

MEDIA RELEASE

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**ENSURING MORE HEALTHY BIRTHS THIS PREGNANCY AND INFANT LOSS
REMEMBRANCE DAY**

Stillbirth Foundation Australia welcomes today's Safer Baby Bundle announcement, which is designed to ensure more healthy births and reduce the shockingly high Australian stillbirth rate.

Announced on Pregnancy and Infant Loss Remembrance Day, the Safer Baby Bundle resources will deliver new clinical guidelines and practical tools to health care professionals.

Currently, six babies are stillborn every day in Australia and the stillbirth rate has remained largely unchanged for two decades.

Stillbirth Foundation Australia CEO, Leigh Brezler, said the Safer Baby Bundle will work to save more lives and ensure families get the information they need, when they need it most.

"We believe that with current information available on stillbirth prevention, we can reduce the rate of stillbirth by 30 per cent," Ms Brezler said.

"The interventions outlined in the Safer Baby Bundle will go a long way to getting us there, ultimately reducing the incidence and impact of stillbirth."

The Safer Baby Bundle will work to ensure more healthy births by improving clinical care around five key elements which are:

- Supporting women to stop smoking in pregnancy
- Improving detection and management of fetal growth restriction
- Raising awareness and improving care for women with decreased fetal movements
- Improving awareness of maternal safe going-to-sleep position in late pregnancy
- Improving decision-making about the timing of birth for women with risk factors for stillbirth

Ms Brezler said that by better communicating with families about the risks of stillbirths we can ensure more healthy pregnancies in Australia.

"This is all about getting accurate and consistent information to expectant mothers, ensuring they are aware of the risks and what can be done to mitigate them," Ms Brezler said.

"By standardising these elements of maternity care, we provide health workers and clinicians with consistent messaging around managing risks during pregnancy, which will improve maternity care for families into the future.

"This announcement is only possible because of the thousands of bereaved families who have called for more to be done to drive down the stillbirth rate.

"The Safer Baby Bundle was developed in consultation with bereaved parents across this country and I would like to thank them, the Stillbirth Centre of Research Excellence and the Australian Government for their efforts in driving this positive change."

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

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