

From the Desk of Danielle Knapp, CIO Part 2: McKee Wallwork & Co Study

In 2011, a group of funeral homeowners had one question. "Who are our families, really?" They noticed the families they were serving were looking very different from the families they had served in previous decades. Their preferences were changing. The world was evolving. And they wanted to know why. Knowing they needed to work together, they pooled their resources and contacted a well-known market research firm, McKee Wallwork + Co (MW+C) in Albuquerque, NM. Funeral Directors wanted to know more about the families they were serving, who are they are. In doing so they could find ways to best serve each family knowing each one is different. MW+C conducted their first death care segmentation study to help this group of funeral homeowners get the answers they needed – and a few they weren't expecting. It has been over a decade since their first study. Last week we shared with you the first of five key findings. This week we bring you the second in this series, *to read the entire study see the additional PDF document attached to your email containing this Insider.*

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.

**McKee
Wallwork**



Upcoming C.E. & Events

Featured Education Sessions in Partnership with Community Educators

IFDA Package w/Special Pricing

11/15/2023

1- 3:45 pm

Retirement Income Planning: Making Money Last Longer Thank You

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>

Honoring Our Veterans

On November 11 at 11:11, 1921 the U.S., France, and England each buried an unknown soldier in honor of those who died in World War I. This began the annual Armistice Day holiday. The time and day were picked because WWI fighting ceased in 1918 on November 11 at 11:11. In keeping with this tradition, work stops on this day and time each year for a moment of silence.

Looking for ideas? How to Celebrate Veterans Day

- Honor the tradition with a moment of silence at 11:11 a.m.
- Buy a veteran a cup of coffee.
- Thank a veteran for their service.
- Buy a veteran lunch.
- Visit a cemetery and place flowers and flags at their graves.



IFDA Education Committee Meeting

District 7 Meeting

November 27, 2023

Prime n' Wine

3000 4th Street SW

Mason City, IA 50401

5PM Social - 6PM

Program

Guest:

Iowa Donor Network

Latest on the Colorado Return to Nature Case

Return to Nature owners Jon and Carie Hallford were arrested Wednesday in Wagoner, Oklahoma, on charges of abuse of a corpse, forgery, theft and money laundering, the 4th Judicial District Attorney's Office announced in a news release. The Hallfords' Colorado arrest affidavits are sealed, but a federal arrest warrant filed by a Denver FBI agent on Tuesday provides new details about what investigators found when they searched the funeral home in October after receiving complaints of "a horrific odor of decomposing bodies."

The Fremont County Sheriff's Office was notified of the smell emanating from the building at 31 Werner Road in Penrose on Oct. 3, and the next day, a Colorado Department of Regulatory Agencies investigator spoke with Jon Hallford about gaining access to the building that day. Jon Hallford agreed to an inspection, stating he was using the building "to learn how to do taxidermy and he knew he had a problem there," according to the arrest warrant. To read more on the developing case click [HERE](#).

Being Prepared for the Winter Months – Don't forget your vaccines!

It's challenging to make definitive predictions about the upcoming flu and RSV seasons. It's possible that they may return to pre-pandemic patterns, but it's also possible that other factors may come into play. Public health authorities will continue to monitor the situation and adjust their recommendations accordingly to protect public health. It's always a good idea to stay informed and follow the guidance of local health authorities.

"Just because we're coming out of the pandemic doesn't mean that we're suddenly immune to these other viruses, and we need to continue to do what we can to prevent those viruses from taking hold. That means getting your flu shot when it's available." To read more about being prepared for the Winter season click [HERE](#).

Childhood Vaccine Exemptions At An All Time High

The vaccine coverage rates for school-aged children in the U.S. fell below the recommended 95% threshold. During the 2021-22 school year, the coverage was about 93%. The report also mentioned specific coverage rates for certain vaccines, such as 93.1% for MMR (Measles, Mumps, Rubella) and poliovirus, and 92.7% for DTaP (Diphtheria, Tetanus, Pertussis) vaccines. The increasing trend in exemptions and declining coverage rates is a public health concern and may lead to the resurgence of preventable diseases if not addressed through public health measures and education. For the full article click [HERE](#).

