

Still Six Lives

Public Awareness Campaign

Stakeholder Pack

January 2021



still.
six
lives

What is Still Six Lives?

Campaign overview: *Still Six Lives*

Around 310,000 babies are born in Australia every year. Sadly, around 2,200 of these babies are stillborn – or [six every day](#). This rate has not changed in 20 years and is far greater than the leading developed countries.

Many stillbirths can be prevented and there are measures that can help reduce the risk.

On 1 February 2021, *Still Six Lives* will be launched, a national public awareness and education initiative that will run across radio, social media and online, to lift the lid on this hidden tragedy and help arm people with the knowledge that could someday help save an unborn life.

Still Six Lives is funded by the Federal Government and delivered by a consortium of established Australian organisations with a focus on pregnancy loss: Red Nose, including SANDS (Stillbirth and Newborn Death Support), Stillbirth Foundation Australia and Stillbirth Centre of Research Excellence. It is part of a [larger 10-year national action plan](#) to tackle the rate of stillbirth across Australia.

***Still Six Lives* aims to reduce the risk of stillbirths through education around three proven actions, dispel the sense of shame that surrounds stillbirth and break down social barriers that prevent parents of stillborn children receiving the love and support they need.**

It's a big challenge, compounded by the unprecedented times we continue to live through.

Every family we can support, every stillbirth we can help try to prevent, is the driving goal.

The primary asset for the campaign launch is a piece of emotive video content featuring expectant parents at an ultrasound scan, anticipating the joy of a new life and the baby they are yet to meet. The video content can be viewed [here](#) (available 1 February) and is available for download [here](#) (available immediately).

Campaign background

Q. Who is behind the Still Six Lives campaign?

A consortium of established Australian organisations with a focus on pregnancy loss has come together to launch Still Six Lives. This consists of Red Nose, including SANDS (Stillbirth and Newborn Death Support), Stillbirth Foundation and Stillbirth Centre of Research Excellence.

Q. Who is funding this campaign?

This public awareness campaign received funding from the Australian Federal Government. It is part of a larger 10-year national action plan to tackle the rate of stillbirth across Australia.

Q. Why have these organisations come together as one to launch this campaign?

Red Nose, including SANDS, Stillbirth Foundation Australia and Stillbirth Centre of Research Excellence have joined forces to deliver this campaign as they have a combined interest and responsibility in helping families affected by stillbirth.

Q. What does the campaign aim to do?

Still Six Lives aims to help reduce the risk of stillbirth through education of three key actions, dispel the sense of shame that surrounds stillbirth and break down social barriers that prevent parents of stillborn children receiving the love and support they need. Every family we can support, every stillbirth we can help try to avoid, is the driving goal.

Q. What is the situation around stillbirth in Australia?

The rate of stillbirth in Australia is 6.7 per 1,000 births, which equals around 2,200 babies are stillborn every year, according to the Australian Institute of Health and Welfare (AIHW) data – that's six every day or one every four hours. It can happen to anyone, but, while stillbirths can't always be prevented, we can try to reduce risk of it happening.

Campaign elements and roll out

Still Six Lives launches on Monday 1 February 2021. It is a national public awareness and education initiative that will run across radio, social media and online.

Still Six Lives is a three-phase campaign with each phase running for six to eight weeks.

The primary asset for the phase one campaign is a 60 second video (see next slide) – with 30 and 15 second videos to follow.

These videos will play on:

- Network TV (via CSA spots)
- Catch up TV
- YouTube
- Social media (Facebook & Instagram)
- Other paid media (Mamamia)

Digital display ads will feature on search engines and other paid digital media partnerships (Mamamia).

There is a heavy PR and social media component to this campaign, which includes case studies shared via the website and media outlets (TBC). Other social media ‘influencers’ have been engaged and will promote the campaign.

A radio ad that will feature on commercial radio and paid podcast sponsorships.

The call to action will direct consumers to preventstillbirth.org.au for more information.

24-hour phone support is available through Red Nose on 1300 308 307 or Sands on 1300 072 637.

Still Six Lives campaign launch video



Click on video to play or follow this link: <https://www.youtube.com/watch?v=p6-A1k5gk2A&feature=youtu.be> – NB: this video is unlisted until 1 Feb

Still Six Lives logos



Still Six Lives website | preventstillbirth.org.au

Family stories Prevention For fathers Stay informed About Still Six Lives

still six lives

Together we can lower the risk

Over 2,000 babies are stillborn each year – that's six a day. It's a national tragedy that's nearly double the road toll.

Not every stillbirth is preventable, but many are. The Still Six Lives campaign is dedicated to lowering that number.

There are things you can start doing, and things you can stop doing. Still Six Lives wants to make sure that you get the right information, when you need it, so it can have the greatest positive impact

[Reduce the risk](#)

Stillbirth – Together we can reduce the risk

Watch the video

Every year 2000 stillborn babies are born, that's six a day. But together we can change this.

