

# Study Summary

## Conversations About Stillbirth Risk in Routine Antenatal Care: *A qualitative study post-implementation of the Safer Baby Bundle*

In this study we wanted to learn how healthcare professionals and women feel about talking about stillbirth risk and prevention during pregnancy care. We also looked at how the Safer Baby Bundle (SBB) helped make these conversations a regular part of antenatal care.



### Who

**18**  
Postnatal women

**22**  
Healthcare professionals

### What



Semi-structured online or phone interviews

### When



Post-SBB implementation  
Aug - Dec 2022

### Where



16 Maternity Services across QLD and NSW

### How



Themes identified from responses

## Findings

### Theme 1

Importance of information that reassures and empowers

#### Subtheme 1

Connecting to the 'why' supports action

#### Subtheme 2

Conversations are important. We need to get better at having them

### Theme 2

Normalising sensitive conversations about stillbirth within antenatal care

#### Subtheme 1

Reduces the silence and stigma around stillbirth

#### Subtheme 2

Having a standard way of doing things made it easier for people to accept it as normal

#### Subtheme 3

Perception shifting from one of discomfort to importance of sensitive and open conversations.

### Theme 3

Steps towards respectful and supportive woman-centred care

#### Subtheme 1

Continuity of care and carer is important for relationship and trust-building

#### Subtheme 2

Addressing what matters most to women.

## One midwife who participated in the study shared:



"I think a lot more midwives are very comfortable now, talking about stillbirth risk with women. I don't know how often anybody ever used the word stillbirth before the Safer Baby Bundle actually came out."

## And from a woman's perspective:



"Until you start making it a regular topic for everybody, then you're not going to get that spreading of information and acceptance that it's a topic that's safe to talk about."

## Key take aways

1

By shifting perceptions from discomfort to openness, these sensitive conversations are normalised and reduce stigma

2

These conversations are strengthened by continuity of care, trust-building and addressing what matters most to women



[Read more about the research here, now published in BJOG](#)