

MEDIA RELEASE

Sunday, 14 October 2018

STILLBIRTH FOUNDATION WARMLY WELCOMES FEDERAL LABOR ANNOUNCEMENT

Stillbirth Foundation Australia warmly welcomes today's commitment from the Federal Opposition to drive down the stillbirth rate.

With six children stillborn every day in Australia, stillbirth is a national crisis that requires a national response and today's announcement is an important step in delivering this response.

Stillbirth Foundation Australia CEO, Kate Lynch, thanked the Federal Opposition for its commitment to saving lives and ensuring more happy and healthy births.

"The Foundation congratulates and thanks Catherine King and the Leader of the Opposition, Bill Shorten for listening to the calls for action and committing to act," Ms Lynch said.

"We of course also acknowledge the tireless work of Senator Kristina Keneally and Senator Malarndirri McCarthy for championing this issue in the Federal Parliament.

"This is a win for families across Australia who have been touched by stillbirth and want to see more done to prevent it happening in the future.

"Health policy in Australia has failed families touched by stillbirth and serious action must be taken to save more lives.

"Today's announcement supports the development of a National Action Plan; the roll out of a public health campaign; and invests in innovative approaches to stillbirth research."

The Foundation has been calling for a National Action Plan for Stillbirth, which will deliver a coherent policy roadmap that sets out priorities, has measurable targets and the necessary funding behind it.

The Foundation is developing a National Health Campaign to inform the community about the importance of maternal sleep position and settling to sleep on your side during pregnancy. Federal funding will broaden the reach of the campaign and educate communities around Australia.

The Foundation welcomes additional funding towards innovative research approaches. A large data collection and technology device (real time monitoring) is currently being developed in a partnership between the Foundation and SAP Technologies in their One Billion Lives program. This has potential to save lives and better enable big data to be captured about pregnancies in Australia.

With Commonwealth funding and commitment, we ensure the sustainability of the development of these important initiatives.

"We need to shift stillbirth from a private tragedy to a public health issue, and it's announcements like this that can make that possible," Ms Lynch said.

To find out more about Stillbirth Foundation Australia visit: www.stillbirthfoundation.org.au

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