

# IMPACT OF BABY LOSS AWARENESS WEEK 2019

## THE AIMS OF BABY LOSS AWARENESS WEEK



**1. Commemorate babies' lives** and support bereaved parents and families

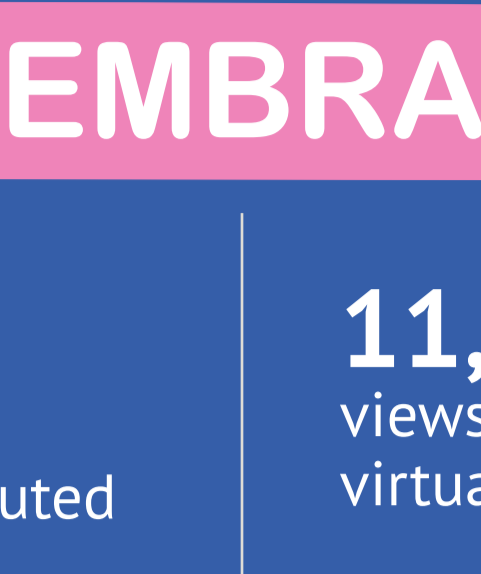


**2. Raise awareness** about pregnancy and baby loss



**3. Drive change** and improvements in care and support

**30** members



**Our Partners**

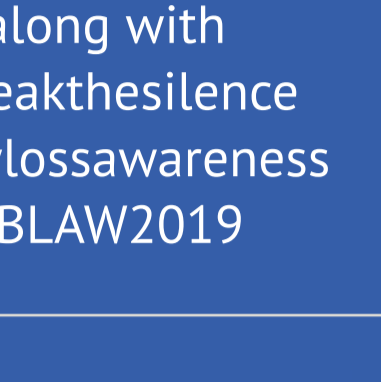
**59** supporters

## REMEMBRANCE



**1,500+** candle tins distributed

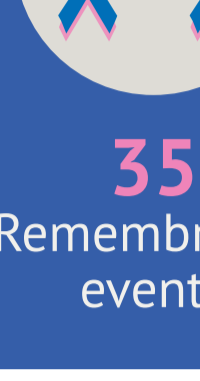
**11,400+** views of the virtual candle



### Pin badges



Wave of Light on 15<sup>th</sup> October



