



**Baby Loss
Awareness Week**

9-15 October

babyloss-awareness.org

Terms of Reference

Baby Loss Awareness Alliance

Terms of Reference

1. Purpose of Group

To support Baby Loss Awareness Week by working together to provide an opportunity:

- For those affected by pregnancy and baby loss and their families and friends to unite with others across the world to commemorate their babies' lives and lost pregnancies
- To raise awareness about the issues surrounding pregnancy and baby loss and what charities and other supportive organisations are doing to provide support and drive change
- To push for tangible improvements with regard to pregnancy and baby loss; in particular improvements in bereavement care and support, and in reducing the incidence of pregnancy and baby loss

2. Measures of Success

The measures of success are defined in line with the three purposes of the Group as outlined above; remembrance, raising awareness, driving change.

2.1 Outputs

Remembrance and raising awareness – Wave of Light on 15th October; BLAW pins; buildings turning pink and blue; specific remembrance events; and raising awareness activities/stalls/events/social media campaigns

Driving change – Policy calls; parliamentary activity

2.2 Outcomes

Remembrance – anyone affected by pregnancy or baby loss has a 'safe space' to remember, feel supported, and are given 'permission' to share their loss; everyone is provided with a sense of community and connection, a sense of not being alone, and a sense of hope. BLAW recognises that the experience of loss is individual to each person and seeks to facilitate personal expression.

Raising awareness – the public and policy makers are aware of the scale of the problem, the impact on those who are bereaved/affected, and that things could and should change for the better; public and policy makers are more supportive.

Driving change – better bereavement care; better bereavement support; reduction in number of babies dying/pregnancies being lost.

2.3 Impact

- Reduced isolation for bereaved parents and for anyone affected by pregnancy or baby loss
- Increased recognition and acknowledgement
- Increased wellbeing for bereaved parents and for anyone affected by pregnancy or baby loss
- Reduction in number of parents and families who are bereaved, and in the numbers of those affected by pregnancy or baby loss

3. Membership

Baby Loss Awareness Week provides a unique opportunity for Pregnancy and Baby Loss Charities to come together and speak with one voice. It is a powerful way to bring together all those who want the opportunity to remember those babies who have died and pregnancies that have been lost, to raise awareness of the issues relating to baby death and pregnancy loss, and to drive for the improvements that are needed.

The ethos behind the Baby Loss Awareness Alliance is one of inclusion; to enable all relevant charities, however big or small, to join and take part.

Membership of the Alliance should be:

- Broad and inclusive
- Non-judgmental
- Focussed on those affected by pregnancy and baby loss

3.1 Members

Members of the Baby Loss Awareness Alliance should:

- Be a Registered Pregnancy or Baby Loss charity, include this work within their wider remit, or have a clearly defined related interest
- Not promote or publicly align themselves with a political party
- Not be connected with or undertake political or ideological activity, particularly that which is divisive or contentious
- Be broad, inclusive and non-judgemental in approach
- Be willing to share information about planned activities for Baby Loss Awareness Week
- Ensure that all activities are in line with the purpose of the group as set out in section one
- Agree to the Baby Loss Awareness Terms of Reference and to act in good faith and in the best interests of the Baby Loss Awareness Week Alliance, not doing anything to bring it into disrepute

Members of the Baby Loss Awareness Alliance are able to:

- Be a part of the Stakeholder Group or the Prevention Group
- Access support from the Baby Loss Awareness Week comms team with resources, planning etc.
- Receive regular email updates
- Have their logo on their Baby Loss Awareness website linking to their own website and be identified as an Alliance Member, and be listed on the BLAW website 'Support for You' page

All Membership applications will be reviewed on a monthly basis, and those applications meeting the criteria laid out above and willing to agree to the Terms of Reference will be welcomed into the Alliance.

4. Branding

Use of the Baby Loss Awareness Week logo and branding should be as outlined in the brand guidelines.

5. Governance

Sands leads the Baby Loss Awareness Alliance, enabling all other Pregnancy and Baby Loss charities to work together effectively by providing the organisation, administrative support, and project management required for a successful Baby Loss Awareness Week. Sands undertakes to underwrite the expenditure of the Baby Loss Awareness Alliance.

The Working Group of 12 people supports Sands in the running of the Baby Loss Awareness Alliance and Week, and representatives will be nominated from the membership on an annual basis. Sands will nominate 4 representatives of the Working Group (the Chair, a communications, a financial and a policy representative).

At the heart of Baby Loss Awareness are the charities, organisations and individuals who are Members along with those that support the week.

6. Meetings and Communications

6.1 Meetings

The Working Group meets monthly from April to November, and also in January. The Stakeholder Group meets quarterly in March, June, September, and in December which will be the Annual Review Meeting.

6.2 Communications

Members and supporters receive regular updates and information.

7. Administration

Sands provides administrative support for the Baby Loss Awareness Alliance and for Baby Loss Awareness Week