

DonnaOckenden

October 2019

Donna Ockenden is supporting Baby Loss Awareness Week 2019 (#BLAW19) which takes place every year between the 9th and 15th October. Its primary aim is to raise awareness about pregnancy loss and baby deaths across the UK. During this week babies who died during pregnancy, at birth or soon after, or in infancy are remembered by their parents, families and friends in many different ways.

Baby Loss Awareness Week see extensive collaboration between charities and organisations working together for positive change. Thousands of parents experience the loss of their baby each year and kind and compassionate care from health professionals is essential to help them through such difficult and tragic times. In a sign of solidarity many landmark buildings across the country light up in pink and blue to mark the week. The NMC at 23 Portland Place in London will be lit up in recognition of #BLAW for the first time in 2019.

All too often people shy away from talking about baby loss as it is such a devastating thing to go through. People can feel awkward bringing it up, concerned about making people feel worse and some find it easier to cope by not discussing. However, it is important to talk about loss and not to shy away from it. Parents want to remember and honour their precious babies no matter how much or how little time they were able to spend with them.

The Nursing and Midwifery Council has set standards for midwives to enable them to support women and their families at a time of bereavement and into the following days, months and years. The newly signed off Future Midwife standards will help midwives to work with parents and their families to offer the help they need during this difficult time. I am so very proud to be working with the NMC to help shape the training, education and support on offer for such an important issue.

The first Baby Loss Awareness Day was in 2002. Baby Loss Awareness Week is led by Sands and in 2019 involves collaboration with over 60 charities.

www.nmc.org.uk

www.babyloss-awareness.org

www.donnaockenden.com