



*Association for Workplace Tragedy Family Support*

## **Threads of Life Partner Share Package**

**April 2023**

Please feel free to use or share the messages below in the way best suited to your communication channels, both internal and external. For more information or questions, please contact Susan Haldane, Manager of Marketing and Communication, [shaldane@threadsoflife.ca](mailto:shaldane@threadsoflife.ca)

### **Message 1: Client or Internal staff email/newsletter**

[Subject line] **A Day of Mourning – for all of us**

When lives change due to a workplace tragedy – whether a fatality, a life-altering injury or an occupational disease – we grieve so many things. This year we asked three Threads of Life family members what they miss most about their loved one. [They shared their responses in these short videos in honour of Day of Mourning.](#)

“What I miss most about my brother is the things that I can’t tell him,” says Alex – all the exciting developments in a young man’s life. Virginia misses the sound of Paul’s heartbeat, and Terri misses her son’s “huge smile”. For each of them and so many others, April 28 is their day of mourning.

On Day of Mourning this year, honour all the individuals and families affected by workplace tragedy, by renewing your commitment to work safely, and join Threads of Life for our virtual Day of Mourning ceremony. [You can register here and we will send you the Zoom link.](#)

[Hyperlink 1:

[https://www.youtube.com/watch?v=biBaliSvUy0&list=PLxK7XGt486FBMg2AD\\_WO8HZgyZQeB7-Xf&index=1](https://www.youtube.com/watch?v=biBaliSvUy0&list=PLxK7XGt486FBMg2AD_WO8HZgyZQeB7-Xf&index=1) ]

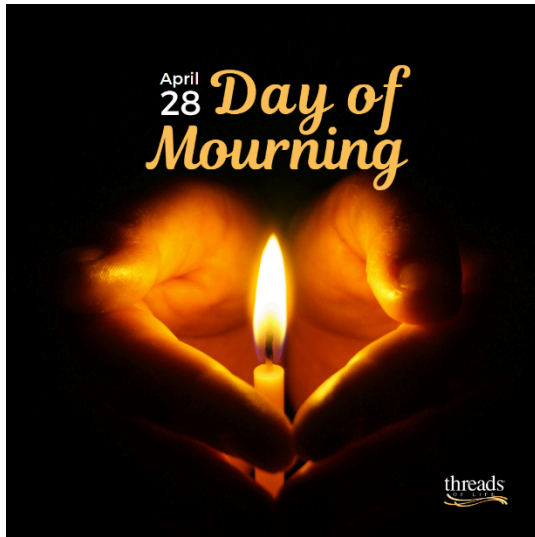
[Hyperlink 2:

<https://docs.google.com/forms/d/e/1FAIpQLScLX8QamGHRZNmAUiEoKN1omqrLDUAGxpn-AJBnHRkiV4fjVw/viewform>]

## Messages 2: Social media channels

April 28 is a Day of Mourning for all of us. Join Threads of Life's brief online ceremony to honour those affected by workplace tragedy, and to demonstrate your commitment to health and safety. Register for the Zoom link.

[link to: <https://threadsoflife.ca/get-involved/national-day-of-mourning-april-28th/> ]



[suggested image – sent in email from Threads of Life]

When lives change due to a workplace tragedy – whether a fatality, a life-altering injury or an occupational disease – we grieve so many things. For Day of Mourning April 28, three Threads of Life family members share what they miss most about their loved one.

[link to: [https://www.youtube.com/playlist?list=PLxK7XGt486FBMg2AD\\_WO8HZgyZQeB7-Xf](https://www.youtube.com/playlist?list=PLxK7XGt486FBMg2AD_WO8HZgyZQeB7-Xf)]



[suggested image – sent in email from Threads of Life]