

Safer Baby Bundle – Phase 2 addressing inequity

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Centre of Research Excellence in Stillbirth (Stillbirth CRE)

On behalf of Safer Baby Bundle Collaborators



I would like to acknowledge the Traditional Custodians of the land upon which we are gathered today to listen to and learn from each other.

I acknowledge that this land is the traditional and ancestral homelands of the Shoshone, Paiute, Goshute and Ute tribes. I want to pay my respects to Elders past and present and acknowledge and celebrate First Nations people's ongoing connection to country, culture and family and extend that respect to First Nations peoples here today



The Safer Baby Bundle (SBB)



Smoking Cessation



Fetal Growth Restriction



Decreased Fetal Movements



Side Sleeping



Timing of Birth

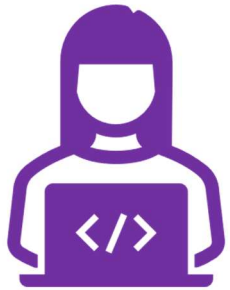
»» Approach

Active implementation to upscale SBB elements vs passive implementation

»» Hypothesis

Active implementation will **reduce stillbirth >28 weeks** by 20% by 2025

SBB eLearning module



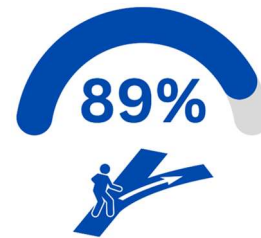
14,190

Health care professionals
have completed the
eLearning module



Stillbirth CRE administrative data (March 2024)

Formal evaluation (N=5,223)



Reported being likely to
change some aspect of
their clinical practice



Would recommend to a
colleague

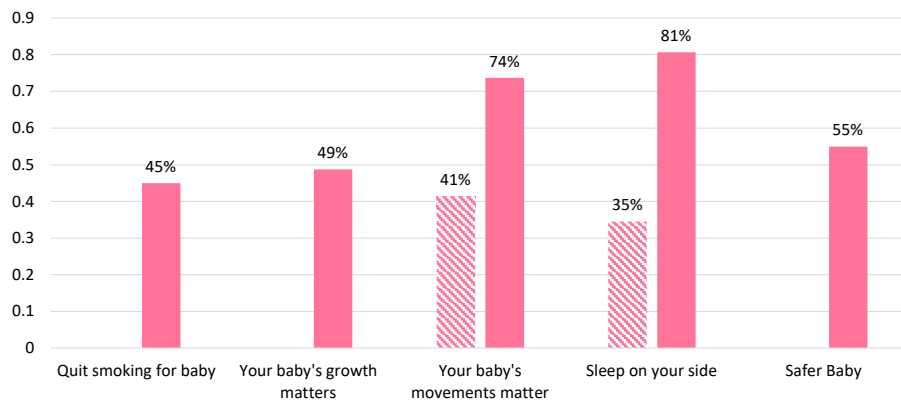
*Andrews et al. (2021); Aust NZ J Obstet
Gynaecol*



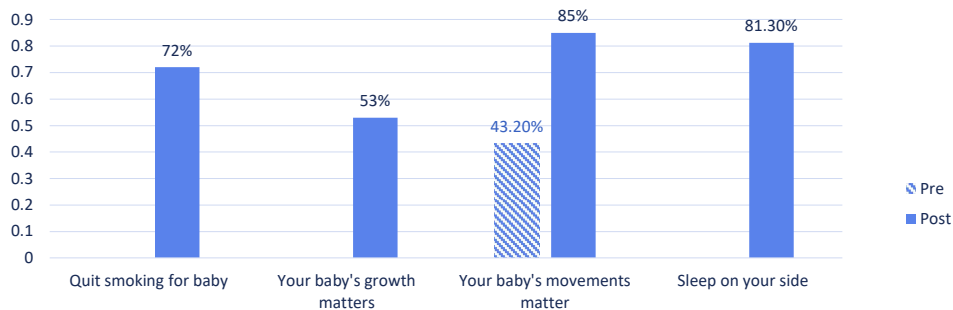
SBB resources



Yes, I read the brochure



Yes, I gave the brochure



Pre
Post

Pre
Post



The Safer Baby program is a new evidence based initiative to reduce the number of babies that are stillborn in Australia.

