**Heidi Eldridge, CEO, MAMA Academy**

My first son was stillborn in 2009 when I was 37 weeks pregnant. His death is marked as unexplained on his post mortem report but he was actually growth restricted. Back then, there was still the taboo that his death was “just one of those things”. My passion to prevent other parents experiencing a similar tragedy led me to set up the pregnancy charity, MAMA Academy, in 2012 to help more babies arrive safely.

Since MAMA Academy was launched, the number of stillbirths began a significant decline for the first time in 20 years. Our Wellbeing Wallets, supported by NHS England, are having a great impact on preventing stillbirth within two thirds of NHS Trusts right across the UK.

We remain committed to seeing a continuous decline in stillbirth and neonatal death rates by empowering maternity professionals and informing expectant parents about stillbirth prevention methods to save even more babies lives.

The impact of losing a child is simply devastating and the heartache remains with the entire family including grandparents and subsequent siblings forever. It is common knowledge that the majority of stillbirths are potentially preventable.

So what can you do in your workplace tomorrow to help more babies arrive safely?

How can you be a change maker and stillbirth ambassador?

Do you know how many stillbirths your trust has had this year? Could any of them be classed as avoidable? What were the outcomes of their investigations and what changes have been put in place since?

What improvements can be made within your unit to help empower parents with more safer pregnancy information? Would they feel comfortable reporting any problematic symptoms? Would they feel able to do so again if they were sent away previously?

Do you know about MAMA Wellbeing Wallets which are empowering parents with safer pregnancy information and prompting mothers to contact their maternity unit with concerns, helping to save babies lives? An alternative for paperless Trusts, the Pregnancy Passport, is also now available.

Preventing stillbirths starts with you and me. Together we can make a difference for families and their precious babies.