**#WaveOfLight** trended as **#1** in UK on Twitter

along with **#breakthesilence** **#babylossawareness** **#BLAW2019**

### Events



**62** Wave of Light events



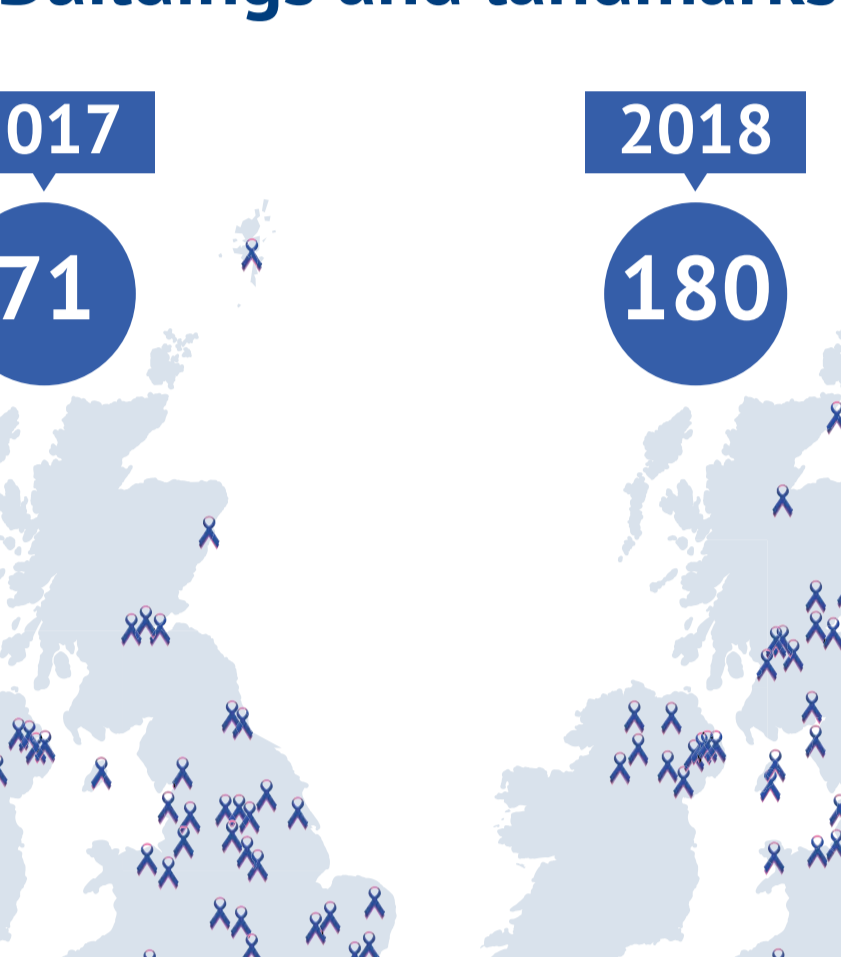
**35** Remembrance events



**19** Ribbon displays

## RAISING AWARENESS

Video of support with ambassadors and influencers



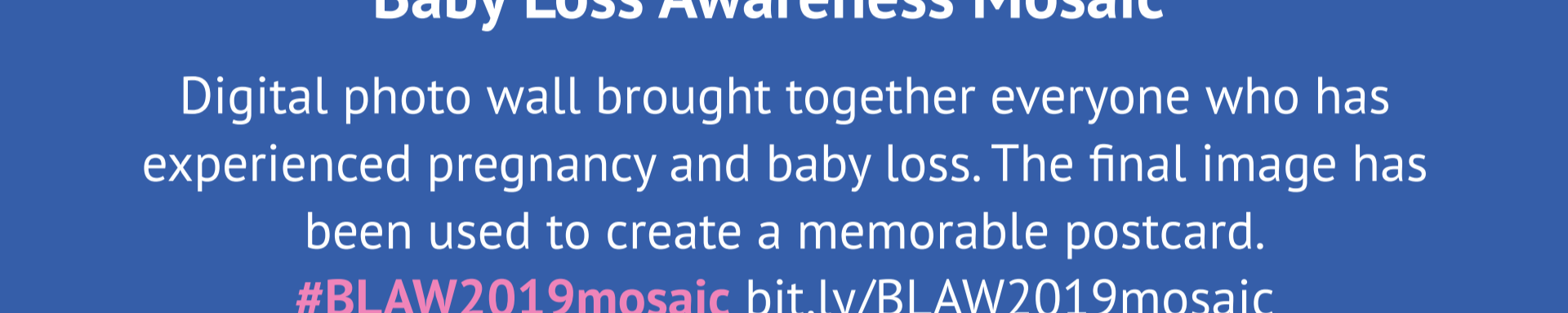
**36,200+** views

### Buildings and landmarks lit up Pink and Blue

**2017**  
**71**

**2018**  
**180**

**2019**  
**267**

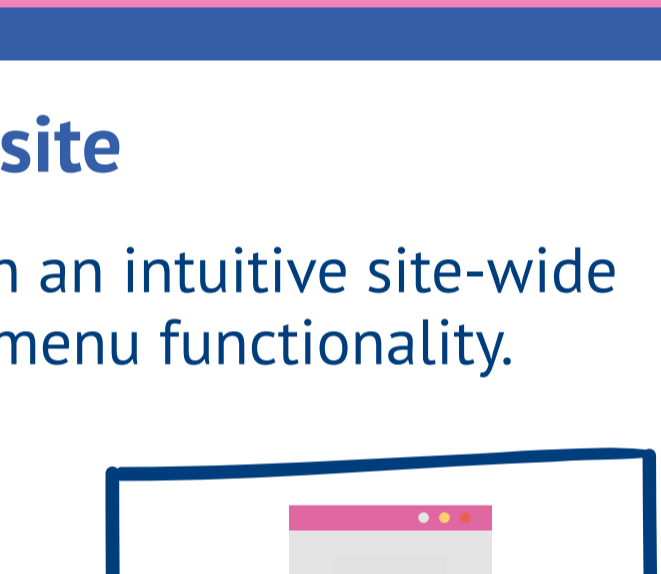


### Baby Loss Awareness Mosaic

Digital photo wall brought together everyone who has experienced pregnancy and baby loss. The final image has been used to create a memorable postcard.

