

Vision

A world where fewer babies die and when a baby does die, anyone affected receives the best possible care and support for as long as it's needed

Mission

We work to reduce the number of babies dying and to improve care and support for anyone affected by the death of a baby

Core aims

1. To support anyone affected by the death of a baby
2. To work to improve bereavement care
3. To promote research and prevention strategies to reduce the loss of babies' lives

Strategic objective 1

To reduce the number of babies dying before, during and shortly after birth

Strategic objective 2

To ensure the right care and support is available at the right time after the death of a baby

Strategic objective 3

To grow as one strong, sustainable and effective organisation

Strategic objective 4

To raise awareness of the issues relating to stillbirth and neonatal death

Values

We will be compassionate, collaborative and evidence-based
We commit to working as one organisation; learning from experience and striving for continual improvement through innovation
We will be open and honest; working with respect and integrity, showing empathy, and being inclusive in everything we do