



WINSTON'S WISH **WVW**

Giving hope to grieving children



Introduction to charity



Introducing Winston's Wish

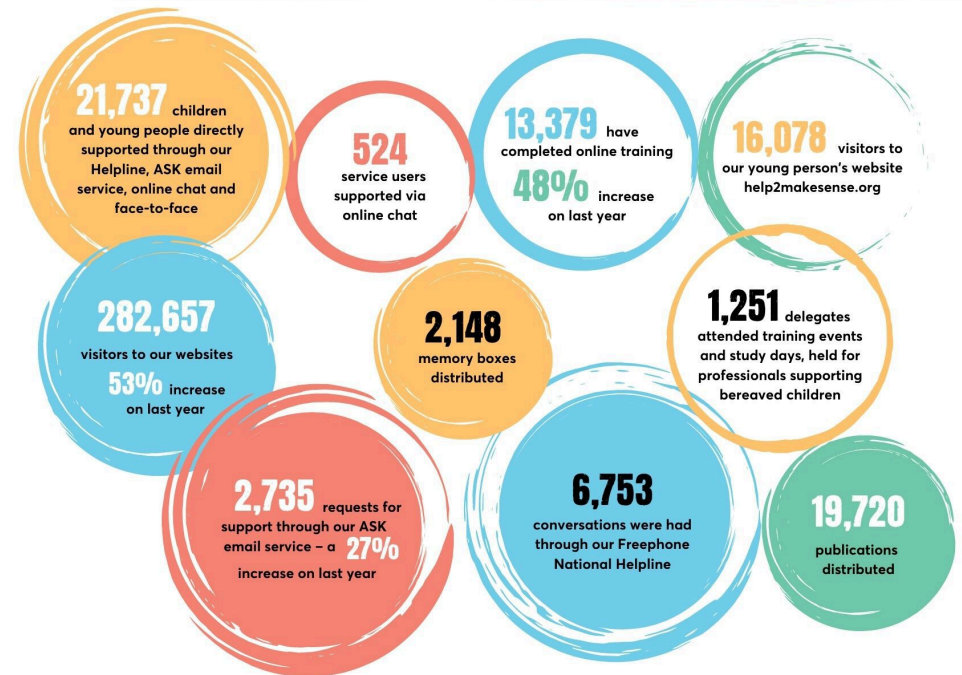
At AIG, we believe in providing expert support when it matters most, and sometimes it's about **more than just the financial protection**. Whilst it's something most of us don't want to think about, the fact remains that somewhere in the UK **a child loses a parent every 22 minutes**¹ - at least one in every classroom¹. It's one of the toughest things a child will ever have to go through.

Unsupported grief can result in some negative consequences - 41% of young offenders experienced bereavement as a child¹, along with the impact not talking about their feelings can have on trust, relationships and self-esteem as they grow up².

All this makes providing specialist help all the more important for a child's mental and physical wellbeing.

That's why we've partnered with Winston's Wish, one of the UK's leading child bereavement charities. Since 1992, they've been helping children who've lost a parent or sibling by **listening to their grief, acting when they're needed and knowing what to say when it's time to talk**. Their services helped 21,737 young people face the future with hope and go on to lead full and flourishing lives³.

2019-20 AT A GLANCE



¹ Winston's Wish (last accessed December 2020)

² JRSM [Journal of the Royal Society of Medicine] (February 2013)

³ Winston's Wish (last accessed December 2020)



Meet Kyle

Case Study



Following the sudden death of Kyle's dad in 2019, he experienced a really challenging time. But Winston's Wish helped to overcome some of his anxiety and pave the way for a more optimistic future.

Kyle aged 17

Kyle came to Winston's Wish along with his two siblings (aged eight and two) after **losing their dad to pneumonia**. The pair were extremely close, with all three children having lived with him since a young age following family break up and exposure to his mum's mental health issues.

Despite the referral being for the whole family, his step mum was most concerned about Kyle. At age 17, he was **preparing to move to university** when his world was turned upside down, seeing him **experience anxiety and withdrawal** from things he loved doing before.

Winston's Wish stepped in with telephone counselling - a friendly voice at the other end of the phone to chat about his worries. They worked with him to develop **copng strategies** and using **mindfulness**, as well as building up his support network. One of the main things Kyle shared over the sessions was his feeling of guilt - that he hadn't picked up the phone when his step mum rang to say his dad was in hospital. Talking through his problem allowed him to see that nothing he did could have changed the outcome.

Through the charity's time working with Kyle, his grandfather also unexpectedly passed away - this was another significant loss as his grandfather was one of the most important connections that Kyle still had to his dad. All at the time he was about to receive his A-level results and move on to higher education. **After all of this, he received two As and a B, securing his dream university place.** Winston's Wish was able to **help Kyle's transition to his next step in life** and join up their work with the sessions on offer from Student Support Services at the university. Kyle had previously shared that moving to University was something he felt wouldn't be possible as he was concerned about leaving his younger siblings behind.

