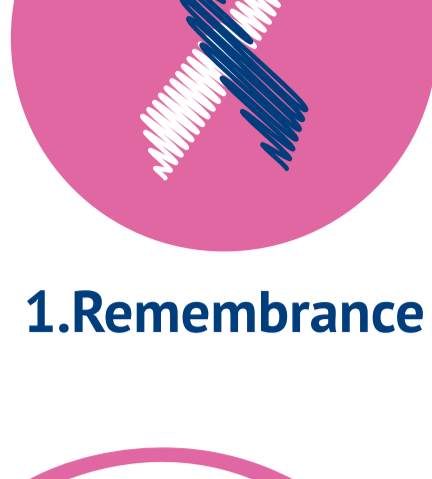


IMPACT OF BABY LOSS AWARENESS WEEK 2018

THE AIMS OF BABY LOSS AWARENESS WEEK



1. Remembrance



2. Raising Awareness



3. Driving Change

40 existing partners

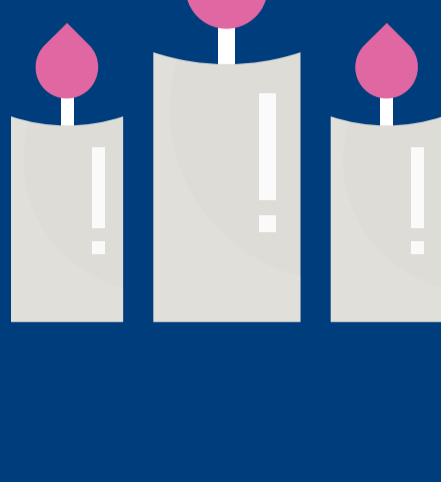


30 new partners

REMEMBRANCE

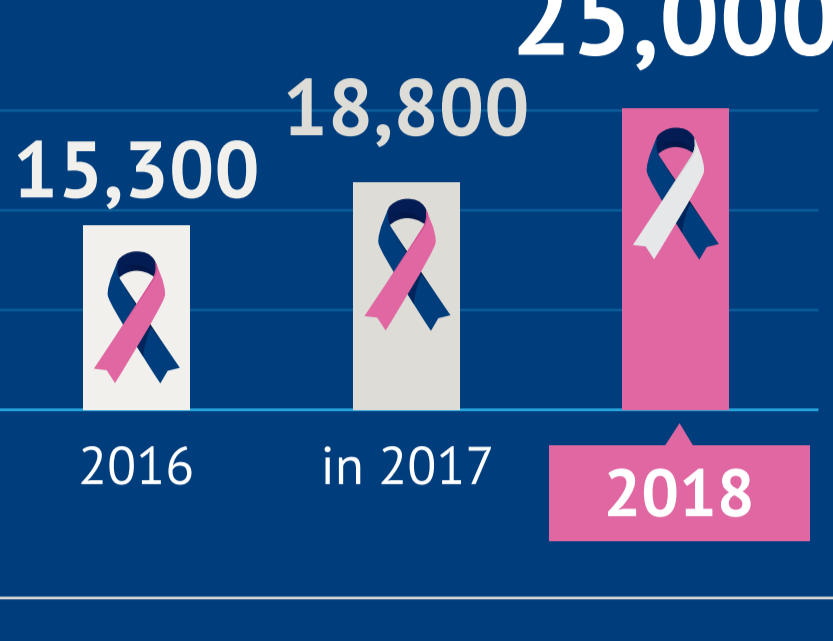
Wave of Light

7-8pm on 15 October



