



LeadingAge Ohio launches new campaign “It’s OK to Grieve”

New campaign will connect grieving Ohioans to bereavement resources

COLUMBUS, Ohio – Ohio’s voice for the continuum of long-term services and supports, LeadingAge Ohio, is launching a new program over the winter season to connect grieving Ohioans, including health care workers, to bereavement resources and hospice providers in their local communities. The “It’s OK to Grieve” campaign will feature digital and social media messaging around the state highlighting resources for Ohioans who may be struggling with losses from COVID or other grief. The hashtag #OKtoGrieve will be used.

LeadingAge Ohio represents the majority of hospice providers in the state, and many offer high-quality bereavement services to their communities regardless of whether a loved one was served by the hospice. Bereavement and grief counseling services can be an important support for any Ohioan who has experienced loss, hardship, or trauma. In addition to loss-of-life, secondary and cumulative loss are affecting many Ohioans, including loss of employment, cancellation activities, and the difficulty of holding funerals and engaging in other rituals after a loved one passes, to name just a few.

LeadingAge Ohio also wants to connect any health care worker approaching burnout or those experiencing traumatic stress from the impact of COVID-19 to the bereavement services available through its membership.

“COVID-19 has taken a tremendous toll on everyone this year, from health care workers on the front lines to individuals who have lost loved ones, precious time spent with family, or their livelihood,” said Kathryn Brod, President/CEO of LeadingAge Ohio. “The goal of this initiative is to connect Ohioans with bereavement services, to come alongside those who are struggling and offer meaningful support.”

Health care workers are especially at risk in dealing with stress and grief. According to a recent survey, 93% of health care workers were experiencing stress and 39% expressed not having enough adequate social support. Nearly 49% of workers have cried at work in the past year.

“It’s OK to Grieve” launches today. For more information, visit www.leadingageohio.org/bereavement.

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Founded in 1937, LeadingAge Ohio is a nonprofit organization that represents over 400 long-term care organizations and hospices, as well as those providing ancillary health care and housing services, in more than 150 Ohio towns and cities. The continuum of care reflected by the member organizations serve an estimated 400,000 elderly Ohioans daily and employ more than 35,000 persons statewide.