

From the Desk of Danielle Knapp, IFDA CEO

Back in 2011, McKee Wallwork + Co1 (MW+C) conducted the original death care segmentation study for a group of independent funeral homes. In 2021, MW+C conducted a second landmark death care study that was – this time – sponsored by Directors Investment Group, the parent company of Funeral Directors Life and Passare.

This study was made up of hundreds of questions and a carefully selected panel of 3,000+ respondents, aged 35-69, from all over the United States. These participants were recruited by region, ethnicity, income, and other factors to be as representative of the nation as possible. *"We wanted a statistically significant sample so we could make meaningful statements [and connections] about the nation overall and about the segments themselves,"* said MW+C Partner Eric Layer.

Through analysis of the data, they were able to draw out five key findings and seven new consumer segments. Millions of data points. With hundreds of questions, thousands of participants, and even more possible answers, the data had millions of potential combinations they could have drawn out. However, after combing through it all, they compiled the top five key findings to help summarize the most important points.

The good news is people are feeling more positive about the profession as a whole.

We will be sharing their study and the five key findings over the next few weeks. The first key finding category for the 2021 study is related to feelings about the funeral profession, the individuals who work within it, and funeral homes in general. *To read the entire study see the additional PDF document attached to your email containing this Insider.*



McKee
Wallwork

The logo for Passare features a stylized red and orange wave icon to the left of the word "Passare" in a dark blue, sans-serif font.

Disclosure: The Data presented reflects the national consensus. This report merely presents the most important facts compiled from the raw data of participants' answers. The statistics and figures represent people's actual perceptions, attitudes, and thoughts, not the actions being taken or what's happening in the funeral home. Whether or not you let these findings and insights influence your business decisions is entirely up to you.

Questions or ideas? Email us at: Admin@IAFDA.org

Back in the Spotlight: Mass Casualties and Firearms Impacts

With the devastating news out of Lewiston, Maine last week, we find ourselves once again reeling from the impacts of individuals struggling with mental health and access to guns inciting the violent events of October 25, 2023. This 2022 real, and raw look at the challenges of morticians and embalmers in the face of grieving families seeking closure and requesting viewings poses some of the greatest challenge of some funeral director's careers. Our thoughts and prayers are with the workers, family, and friends of this mass shooting as the weeks ahead unfold and they lay their loved ones to rest. Click [HERE](#) to read the full article.

Preparing for the Seasons – How Do you Manage Stress?

Funeral professionals face unique challenges in their line of work, which can take a toll on their emotional and mental well-being. Dealing with grief and loss on a daily basis can be emotionally taxing, and certain situations can significantly increase workplace stress.

To cope with the stressors in their profession, funeral professionals may seek support through counseling, peer groups, or employee assistance programs. Self-care and burnout prevention are also critical, as well as finding ways to maintain a healthy work-life balance. It's important for society to recognize and appreciate the essential role these professionals play in helping individuals and families through some of the most challenging times of their lives.

[4 Ways to Manage Funeral Home Workplace Stress \(homesteaderslife.com\)](https://homesteaderslife.com)

November is Lung Cancer Awareness and Screening Month



Lung cancer is a significant public health concern, and the American Cancer Society's updated screening recommendations represent an important step in addressing this issue. Lung cancer is often diagnosed at advanced stages, making it more challenging to treat, and early detection through screening can improve outcomes. "In 2023, ACS researchers estimate 238,340 new cases of lung cancer (117,550 in men and 120,790 in women) will

be diagnosed. By the time people are symptomatic, treatment options can be limited, so screening offers a better chance for new treatments to succeed." To read the full article on screening click [HERE](#).

Upcoming C.E. & Events

Featured Education Sessions in Partnership with Community Educators

IFDA Package w/Special Pricing

11/9/23

9 am – 11:45 am

Medicare and The Growth of Medicare Advantage

11/21/23

9 am- 11:45 am

Home Healthcare in Retirement

12/5/23

1 pm – 3:45 pm

Social Security Review and Taxation of Benefits

Register here:

<https://communityeducators.net>

IFDA Education Committee Meeting

November 8, 2023

10:30AM Wedgewood Conference Room

District 3 Meeting

November 8, 2023

Café Dodici

122 S Iowa Avenue

Washington, IA 52323

5PM Social - 6PM Program

District 7 Meeting

November 27, 2023

Prime n' Wine

3000 4th Street SW

Mason City, IA 50401

5PM Social - 6PM Program