1500 candle tins distributed

Pin badges distributed



#WaveofLight in top ten trending hashtags



39 Ribbon displays and awareness events



48 Remembrance events



42 Wave of Light events



10 other events

RAISING AWARENESS

First ever animation

Shared by all the supporting charities



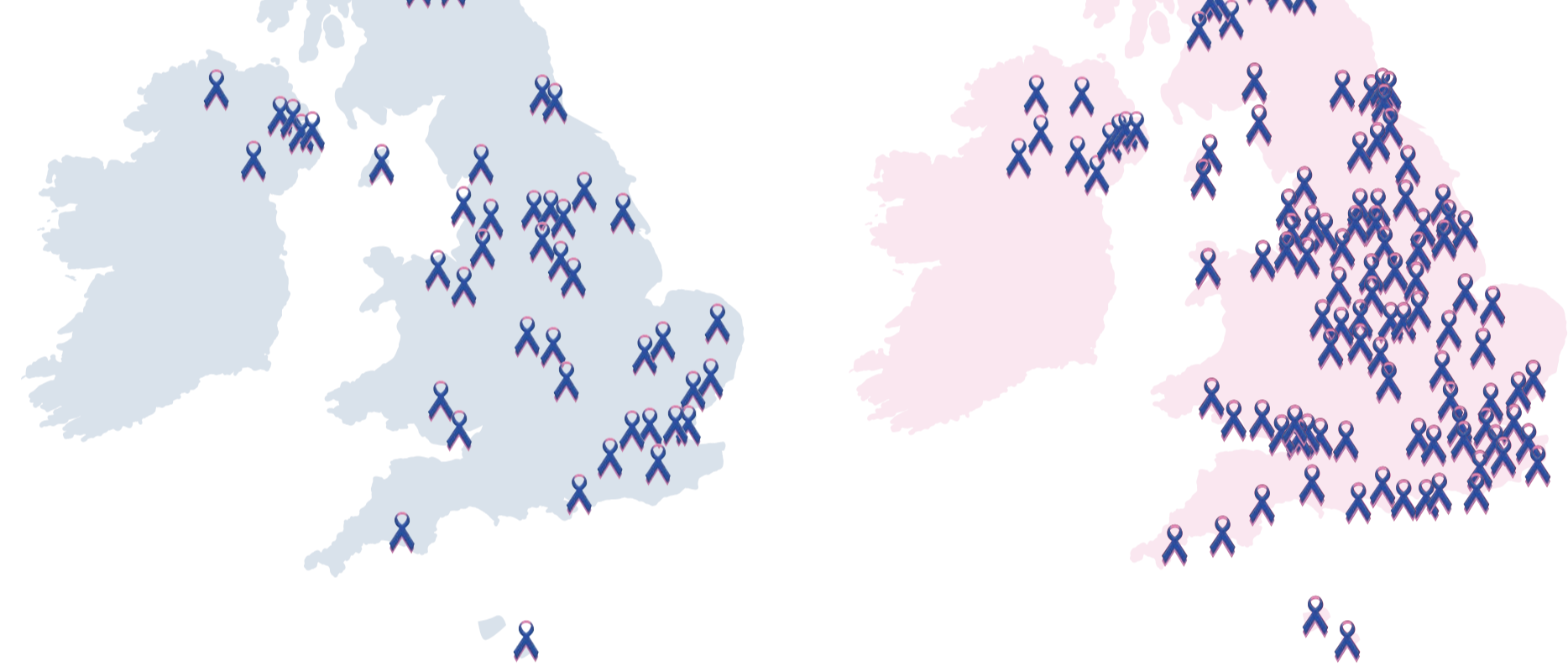
Buildings and landmarks lit up Pink and Blue

