**Email/web copy**

**Making pink and blue accessible to you**

**Every act has a big impact**

During Baby Loss Awareness week, you might see landmarks across the UK lighting up Pink and Blue, workplaces with Pink and Blue displays or large events organised and held to raise awareness of pregnancy and baby loss.

We know that organising large-scale displays and events isn’t doable for everyone, especially if you find Baby Loss Awareness Week quite an emotional experience.

Sometimes, the simplest ways to get involved can help you feel part of something much bigger 💙🩷

That’s why we’ve introduced **Wear, Share, Care** as part of this year’s theme– to help everyone feel a part of Baby Loss Awareness week, at any level, should they wish to.

**5 easy ways to show your support**

* Wear Pink and Blue socks, shoe laces or your chosen accessory 🧦
* Paint your finger nails Pink and Blue – and your toes too! 💅
* Have a small arrangement of [bunting](https://babyloss-awareness.org/resources-to-print/) and lights in your window at home 🪟
* Wear a [Baby Loss Awareness pin badge or charm](https://shop-babyloss-awareness.org.uk/en/products/merchandise) whilst you’re out and about 🎗️
* Get creative and knit, paint or sew something using Pink and Blue 🧶

However you choose to turn Pink and Blue make sure to share it on social media and use #BLAW and tag relevant charities and organisations.

Whatever you do, you are an important part of Baby Loss Awareness Week.

**Share your care**

If you’re wearing or displaying pink and blue this year, we’d love to see. Send your photos into babyloss@sands.org.uk or post them on social media and tag [@babyloss](https://www.instagram.com/babyloss/).

Here are some photos you shared with us last year.

[pink and blue photos]

**Caring for you ahead of Baby Loss Awareness Week** 💙🩷

The lead up to Baby Loss Awareness Week can be difficult for members of our community. If you’re struggling, or finding it difficult, we encourage you to do what’s best for you – whether that’s taking a step back, seeking support, or taking part with loved ones.

If you would like to speak to someone, or want to access some support, you can find a list of the baby and pregnancy loss charities in our alliance, and their contact details, [here.](https://babyloss-awareness.org/support/)

However you’re feeling, please know you’re not alone.

**Social copy – long caption:**

Baby Loss Awareness Week is coming up – here’s how you can get involved!💙🩷

We know that it can be difficult to find a way of taking part that feels right for you. Sometimes the simplest gestures of the baby loss awareness week colours, Pink and Blue, can have the most impact, while making you feel a part of this caring community.

[below to be included if not a carousel of ideas]

You can:

* Wear Pink and Blue socks, shoe laces or your chosen accessory 🧦
* Paint your finger nails Pink and Blue – and your toes too! 💅
* Have a small arrangement of [bunting](https://babyloss-awareness.org/resources-to-print/) and lights in your window at home 🪟
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* Get creative and knit, paint or sew something using Pink and Blue 🧶

There’s something for everyone, of any age, to get involved in. However you choose to take part, you are an important part of Baby Loss Awareness Week.

Together We Care 💙🩷

**Social media – short caption:**

You can be your own pink and blue display this #BabyLossAwarenessWeek 💙🩷

Dye your hair, wear odd socks, paint your nails or make Pink and Blue friendship bracelets – and tag us in your photos!

#TogetherWeCare #BLAW