*Thank you for choosing to contact your school to raise awareness about Baby Loss Awareness Week. Please find below our suggested wording for emailing or writing to your school. This can be edited to include any details of your story that you would like to add, or to remove any indication of a personal loss if you prefer.*

*We suggest attaching our BLAW Schools Advice Group letter and guidance document to the email that you send.*

*Many thanks,*

*The BLAW Schools Advice Group*

………………………………………………………………………………………………………………………

Dear XXX,

I/we want to make you aware of Baby Loss Awareness Week (BLAW) which will take place 9th-15th October 2025. Baby Loss Awareness Week is an opportunity to raise awareness of baby loss and to support those affected by the loss of a baby, at any time.

Currently, every day in the UK, 13 babies die shortly before, during or soon after birth. At least 1 in 6 of pregnancies end in miscarriage.

Our family is one of the many affected by the devastation of baby loss, which is why I/we want to show support for the week.

It is likely that families, pupils and staff in our school community may also have been affected by baby loss.

I/we have therefore attached some information that may help you support and appropriately signpost any families copy with a lost pregnancy or the death of a baby.

You will also see ways that our school community can get involved in the week and show support for bereaved parents.

Best wishes,

XXX