2017

71

2018

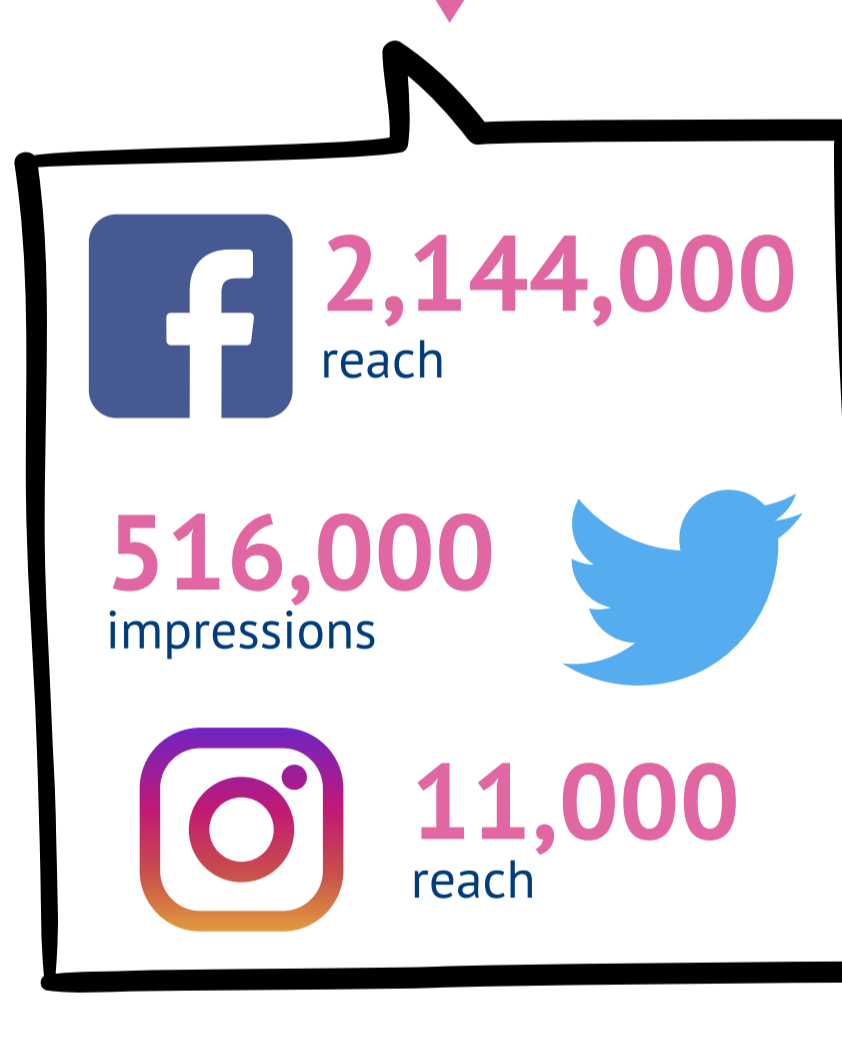
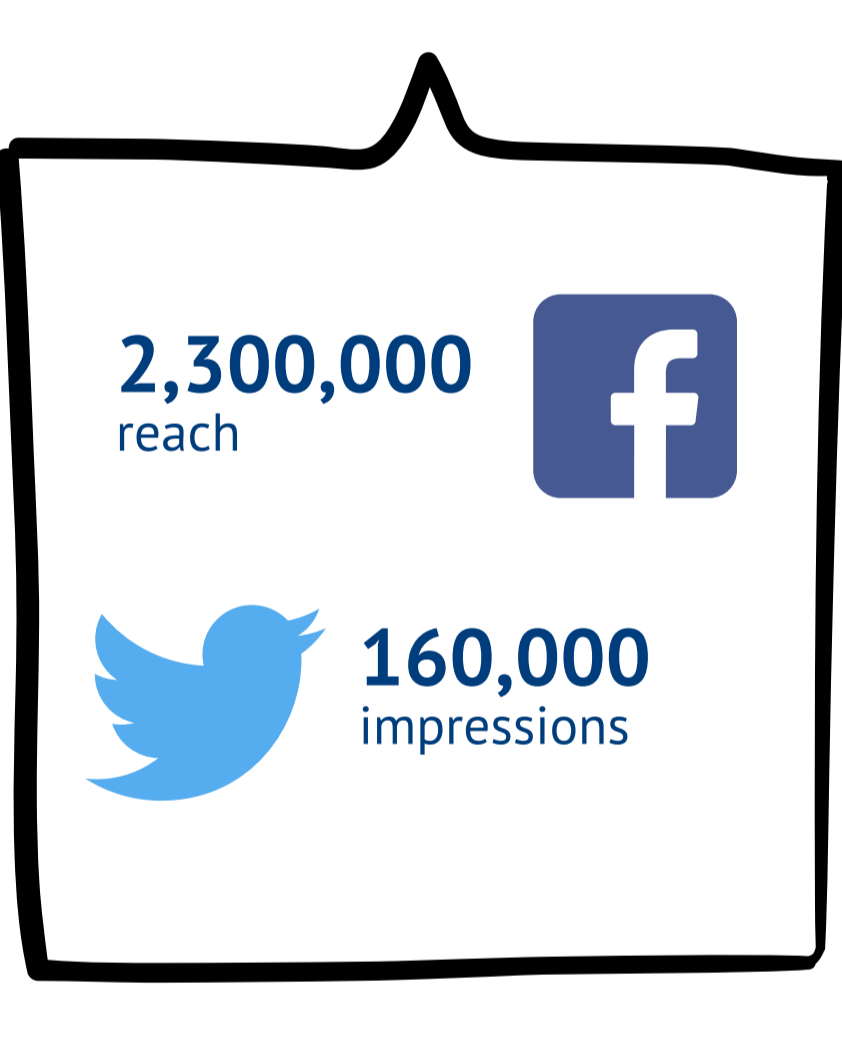
180



