience of families we serve. We have made livestreaming and recording of services available to all families at no charge. You may view services at Baue with a closed-circuit private link. You may also support families via guest books and obituaries on our website.

Funerals are important. Recognizing loss is a human instinct and it is important to recognize that we must facilitate beginning the healing process. Please make an extra effort to support those that have lost a loved one during this unusual time. Your support is more important than ever with the added stress of these extraordinary circumstances.

horancares.com
We recommend that all funeral arrangements be made by phone or online. We are able to handle everything we need remotely so that, for your own safety, you don’t have to make an additional trip into our offices. Please call us at 303-745-4418 with questions or to make arrangements.

sunsetfuneralhome.com
As per recommendation of the CDC public events need to be kept to a maximum of 10 people or less. Our directing staff will present several options to your family in regard to keeping you safe and still allowing you to have some type of a service. These are unprecedented times so we promise to be reasonable and flexible.

Chat Discussion Question

How often have you updated the funeral home’s COVID19 Policy since March?

COVID-19 Funeral Specialist

Responds to all COVID-19 funeral inquiries from the public
Assist in the creation of all website updates and social media content
Connect with local/state government officials regarding funeral provisions
Compile data of all consumer questions/concerns
Identify community outreach needs and opportunities
Manage Expectations

This afternoon we will spend time planning a tribute that honors your mother's life and best fits your family's needs. During this time I'll be going into detail about what is permitted and what your choices are for planning a service this week and in the future. Part of this arrangement conference also includes gathering important information for completing legal documents and writing a meaningful obituary. It's important that I do spend time getting to know your mother and the special relationships she had with family and friends. This will help us to plan a service that is reflective of the life she lived. In regards to viewing caskets, outer burial containers and floral arrangements you will be able to see our digital catalog on your screen. While this is a very different way to make arrangements and we've been presented strict requirements to follow I assure you that what we have planned will truly capture the essence of your mother's life.

Micro-Funeral Burial Package

- Basic service fee for funeral directors, staff and overhead
- Professional transfer of your loved one into our care
- Virtual arrangement conference with immediate family
- Coordination with cemetery, celebrant, newspaper, etc
- Professional embalming for viewing
- Dressing and necessary cosmetics
- Placement and positioning in casket
- Viewing/service at funeral home (or church)
- Expertly styled video tribute
- Utility vehicle for flowers and equipment if needed
- Eternal tribute website with condolence feature

Private Farewell Cremation Package

- Basic service fee for funeral directors, staff and overhead
- Professional transfer of your loved one into our care
- Virtual arrangement conference with immediate family
- Cremation permit/authorization/fee
- Coordination with newspapers, crematory, etc
- Professional embalming or refrigeration care for viewing
- Dressing and necessary cosmetics
- Placement and positioning in casket
- Private viewing/service at funeral home (or church)
- Expertly styled video tribute/tribute website
- Utility car for flowers and equipment if needed
- Allowance for personalized urn
Creative Additions

- Video memories
- Memory tree
- Balloon hugs
- Flowers of love
- Support banner
- Prayer candles
- Custom playlist
- Custom song/poem
- Special scent
- Celebrity message

Creative Additions

- Wall art/quote
- Woven blanket
- Custom song/poem
- Memorial banner
- Rental floral tributes
- Live streaming w/ recording
- Transcript of service
- Drive in memorial
- Drive up graveside

Chat Discussion Question

What’s the most creative form of personalization you have used during this time?

Future Memorials

- More time to prepare
- Opportunity to discuss in detail
- Valuable behind the scenes participation
- Opportunity for further customization
- Collect more inspiration
- Be more hands on
- Less stress for some families
- Work on the budget
- Time to informed decisions
- Give others time to plan travel
Suggested Dialogue

I want to take this time and discuss planning a memorial in the future. For families who have decided to plan a second tribute the determining factor was the opportunity to include extended family and friends. They also see tremendous value in taking this time they have at home to gather more inspiration and be more hands on with the planning. May I take a few minutes and share with you the steps Smith Funeral Home is taking to help families with their second memorial?

Virtual Arrangement Conferences

- Zoom
- Google Hangouts/Meet
- Facetime
- WhatsApp
- Selfie Light
- JotNot
- Docusign/SignNow
- Evernote
- Join.me
- Digital catalog of selections
- Pictures of visitation room

Live Streaming Considerations

- Facebook
- YouTube Live
- Periscope
- Instagram Live
- Music license
- Vimeo
- OneRoom
- TribuCast
- SympathyNet
- Funeral One
- Statement decor
- Chat feature
- Display lyrics/readings

Instructions for Live Streaming

Video Equipment
- Smartphone or tablet
- Laptop with webcam/USB camera
- DSLR digital camera
- Mevo camera
- Tripod

Audio Equipment
- Movo phone stabilizer with microphone
- FiFine laptop microphone
Video chat will be connected inside to the family, allowing real-time conversation and sharing.

