

Baby Loss Awareness Week

in schools

What is Baby Loss Awareness Week (BLAW)?

Baby Loss Awareness Week is an annual event that takes place from 9th - 15th October.

It is a time when bereaved parents come together to remember and honour babies who have died during pregnancy, at birth, or shortly after birth, and to raise awareness of the impact of this. The week aims to:

Support Bereaved Families: Provide a platform for families to share their stories, connect with others, and find support.

Encourage Change: Advocate for improvements in research, bereavement care, and support services for those affected.

Raise Awareness: Educate the public about pregnancy and infant loss, and the impact it has on families.

During this week, children and young people might choose to share their family's experience of baby loss.

Below are some ideas on how you can best support your pupils, families and staff during BLAW.

How could your school get involved?

Wear a **BLAW pin badge** to show your support.

<https://shop-babyloss-awareness.org.uk/en/products/merchandise>

Consider **bereavement spaces** and comfort toys for children, or dedicated quiet spaces for older pupils.

Display **pink and blue** ribbons, flowers or other decorations somewhere in your school.

Wear pink and blue during BLAW - throughout the week or on a day of your choice.

Start **age-appropriate conversations** in your assemblies, PSHE lessons, or at other times within the school day.

Spread the word among staff, parents and children: simply making staff aware of BLAW during a staff briefing could make a difference.

How to support children & families:

Get to know your families and ensure relevant information is shared with those closest to the child or young person.

Acknowledge the death without saying things such as 'I know how you feel', 'Things happen for a reason' or 'At least...'

Create a **safe space to talk and listen**, giving the child or young person permission to grieve, feel, and express their feelings: offer reassurance that **all feelings are valid**, there is no 'correct' way to grieve, and that whatever pupils are feeling is a natural response to what has happened.

Provide opportunities to explore feelings; **avoid shutting down the conversation** or trying to distract the child or young person.

Remind pupils **who is there for them** at home and in school

Be **led by the child or young person** as to how they would like you to support them. Ask them what helps.

Looking after staff this week:

It is important to consider that staff members in your school may have had their own personal experiences of baby loss and may find this week difficult.

Check in with your staff before planning any activities and consider practical ways to support those affected during the week.

Where to go for more support:

If your school would like to support BLAW, but are feeling uncertain about how to approach such a sensitive topic, the **BLAW Schools Advice Group** are here to help. Details on how to reach out can be found on the attached letter.

You can also find a list of charities and organisations that support those experiencing pregnancy or baby loss here:

<https://babyloss-awareness.org/support/>

Search **#BLAW** on social media for more information.



Dear Schools,

Baby Loss Awareness Week (BLAW) will be taking place from **9th – 15th October 2026** and is an opportunity to come together and raise awareness of pregnancy and baby loss, and to remember babies who have died during pregnancy, at birth, or shortly after birth.

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

It is likely, therefore, that there are members of staff, pupils and families in your school community who have been affected by the death of a baby.

This year, the BLAW Schools Advice Group are inviting you to acknowledge this important awareness week, and to look out for those affected in your community. For more information on how you can be supportive during BLAW, please see the enclosed leaflet.

Contact information for the charity members that make up the BLAW Schools Advice Group can be found at the bottom of this letter.

If you need support or advice in supporting a bereaved pupil or navigating difficult conversations about baby loss within your community, you can also contact the Education Sector Support Team at Child Bereavement UK by emailing schools@childbereavementuk.org or by calling the Child Bereavement UK Helpline on 0800 02 888 40.

Many thanks in advance for your support,

The BLAW Schools Advice Group

BLAW SCHOOLS ADVICE GROUP



Leanne Turner

Aching Arms

Bringing comfort after pregnancy and baby loss

 leanne@achingarms.co.uk

 www.achingarms.co.uk



Sharon Darke

Footprints Baby Loss

Providing twin and triplet baby loss support

 sharondarke@footprintsbabyloss.org

 www.footprintsbabyloss.org



Ali Harris

Petals

Providing specialist counselling to parents after all types of loss

 ali@petalscharity.org

 www.petalscharity.org

