

THE IMPACT OF STILL SIX LIVES

RESULTS FROM A SURVEY OF PREGNANT WOMEN

About the Still Six Lives campaign

The *Still Six Lives* national campaign aimed to raise awareness of stillbirth, and educate people about three key behaviours that could reduce the risk of stillbirth: quitting smoking, sleeping on your side in late pregnancy, and seeking urgent medical attention if you notice a change in your baby's movements.

Evaluating the impact

Part of evaluating the *Still Six Lives* campaign involved conducting 2 surveys of pregnant women at antenatal clinics: one before the campaign, and one after the campaign.

The findings

296 people completed the before-campaign survey, and 178 people completed the after-campaign survey.



47.5% saw or heard something about stillbirth after the campaign, compared with 36.6% before



91% knew that sleeping on your side in late pregnancy could reduce the risk of stillbirth (compared to 73% before the campaign)

There was no difference in the percentage of women whose usual sleep position was one of the recommended sleep positions.



A similar percentage before (87%) and after (92%) knew the importance of being familiar with baby's movements and seeking medical attention if there is a change

After the campaign, slightly more (65%) knew to contact a doctor/midwife immediately if baby's movements decreased (compared with 54% before)



A similar percentage before (87%) and after (84%) knew that quitting smoking could reduce the risk of stillbirth

A similar percentage of people were current smokers before (2%) and after (3%) the campaign