Winston's Wish helped him to explore these feelings and gave him the reassurance he needed to make this important transition to adult life with confidence and hope.

Winston's Wish real life case study. Names have been changed and imagery shown is for illustration purposes only.

Support on offer

How Winston's Wish support bereaved children



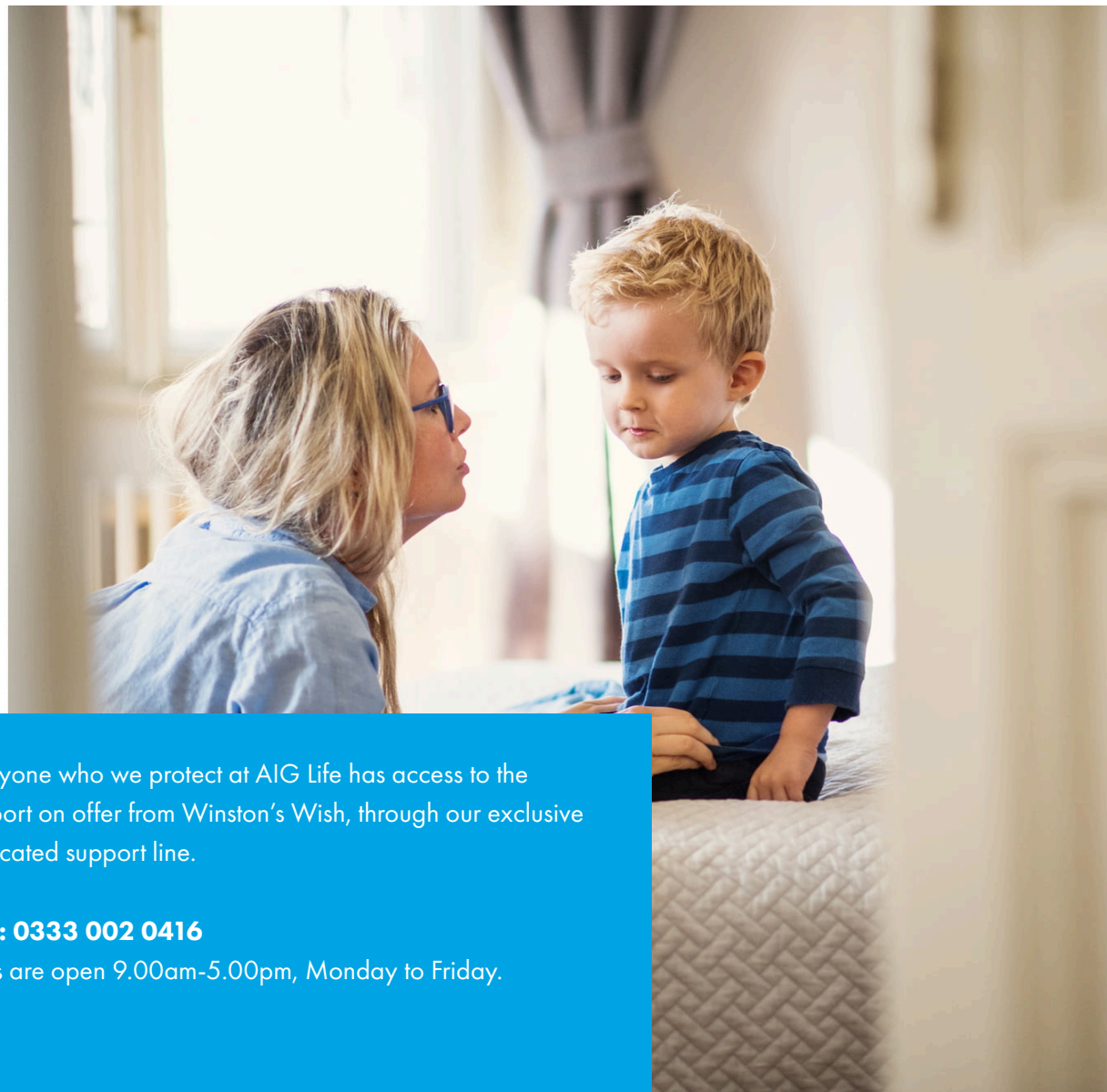


The **Winston's Wish helpline** is the **first point of call for children in need of support** and it's important to remember that reaching out won't always be from the young person themselves. More often than not it's a close friend or family member who calls in, but other people (like doctors, teachers and insurance professionals) also get in touch looking for advice on how to help a child who's grieving.