Social media

2017

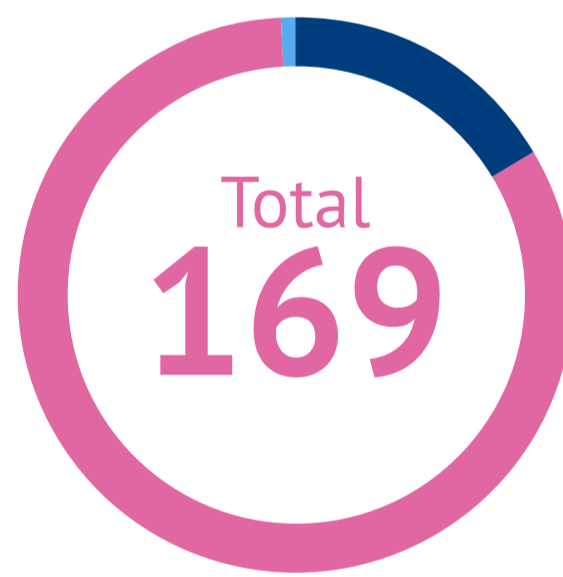
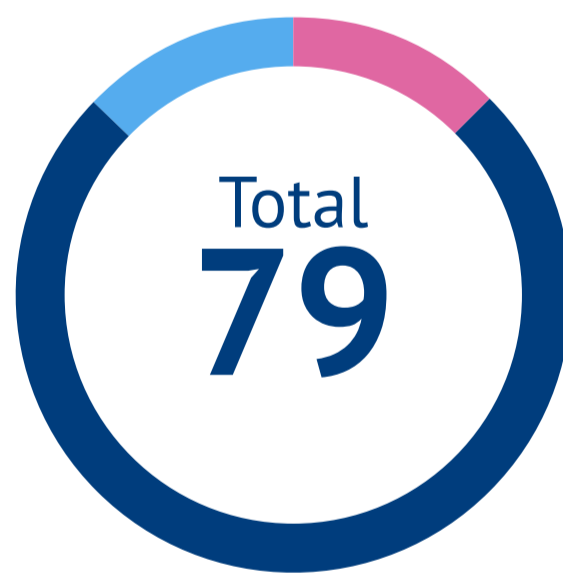
2018



Media coverage

2017

2018



DRIVING CHANGE

Parliamentary activity

Politicians from across the UK showed their support

25 politicians took part in a vox pop video



1,500 views

2017

2 Events

Westminster and Scottish Parliament

2018

5 Events

2 in Westminster, 1 in Scottish Parliament, 2 involving Welsh Assembly

The UK Parliamentary launch, Westminster, London

2017

2018

18 MPs attended

107 attendees in total

36 MPs attended

We called on politicians and local NHS trusts and boards to support the implementation of National Bereavement Care Pathway



556 supporters emailed their MP

220 supporters wrote to their local trusts/boards, sending 783 emails

600+ tailored briefings sent to politicians during BLAW

Baby Loss Awareness Week
9-15 October
babyloss-awareness.org

INCREASING AWARENESS A RIBBON AT A TIME

#BLAW2018 #babyloss