



About SANDS

- Sands exists to support anyone affected by the death of a baby
- They strive to improve the bereavement care received by parents and families
- They seek to influence policy makers and promote research to reduce the number of babies dying



Their Vision for the Future

- For a world where fewer babies die
- And when a baby dies anyone affected by the death receives the best care and support for as long as they need





Their Purpose

- To support anyone affected by the death of a baby
- To work in partnership with healthcare professionals to ensure that bereaved parents and families receive the best possible care
- To promote improvements in practice and fund research to help reduce the number of babies dying

Their Support

- Helpline
- SANDS Groups
- Online Community
- Family Support Pack
- Memory Box
- Bereavement Support App



Why Should SANDS be the 'Brand the Bus'?

- We need to raise awareness
- We need to reduce the taboo
- We need to ensure there is at least one bereavement suite in every hospital



My Personal Story

- I lost my baby at 22 weeks
- We didn't think that our baby could die after the first trimester
- We found out at the 'gender scan'
- We heard those words no parents want to hear:
 - I'm so sorry, there's no heartbeat
 - *My world fell apart*



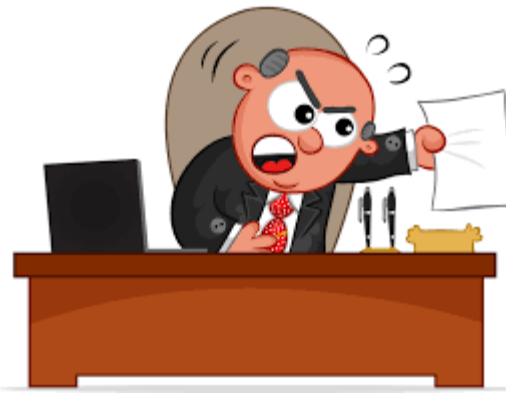
What Happened Next?

- We were at the Horton before it change to a midwife-led unit
- We had our own bereavement suite
- Gave birth to our little baby boy
- The midwives, doctors and SANDS were all ever so helpful



What did SANDS do?

- Leaflets to read through
- Telephone service to talk to a real person
- Online community so that you did not feel alone
- Support me when my boss and occupational health did not



Please Show your Support



- We need to get people talking
- We need to let people know it's OK to talk about baby loss
- We need to show our support

I'm supporting