www.saferbaby.org.au



Perceived impact



99%

Were aware the SBB has been implemented at their service



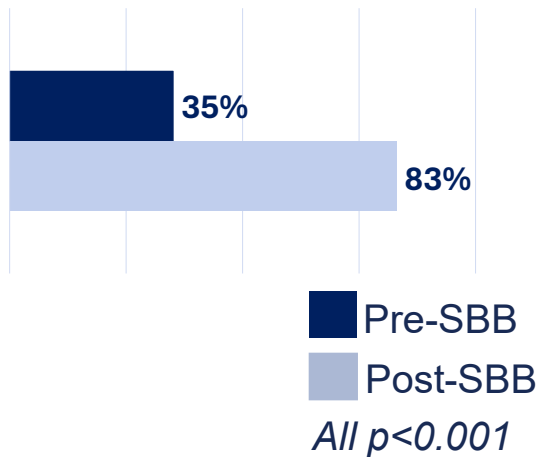
3 out of 4 perceived the impact of implementing the SBB at their service as positive



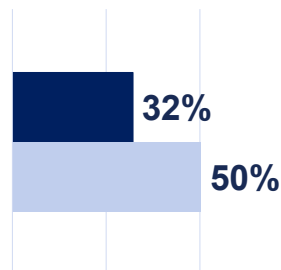
Conversations about stillbirth



Discuss risk of having a stillborn baby as part of antenatal care



Recall conversations about stillbirth and risk reduction as part of their antenatal care