Family Stories
Emma & Ted's story →

Family Stories
Jill and Brian's story →

Still smoking? There's still time. →

Monitor movements: If baby feels still →

Sleep on your side after 28 weeks →

Stillbirth is Australia's hidden health crisis.

Get support: 1300 308 307

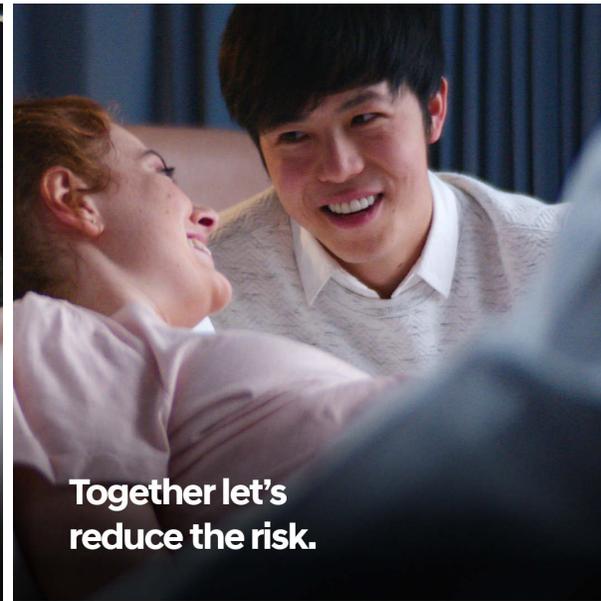
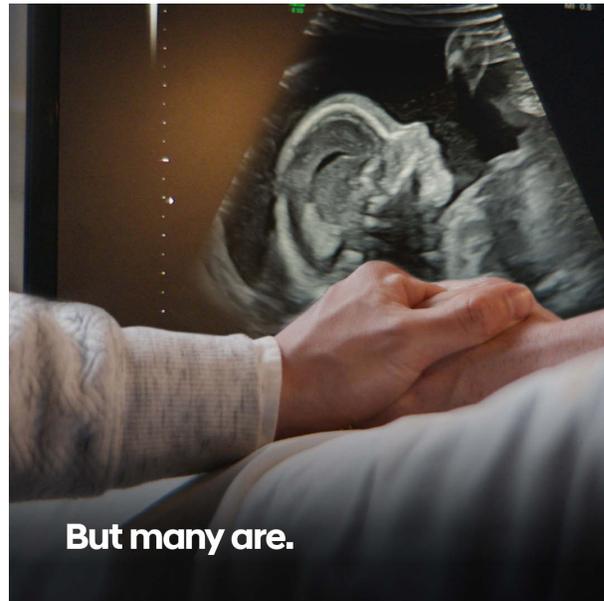
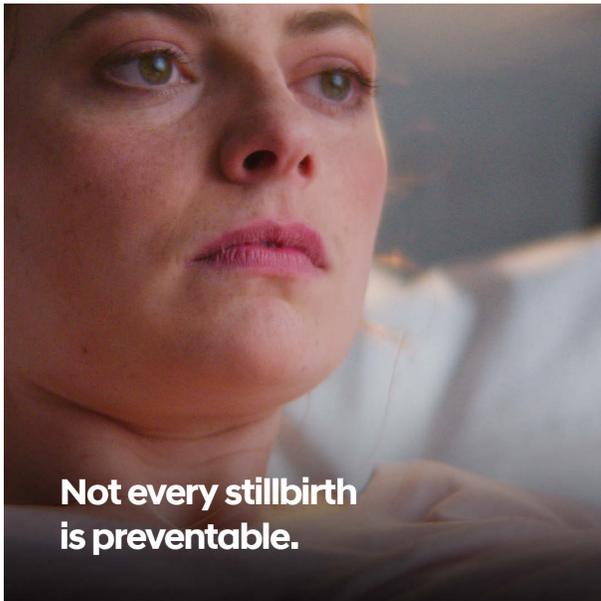
Share the message  

Partners



[Privacy policy](#)

Still Six Lives social media tile samples



How you can help & additional resources

We encourage you to share this campaign far and wide. The aim is to raise awareness about stillbirth and its enormous psychosocial effects.

Some things you can do to support the campaign:

- Follow and share social posts from Still Six Lives social channels, tagging **#stillsixlives** and **#preventstillbirth**
- Consider a media release from your organisation in support of the campaign
- Include a link to the campaign in upcoming comms to your database

If you have any questions or concerns, please email justinmansfield@rednose.org.au.

Additional resources

Red Nose: www.rednose.org.au

Sands: www.sands.org.au

Stillbirth Foundation Australia: www.stillbirthfoundation.org.au

Stillbirth Centre of Research Excellence: www.stillbirthcre.org.au

Safer Baby Bundle: www.saferbaby.org.au

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Together, let's reduce the risk of stillbirth.

still.
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