

---

**17 babies are  
stillborn or die  
shortly after  
birth every  
day in the UK**

For over 30 years Sands, the stillbirth and neonatal death charity, has provided emotional support, comfort and practical help to anyone affected by the death of a baby during pregnancy or shortly after birth.

We have played a lead role in changing understanding of the significance and impact of a baby's death, and work in partnership with health professionals to improve the quality of bereavement care offered to families around the time of their baby's death.

Stillbirth rates are similar today to the rates in the late 1990s and too little research is taking place to understand why. We believe this is totally unacceptable and are calling for urgent action to reduce the levels of deaths and actively promoting and funding vital research to reduce the loss of babies' lives.

---

**Stillbirth is ten times more common than cot death**

*"We want to see real national commitment to tackling this ignored tragedy and preventing all avoidable baby deaths in the future."*

Neal Long, Sands Chief Executive

## SUPPORT



---

**6,500 babies  
die just before,  
during, or soon  
after birth  
every year  
in the UK**

Every year Sands supports thousands of bereaved parents, their families and friends. Many parents contact Sands soon after the death of a baby, others many years later.

Many other people may also be touched by a baby's death including colleagues and healthcare staff. All are welcome to contact us for support and information.

We have a wide range of support services including: our helpline, online forum, UK-wide network of around 100 local Sands support groups, booklets, website and other resources including our *Always Loved Never Forgotten* Memory box.

*"Sands became my lifeline in those dark early days...without the support of Sands and the other parents I have met through Sands I would have found Rebecca's death so much harder to come to terms with."* Carolyn, bereaved Mum

**e: [helpline@uk-sands.org](mailto:helpline@uk-sands.org)**

**t: 020 7436 5881**

**[www.uk-sands.org/Support](http://www.uk-sands.org/Support)**

## IMPROVING BEREAVEMENT CARE

The care that thousands of bereaved families receive every year around the time of their baby's death is extremely important. Good care cannot remove the pain of loss, but inadequate or poor care makes things worse and affects a family's wellbeing in the short and long term.



Sands has led the way in setting out standards of bereavement care for parents whose baby dies around the time of birth. Sands bereavement care textbook, *Pregnancy Loss and the Death of a Baby: Guidelines for Professionals*, has become essential reading for health professionals supporting parents whose baby has died.

Sands runs bereavement care training in hospitals across the UK, and offers support to medical staff affected by the death of a baby.

e: [support@uk-sands.org](mailto:support@uk-sands.org)  
[www.uk-sands.org/Improving-Care](http://www.uk-sands.org/Improving-Care)

It's a common misconception that stillbirths are unavoidable tragedies. In fact over 90% of stillborn babies have no congenital abnormality.

---

## 60% of stillbirths are unexplained and too little research is being done to understand why babies die

Around a third of stillborn babies are perfectly formed and normally sized and a third are born at the end of pregnancy when they were preparing for life outside the womb.

Research is desperately needed to understand why babies die in order to develop better antenatal screening tools to identify babies at risk of stillbirth and save lives.

In partnership with the Royal College of Obstetricians and Gynaecologists (RCOG) Sands has set up a Stillbirth Clinical Studies Group to encourage new research and we are directly funding research through Sands Research Fund.

e: [research@uk-sands.org](mailto:research@uk-sands.org)  
[www.uk-sands.org/Research](http://www.uk-sands.org/Research)

## CAMPAIGNING

---

The UK has one of the highest stillbirth rates when compared to similar high-income countries



Sands is working with all UK governments to ensure that the right policies are in place to prevent babies' deaths. We work with politicians, government officials and advisers to make the case for effective strategies to reduce the rates of baby deaths.

Our *Why17?* campaign is the umbrella to our campaigning activities. Our campaigning has resulted in several important steps forward including the formation of government-backed stillbirth working groups in England, Scotland and Wales bringing together key stakeholders all committed to reducing babies' deaths.

e: [campaigns@uk-sands.org](mailto:campaigns@uk-sands.org)  
[www.uk-sands.org/Campaigning](http://www.uk-sands.org/Campaigning)

## FUNDRAISING

Without the help of our amazing fundraisers we couldn't continue to do what we do. If you're running a marathon, planning a coffee morning, want to nominate us for your company's Charity of the Year, would like to make a donation in memory of a loved one or whether you just need inspiration on how you can help, we'd love to hear from you.

*"The death of our nephew Harrison last year was absolutely devastating. Stillbirth is not a subject anyone talks about, and the shock was indescribable.*

*My brother and his wife had incredible support from Sands, and this is what motivated us to fundraise and do something positive, not only to give something back to Sands but also to honour Harrison's memory."*

Scott Masser,  
Sands fundraiser



[e: fundraising@uk-sands.org](mailto:fundraising@uk-sands.org)  
[www.uk-sands.org/Get-involved](http://www.uk-sands.org/Get-involved)

Sands supports anyone affected by the death of a baby and promotes research to reduce the loss of babies' lives.

To keep up-to-date with all the latest news from Sands, please sign up to receive our regular e-newsletter, by visiting our website or emailing [newsletter@uk-sands.org](mailto:newsletter@uk-sands.org).

**If you'd like support or want to find your local Sands group please contact us or visit our website:**

**Support:**

**t:** 020 7436 5881  
**e:** [helpline@uk-sands.org](mailto:helpline@uk-sands.org)  
[www.uk-sands.org/Support](http://www.uk-sands.org/Support)

**Message boards:**

**e:** [info@uk-sands.org](mailto:info@uk-sands.org)  
[www.sandsforum.org](http://www.sandsforum.org)

**Sands groups:**

**e:** [helpline@uk-sands.org](mailto:helpline@uk-sands.org)  
[www.uk-sands.org/Groups](http://www.uk-sands.org/Groups)

**If you'd like to get involved or make a donation, please contact:**

**Fundraising:**

**t:** 0845 6520 448  
**e:** [fundraising@uk-sands.org](mailto:fundraising@uk-sands.org)  
[www.uk-sands.org/Get-involved](http://www.uk-sands.org/Get-involved)

**For all other enquiries, contact Sands head office:**

3rd Floor, 28 Portland Place, London, W1B 1LY  
**t:** 020 7436 7940  
**e:** [info@uk-sands.org](mailto:info@uk-sands.org)  
[www.uk-sands.org](http://www.uk-sands.org)

© Sands 2012. Registered as a charity in England and Wales (299679) and in Scotland (SC042789)

A company limited by guarantee registered in England and Wales number 2212082

**Sands**   
Stillbirth & neonatal death charity