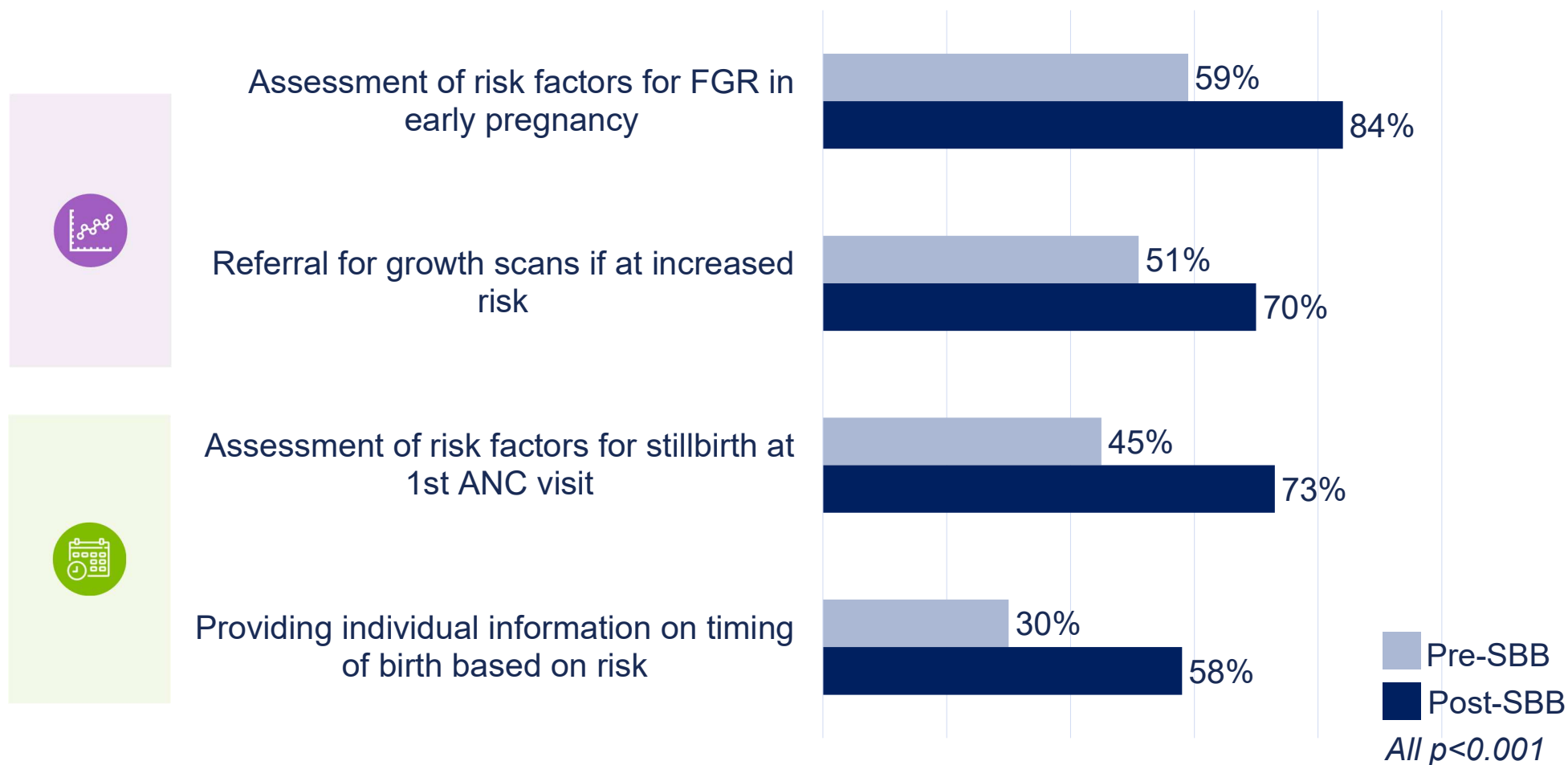


I think a lot more midwives are very comfortable now, talking about stillbirth risk with women. I don't know how often anybody ever used the word stillbirth before the Safer Baby Bundle came out.

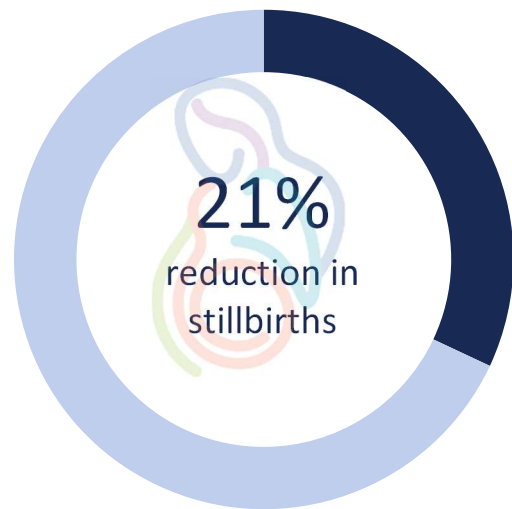




Frequency of Best Practice: Risk assessment for Fetal Growth Restriction and Timing of Birth