Think of **the team on the end of the phone as a sounding board** - there to help and guide you through a difficult conversation. They're experts in supporting bereaved children, and will:

1. Listen carefully and make practical suggestions
2. Offer support and information
3. Discuss options on the best way to support the bereaved child

Sometimes another way of getting in touch can feel more helpful, especially if a child's older and wants to talk to Winston's Wish themselves. Anyone who's in need of support in dealing with a young person's bereavement can also seek advice through the **ASK email service, online chat function or 24/7 crisis messenger**. There's also **further training on offer for professionals** who find themselves working with grieving children on a regular basis.



Everyone who we protect at AIG Life has access to the support on offer from Winston's Wish, through our exclusive dedicated support line.

Call: 0333 002 0416

Lines are open 9.00am-5.00pm, Monday to Friday.



Where next?

We know there might be times where people need some more specialist support. And the good news is Winston's Wish are here to help, whether it's **additional advice** on answering difficult questions, **suggesting strategies** to cope with difficult behaviour or just **extra reassurance** following an initial call.

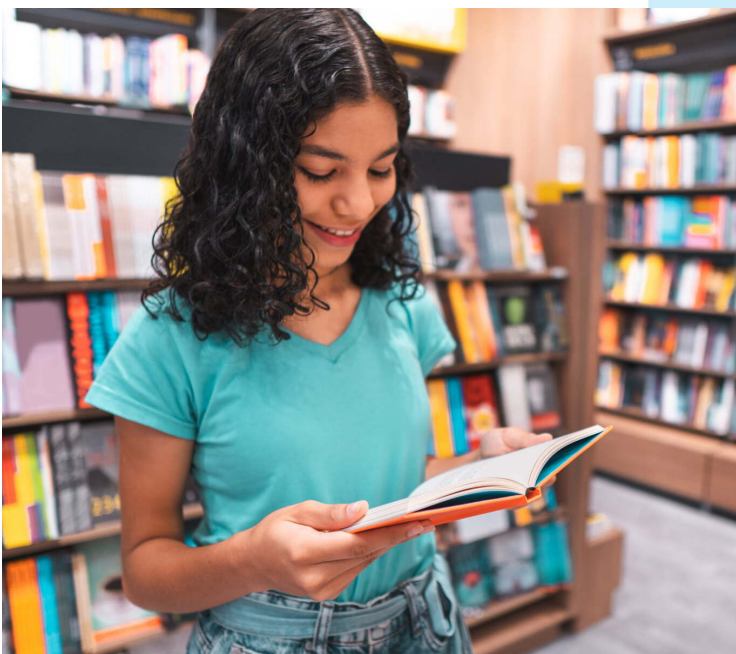
The Helpline team work with families to identify what approach is going to be most useful, either **working with parents** to help them support their children or **offering support directly to the grieving child** or young person.



Meet Milly

Case Study





Milly aged 17

Even though Milly's parents had been split up for a while and she was living with her mum, **her dad was still a big part of her life**. So naturally, his terminal diagnosis of leukaemia came as a shock. He'd been keeping his condition and treatment a secret until doctors told him there was nothing more they could do, **giving Milly only two days to visit him in hospital and say goodbye**.

Whilst the death of a parent is difficult for any young person, **Milly's learning difficulties make understanding complex and emotional situations harder for her than most**. When Winston's Wish got involved, she was struggling with relationships with her peers and processing her thoughts and feelings - **the worry that her life would be defined by her dad's death** and that she'd forget him.

Her regular support **sessions were held over video**, allowing 15-year-old Milly to be in her comfortable home environment and fit them in around her home schooling - easing some of her anxieties about falling behind. Having a dedicated space to talk about her dad was really important and allowed her to move forward. Whether it was exploring coping strategies or connecting her feelings with the story of what happened, her confidence and concentration grew day

One of the most significant pieces of work Winston's Wish did with Milly was the **Tree of Life** - helping her map out what events shape her identity and future hopes and ambitions.

Hearing Milly's mum say she was surprised at **how much her daughter had opened up and articulate her feelings** well is priceless. Her mum added that just because Milly wasn't crying every day, it didn't mean that she wasn't experiencing the feelings. Thanks to the support offered by Winston's Wish, **the communication between the two of them about her dad's death improved massively**.

The future's bright for Milly, as she looks to follow in her dad's footsteps and train for a career in the police force.

Winston's Wish real life case study. Names have been changed and imagery shown is for illustration purposes only.

Following the death of Milly's dad in March 2019, her mum contacted Winston's Wish for support with processing what happened. This is her story.

Final thoughts



There are some **key points in the financial protection journey** to make people aware of the help on offer through Winston's Wish. Identifying these moments is important, whether it's right at the **beginning of the process** and you're talking about who a policy is going to provide for or you're further down the line at **claims stage** and there's a bereaved child involved.

If you need more information or resources on the best way to support a child who's grieving, please visit winstonswish.org.

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Thank you for reading

Winston's Wish is a national charity that is accessible to anyone regardless of your insurance policy. The service is available even if your policy ends.

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