

## **PRESS RELEASE**

September 2011

### **Bereaved Caergeiliog parents plan a Teddy Walk to fund Charity CD**

Dawn and Paul Williams of Caergeiliog, Anglesey are on a mission.

Following the stillbirth of their son, Adam, in February 2009, they have received much valued support from Sands, the stillbirth and neonatal death charity.

To help raise funds for the charity Paul and Dawn are planning a fundraising evening on Friday 11 November at the Victoria Hotel at Menai Bridge, where they will be launching a new compilation album, in memory of their son, with many of the local artists featured on the CD performing on the night. All proceeds from album sales will go directly to Sands.

However, they need to raise a final £230 to produce the CDs and have arranged a Teddy Walk for children and their parents on Sunday 25 September. Any funds raised over the £230 will be donated directly to Sands.

Dawn says, 'We will be meeting in Penrhos Nature Reserve car park at 10.15 am and will be beginning the walk at 10.30 am. Children can bring a teddy or favourite toy but must walk with a parent or guardian. We will be walking along a planned route through the park, with two planned stops for a drink, so please remember drinks and snacks! We will be walking for approximately an hour, and will return to the car park by 12.00. Let's hope for sunshine! If not, bring a good coat and wellingtons!'

'Adam was stillborn at 33 weeks and although there isn't a Sands group on Anglesey, the charity has been a great support to me and my husband since his death and we're delighted that our plans for the album are coming together and hope that lots of children and mums and dads are able to join us on 25 September.

'Incredibly 17 babies are stillborn or die shortly after birth every day in the UK (11 are stillborn and 6 die within 28 days of birth) and we have one of the worst stillbirth rates of any of the high-income

countries. The question that keeps coming back to me is, why? Why in the UK do we do so little about it and why do we ignore these terrible statistics?’

If you would like to take part in the sponsored walk, please email Dawn on [dawn85@hotmail.com](mailto:dawn85@hotmail.com) or call 07970 571861.

Alternatively, please visit [www.justgiving.com/sandsalbumlaunch](http://www.justgiving.com/sandsalbumlaunch) for more information.

**ENDS**

For further information, please contact:

Lyn Peters – 01394 385865

or

Lisa Wardle – 07554 454309

**Key Information about Sands:**

Sands, the stillbirth and neonatal death charity, was established by bereaved parents in 1978 and obtained charity status in 1981.

Sands core aims are to:

- Support anyone affected by the death of a baby;
- To work in partnership with health professionals to improve the quality of care and services offered to bereaved families; and
- To promote research and changes in practice that could help to reduce the loss of babies’ lives

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**Sands Why 17? campaign:**

Sands Why17? campaign asks a simple question. Why in spite of medical advances, do 17 babies die every day in the UK? For some of these deaths we simply do not yet know enough to be able to say why. Further research is needed.

**The Facts today:**

- 17 babies die every day in the UK (11 are stillbirths, 6 are neonatal deaths) totalling almost 6,500 baby deaths a year - the equivalent of 16 jumbo jets crashing every year with no survivors.
- This is four times the number of people who die every year of MRSA (1,593 MRSA deaths in 2007, UK Statistics Authority).
- This is double the number of adults who lose their lives on Britain's roads every year (2007 – 2,940 people were killed on the roads, Department of Transport).
- Ten times more babies are stillborn than die of cot death every year in the UK.
- The stillbirth rate has remained almost unchanged in the UK for the past 10 years.  
(CEMACH)
- Stillbirth is when a baby is born dead after 24 completed weeks of a pregnancy
- Neonatal death is when a baby is born alive but dies within the first 28 days of life

But increasingly, Sands believes that many of these deaths are potentially avoidable. The devastating impact of the death of a baby on the parents and their families and friends could be prevented.

What is needed is better antenatal care, increased funding for maternity services, more midwives and increased funding for research.

Sands Why17? campaign is seeking to raise £3million over the next 5 years to;

1. Focus public awareness on why, tragically, 17 babies a day in the UK are stillborn or die within the first twenty eight days of life;
2. Promote changes in antenatal practice that could prevent babies from dying;
3. Identify and support key research which could provide further information on why so many babies are dying