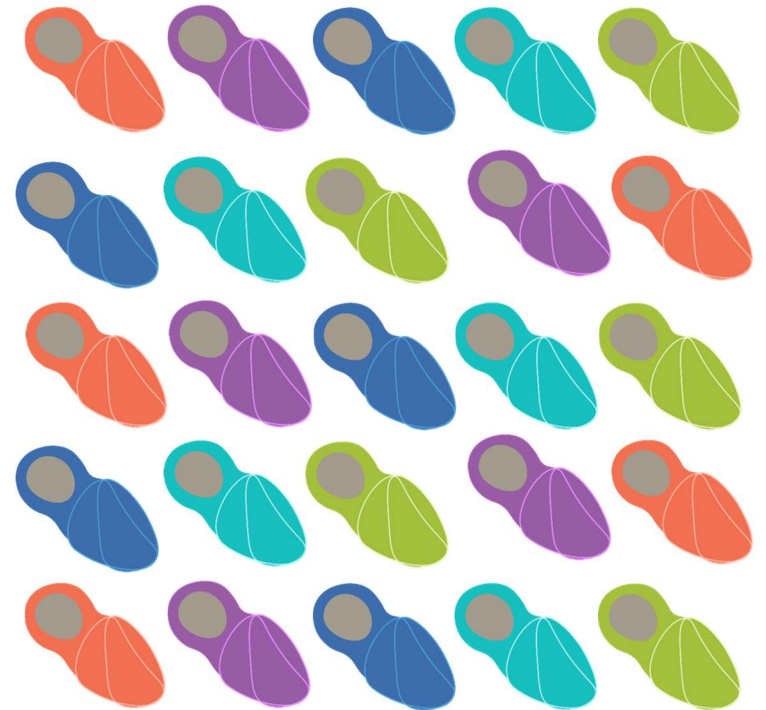


SBB in Victoria: early insights



25

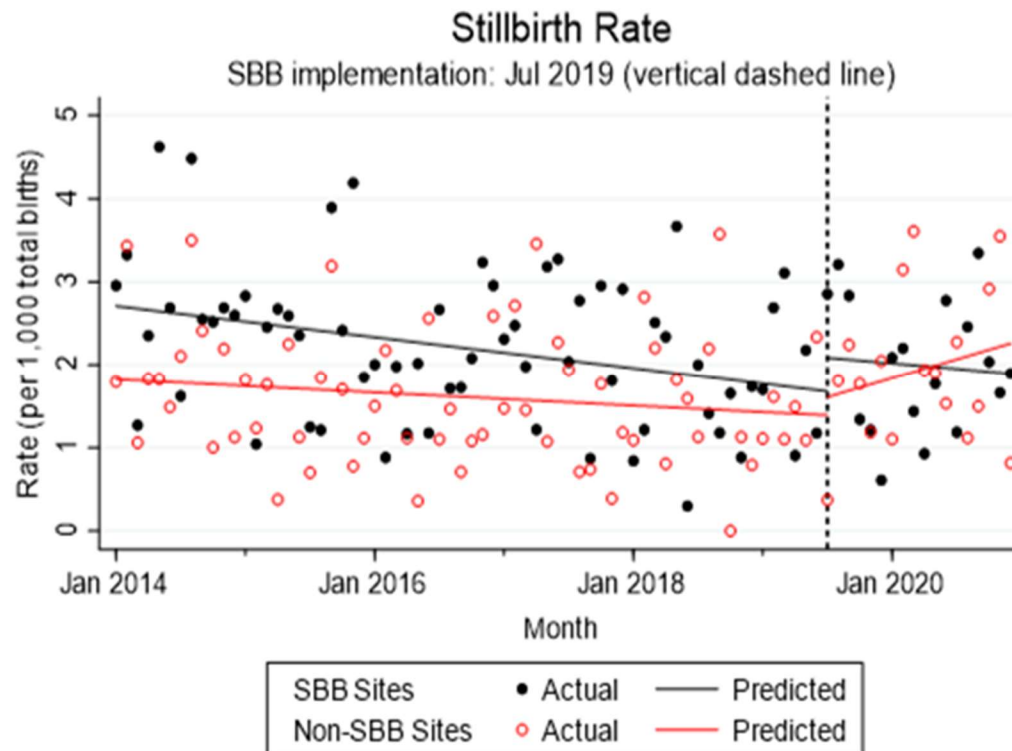
babies
saved



SBB in Victoria

22 bundle sites

46 non-bundle sites



Keeth Mayakaduwege
Miranda-Davies Tuck

Stillbirth rate continued to decrease in bundle sites.

Cultural adaptation of the Safer Baby Bundle

Growing Healthy Babies

تقليل تعرضك أنت وطفلك لدخان السجائر

يساعد الهواء النظيف على نمو الطفل بشكل قوي وصحي

كل أنواع التدخين هي مضرّة خلال الحمل مثل السجائر والكشبة (الشيشة) وحتى السجائر الإلكترونية.

إذا كنت تدخن، فإن الإقلاع عن التدخين هو أحسن شيء تفعله لك ولطفلك. الإقلاع عن التدخين في أي وقت أثناء الحمل سوف يقلل المخاطر على صحة طفلك وصحتك.

إذا كنت تعيش مع أشخاص آخرين مدخنين أو تقضي وقتاً معهم، فقد يؤدي ذلك إلى إصابتك أنت وطفلك، خاصة إذا كنت في أماكن صغيرة مثل السيارة أو داخل المنزل عندما يدخن الناس. حتى إذا كنت لا تدخن، فالتواجد بالقرب من دخان السجائر والكشبة السجائر الإلكترونية يمكن أن يضر بك وطفلك. يمكنك تقليل الخطر على طفلك بعدد قضاء الوقت مع الناس أثناء التدخين.