**#BLAW2019mosaic** [bit.ly/BLAW2019mosaic](http://bit.ly/BLAW2019mosaic)

**6,000** photos shared



*How refreshing that someone might want to actually see a picture of our special angel babies, I've had pictures for 30 years that nobody has seen, nobody wants to look or can't bear to see such sadness, unlike a baby who survives, everybody wants to see a picture then :-)*

Helen Louise Jury

### New Website

Digital hub for all activity with an intuitive site-wide navigation and improved menu functionality.

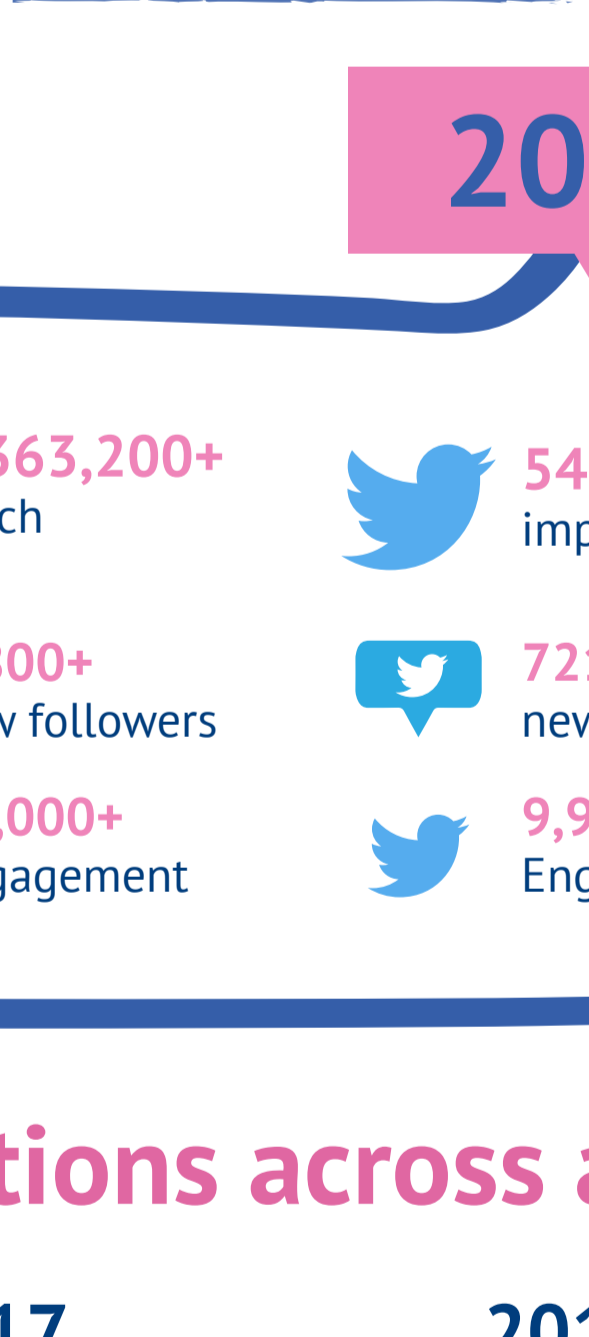


**23,400+** people visited our new website



Beyond the UK, this year we also had visitors from Australia, Italy, Japan and The Netherlands, which reflected enquiries and social media engagement from across the world.

## Two new posters and social media assets designed



**2019**

**1,363,200+** reach

**541,600+** impressions

**227,400+** reach

**3,800+** new followers

**721** new followers

**1667** new followers

**44,000+** Engagement

**9,900+** Engagement

**14,100+** Engagement

## mentions across all types of media

**2017**

**2018**

**2019**

**79**

**169**

**327**

## DRIVING CHANGE

The **"Out of Sight, Out of Mind"** report was launched on 8th October to support the Parliamentary debate on baby loss.



**35,500+** views of the report online

### Out of Sight, Out of Mind animation

**4,000+** animation views on YouTube

**124,000+** people reached



**24** MPs from across the UK spoke in the debate at Westminster on 8th October 2019

The minister announced that: Part of the **£2.3 billion** investment in mental health planned by the Government will be directed towards parents who have experienced pregnancy or baby loss

The working group for the development of maternity outreach clinics would be asked to consider the mental health needs of those who experienced pregnancy or baby loss

Group B Strep prevention would be a number **1** priority

The **40** new hospitals which are planned would be asked to consider including bereavement suites in England

**Baby Loss Awareness Week** 9-15 October [babyloss-awareness.org](http://babyloss-awareness.org)

**INCREASING AWARENESS ONE RIBBON AT A TIME**



**#BLAW2019 #babyloss**