

May 2012

Teaching Assistant Rachael Takes to the Skies to Raise Funds for Sands

Inspired by her friend, Dave Allen, Rachael Norman, from Bracknell, is undertaking her first ever sky dive on Saturday 26 May, to raise funds for Sands, the stillbirth and neonatal death charity.

Dave's daughter, Chanah, tragically died when she was 10 days old and would have turned 20 in April 2012. In her memory Dave is undertaking 20 runs throughout the year to raise funds for the charity that supported his family so much when Chanah died.

Rachael says: 'Dave is a complete inspiration to us all and when I learnt I was doing a sky dive for my birthday, I knew this was my chance to show my support for him and Sands. I'm definitely not a runner, although my husband often runs with Dave, so this is my unique way of letting him know how proud we all are of him and to help boost the fundraising efforts.'

Rachael will be undertaking her inaugural tandem sky dive on the Salisbury Plains and already she has received pledges for over £200 of her £300 target.

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.

Rachael, a teaching assistant at Wooden Hill Primary School, concludes, 'Until I learnt about the support Sands offers bereaved parents I had no idea, like many other people I'm sure, of the staggering number of babies that die every day in the UK. I am very excited, but also slightly apprehensive about the jump, but know that my husband, children, as well as Dave and his family and all my pupils will be cheering me on.'

For further information, please visit www.justgiving.com/rachael-norman

For further information about Dave Allen's challenge please visit:
www.justgiving.com/teams/run4chanah

For more information about Sands, please visit: www.uk-sands.org

ENDS

For further information please contact

Lisa Wardle - 07554 454309

Or

Lyn Peters- 01394 385865

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

Helpline: 020 7436 5881

Office: 020 7436 7940

Web: www.uk-sands.org

E mail: info@uk-sands.org

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.