يقلل الدخان الناجع عن أي نوع من أنواع التدخين من كمية الدم والأكسجين التي يمكن أن تنتقل إلى طفلك.

يمكن أن يؤدي دخان السجائر إلى:

- ولادة الطفل في وقت مبكر (قبل 37 أسبوعاً من الحمل)
- ولادة طفل صغير
- يعاني الطفل من صعوبة في التنفس عند ولادته
- وفاة الطفل فجأة دون سبب آخر

أين يمكنك الحصول على مزيد من المعلومات؟

يمكنك التحدث مع طبيبك أو ممرضة الولادة حول دخان السجائر أثناء الحمل، بما في ذلك مكان الحصول على المساعدة من خدمة خط الإقلاع. إذا كنت تدخن وترغب في التوقف، هناك خدمة دعم وطنية مجانية للأشخاص الذين يرغبون في الإقلاع عن التدخين. يمكن لأي شخص الاتصال بهر ويمكنهم أيضاً مساعدة الأشخاص من

رقم خط الإقلاع عن التدخين هو: 13 78 48
www.quit.org.au

تقليل تعرضك أنت وطفلك لدخان السجائر

“مساعدتك على الإقلاع عن التدخين”

يمكن للأشخاص الذين يحتاجون لخدمة الترجمة عند التكم مع خط الإقلاع الحصول على الخدمة بطرق متعددة:

- لو كنت تفضل التكم بلغتك، يمكنك أيضاً الاتصال بخط الترجمة وسوف يقومون بالاتصال بهر لمساعدتك في الإقلاع عن التدخين.
- Outline اطلب من صديق أو أحد أفراد العائلة الذي يشعر بالثقة في ويمكنك أيضاً أن تطلب من طبيبك أن يرسل لهم طلب مساعدة وسوف يقومون بالاتصال بك لمساعدتك.

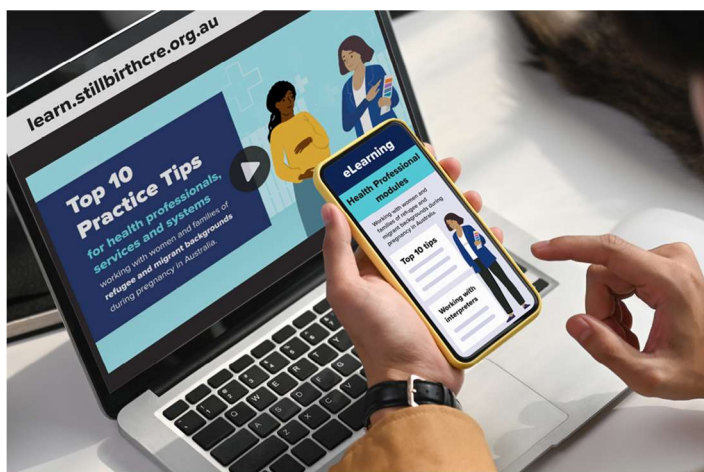
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تقليل تعرضك أنت وطفلك لدخان السجائر



Providing culturally safe pregnancy care


Free resources and professional development eLearning

learn.stillbirthcre.org.au



learn.stillbirthcre.org.au

Stronger Bubba Born




Sleep on Your Side When Bubba's Inside

Going to sleep on your side from 28 weeks of pregnancy is best for bubba.

Sleeping on your side can halve your risk of having Sorry Business Babies (stillbirth) compared with sleeping on your back.

After 28 weeks of pregnancy, lying on your back presses on major blood vessels which can reduce blood flow to your uterus and the oxygen supply to your bubba.

The important thing is to start each sleep lying on your side. If you wake up on your back, don't worry, just roll onto your side.



Bubba's Movements Matter

You will start to feel bubba move between weeks 16 and 24 weeks of pregnancy.

How often should bubba move?
There is no set number or pattern of normal movements. Feeling your bubba move is a sign they are healthy. You will start to feel bubba's movements between 16 and 24 weeks, and from 28 weeks onwards you should feel bubba moving every day.

Why are bubba's movements important?
If bubba's movements stop or slow down, it may be a sign that they are unwell. Around half of all women who had a Sorry Business Baby (stillbirth) noticed bubba's movements had slowed or stopped.

