**Core Narrative for BLAW 2024 – Together, we care**

From 9 – 15 October we will be marking Baby Loss Awareness Week in the UK.

It’s a week that helps to unite the pregnancy and baby loss community; we come together and speak out across the week to increase understanding of the impact of loss and remember all babies.

It also plays a crucial role in raising awareness of the importance of ongoing bereavement support and the essential work required to improve pregnancy outcomes and save babies’ lives.

An initiative started by a group of parents 22 years ago, it has now evolved into an Alliance of over 130 dedicated pregnancy and baby loss organisations. Whether you're someone who has experienced loss, a family member, friend or healthcare professional, we want you to know this Alliance stands together with you.

Few experiences can compare to the trauma and pain of pregnancy and baby loss. During this Baby Loss Awareness Week, we will acknowledge that finding ways to nurture your mental and physical wellbeing is a vital part of anyone’s bereavement journey.

Together, we care for ourselves and each other as part of a community of people affected by all forms of pregnancy and baby loss. Self-care is essential, so you can sustain yourself and be able to raise awareness in a way that’s right for you.

Grief affects every person differently and can change over time, even during Baby Loss Awareness Week itself. It can be extremely hard for any bereaved person to speak out on the issues that matter to them, if they do not have the time and tools to care for themselves first.

Feelings of guilt after loss are common and completely normal, and we understand that these emotions may become a barrier to practicing self-care. We will open up honest conversations that create safe spaces for anyone who has struggled to be kind to themselves.

And for those who want to be an ally to people affected by pregnancy and baby loss, we will help you share with care this Baby Loss Awareness Week.

Baby Loss Awareness Week ends with the global ‘Wave of Light’ on 15 October. Everyone is invited, wherever they are in the world, to light a candle at 7pm local time as a special mark of support and remembrance.

To anyone navigating this journey, whether recently bereaved or longer ago, we hope we can offer reassurance that there is a community that understands and is here for you, whatever you need – be it guidance, shared stories or simply a listening ear to help and offer comfort. You are not alone.

Explore [www.babyloss-awareness.org](http://www.babyloss-awareness.org/) to discover self-care advice and ways you can get involved during the week.