At Unity Station, friends and family can virtually embrace while following current NYS guidelines.

townleywheelerfh.com © 2020

saskatoonfuneralhome.com © 2020

saxetfuneralhome.com © 2020

### Instagram Post

rachpsinclair • Follow

rachpsinclair If you are wearing pink tomorrow for our amazing Holly Dol, than please remember to use the hash tag #wearpinkforhol tomorrow We are going to collect every picture and then use these to create a video for Holly celebration at the later In the year 😊. Thanks so much to every single person who has shared and said they are wearing pink. It means the world to us that even though we will be sitting in an empty cimemtarium (seats aren't even allowed to be next to each other 😔) that people all over are remembering Holly and showing their love and support - thank you thank you ❤️ x

PLEASE REMEMBER TO USE THE HASH TAG #WEARPINKFORHOL TOMORROW

MAKE SURE YOUR PIC/POST IS SET TO PUBLIC SO WE CAN SEE IT

THANKS FOR YOUR SUPPORT X

#WEARPINKFORHOL

248 likes 2 days ago

Add a comment...
For The Obituary

“Matthew’s family would like to express their appreciation and thanks to Norton Hospital for their loving care in his final hours. In the wake of the COVID-19 pandemic, public services will be scheduled until we can again gather in groups larger than 10. Matthew’s family encourages his friends and loved ones to stay tuned for more information on a date when we can come together to celebrate his life.”

“Those who were touched by Paul’s life are invited to watch the live stream of Paul’s memorial service which will take place on April 2, 2020 at 1:00PM. The link to virtually attend his tribute is www.thelink.com. A recording of Paul’s memorial service will be available for viewing.”

“In compliance with health and public safety directives, the funeral arrangements for Bob Jones will be private. This private service will be live streamed on the Facebook page of The Christ Church, April 3rd at 11:00AM.

“Family and friends of Jenni are invited to share their favorite photos and video memories to be included during the live stream of her service. Please follow this link to share your memories.”

“Family and friends are invited to show their support by joining the “Hugs from Home” program where your heartfelt message will be attached to a white balloon. These balloons will fill our chapel as hugs for the Smith family. They will be able to read your message of support and know that many others are there with them in spirit.”

Due to the current public health situation, private services were held.

Prepare for Questions

How will we get mom’s urn back?
Can’t we just let 10 people in at a time?
Will we get COVID-19 from the deceased?
What if someone doesn’t have Facebook to watch the service?
Are there some families not doing anything for their loved one?
What do I say to people who call and want to help in some way?
Can our family attend the cremation?
I hate my brother. How can we keep him out of this?
Can we take people’s temperature before letting them in the funeral home?
Our mom is in assisted living how can we help her watch dad’s funeral?
Is it okay to prearrange right now?
Do we need to wear masks when we come to family viewing?

Prepare for Questions

Can we have a home funeral?
We didn’t get to see my mom when she died. How soon can we come in?
Can we bring food?
Can we have a procession to the cemetery?
Will your funeral home still be open when we do a funeral in the fall?
Can we still make pre-arrangements?
We’ve both lost our jobs. What are our options?
How do we pick the 10 people allowed?
The funeral home down the street will let us have more than ten. Why not you?
What do we do about flowers?
I can’t pay on my pre-arrangement any longer. What are my options?
How can I help my kids understand what has happened?

Community Outreach Ideas

Amp up social media
Frequent blog posts
Send notes to clinical teams
Drop off baked good for seniors
Grocery shopping for senior adults
Collect video messages, cards and drawings for seniors
Parking lot concerts at senior living facilities
Thank You yard signs for healthcare workers
Complimentary birthday/Mother’s Day tribute videos
Host a virtual food drive for local food banks
Chat Discussion Question

How has your funeral home stayed connected to the community during COVID19?
"We know these are challenging times for your clinicians and referral team. I welcome a conversation to understand in detail those areas where our funeral home can help."

"If a care team member or family has a request for an urgent transfer time of a decedent please call me on my personal cell for us to discuss that. We can certainly work to make that happen."

"If a care team member or family has questions about their funeral choices and what is and is not permitted please call me at anytime. I want to be that resource for you and I’d be pleased to help."

"I know in person bereavement support and grief events have been cancelled. I’d be pleased to share with your counseling team digital grief tools we have available and others we have shared with the community."

"We want to relieve you of those pressures and help families during this difficult and confusing time for grieving families."
Exclusive webinar opportunity for local hospice providers to share how your funeral home is helping families honor their loved one's life during COVID19. https://bit.ly/37ezeMu

THANK YOU!

www.funeralhomegifts.com
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J. Allen Hooper Funeral and Cremation Services