What should I do?
If you notice your bubba is moving less and less, or the movements are not as strong, contact your health care team immediately - you are not wasting their time.


What may happen next?
Your health care team should ask you to come in for a check. Investigations may include:

- Checking bubba's heartbeat
- Measuring bubba's growth
- Ultrasound and/or blood test.

About bubba's movements
It is not true that bubba moves less towards the end of pregnancy. You should continue to feel bubba move right up to the time you go into labour and whilst you are birthing too.

Eating or drinking to try and make bubba move does not work.

If you have worries about bubba's movements, contact your health care team immediately.



Quit Smokes for Bubba



Smoking in pregnancy is one of the main causes of Sorry Business Babies (stillbirth). Stopping smoking as soon as possible in pregnancy is best for bubba and for you.

Risks to bubba from my smoking

- Miscarriage or Sorry Business Babies (stillbirth)
- Bubba born too soon (before 37 weeks)
- Bubba born small and may have breathing problems
- Higher risk of sudden unexplained death of an infant (SUDI or cot death).

Benefits of quitting

- Bubba will be safer and healthier
- Better health for you and your family
- More money in your pocket.

Help with quitting
Your Aboriginal and/or Torres Strait Islander health practitioner, midwife or doctor can help you to quit. They can help you to get support to:


- Deal with stress and cravings
- Access quit smoking products like gum or patches.

You can also call the Aboriginal Quitline on 13 79 48, and ask to speak with an Aboriginal person, or gain with the Tackling Indigenous Smoking (TIS) mob in your community.



Tackling Indigenous Smoking: www.tacklingsmoking.org.au

Let's Yarn Timing of Birth



Waminda 



CATSINaM LTD
CONGRESS OF ABORIGINAL AND TORRES
STRAIT ISLANDER NURSES AND MIDWIVES
UNITY AND STRENGTH THROUGH CARING



NACCHO



Deanna
Stuart-Butler



Val Ah-Chee



Skye Stewart



Carolyn Lewis



Curtin University

Safer Baby Bundle
WORKING TOGETHER TO REDUCE STILLBIRTH



Stillbirth
CENTRE OF RESEARCH EXCELLENCE



Stronger Bubba Born Healthy Yarning Guide

Modules and learning outcomes

Module 1

Introduction and Epidemiology

Stillbirth disparity, rates and risk factors and experience of stillbirth in Indigenous communities

Module 2

History and Colonisation

Indigenous women, pregnancy, birthing and mothering pre and post colonisation

Module 3

Indigenous Perspectives of Health

Indigenous ways of knowing, being and doing

Module 4

Culturally Responsive Practice

Importance of culturally safe and responsive care when Indigenous women, partners and families access services.

Module 5

Stronger Bubba Born

Using the SBB resources to sensitively and respectfully introduce and yarn about the topic of stillbirth and stillbirth prevention

Module 6

Practice in Action

Integrating the knowledge gained into clinical practice

Sorry Business Babies

- Sorry business is a term specific to Indigenous communities
- Time of mourning and grief
- 'Sorry business babies' denotes a baby who has been stillborn
- Time of significant stress and trauma for parents, family and community
- Individual, familial and cultural obligations
- Health systems and care providers need to be aware when the community they work in is experiencing sorry business





All of these elements resulted in strong birthing and connection to:

- family
- community
- culture
- Country
- Ancestors

Hospitals and Indigenous peoples





Stronger Bubba Born



Tips for how to use the Stronger Bubba Born Resources

Flyers

Create a safe yarning environment for positive communication

Use as conversation starters around stillbirth prevention

Encourage and support women to ask questions on these topics

Include flyers in health promotion packs

Use non-medical language for clear communication

Direct community members to website and encourage feedback

Support and inform women to advocate for their and their baby's health

Videos

Can be displayed in women's and mum's groups

Display videos in ACCHO's/clinic waiting room areas

Direct women to website for videos



**UPDATED SBB ELEARNING COURSE
NOW AVAILABLE!**



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CPD
accreditation
from:



RACGP



The Royal Australian
and New Zealand
College of
Obstetricians
and Gynaecologists

Safer Baby Bundle
WORKING TOGETHER TO REDUCE STILLBIRTH

