



THE LANCET

Ending Preventable Stillbirths series

*Pictured: Aaron and Angela David with their daughter, Evie, stillborn on 6th August, 2009
(c/o Stillbirth Foundation Australia)*

Report Australian Launch Brisbane Jan 19

The Series launch that took place on 19th January in Brisbane was jointly coordinated by Mater Health Services and The University of Queensland, and included a media briefing with the Australian Science Media Centre, a local media call, a series of presentations, and a panel discussion with Q&A. The event was attended by an audience of around 60, including academics, health care practitioners, families, students and interested members of the general public. Numerous organisations across Australia were represented.

The launch event speakers were as follows: Prof Nicholas Fisk (The University of Queensland), A/Prof Vicki Flenady (Mater Research Institute – The University of Queensland, Perinatal Society of Australia and New Zealand, International Stillbirth Alliance), Prof David Ellwood (Griffith University, Queensland Maternal Perinatal Quality Council, The Royal Australians College of Obstetricians and Gynaecologist), Prof Michael McGuckin (Mater Research Institute - The University of Queensland), Claire Foord (Founder of Still Aware & mother of Alfie), Ned Mules (father of Sophie), A/Prof Philippa Middleton (South Australian Health and Medical Research Institute), A/Prof Fran Boyle (The University of Queensland), Prof Caroline Homer (Australian College of midwives), Aleena Wojcieszek (Mater Research Institute – The University of Queensland)

Panel members included Lancet series author presenters, as well as: Kate Cowmeadow (SANSD QLD), Trish Wilson (Bereavement care midwife, Mater Mothers' Hospital), Dr Anne Sneddon (Obstetrician, Women's HealthCare Australasia), Kirstine Sketcher-Baker (Policy, Patient Safety and Quality Improvement Service, Queensland Health), Dr Adrienne Gordon (Neonatologist, representing National Maternal and Perinatal Mortality Advisory Group – AIHW) and Dr Dell Horey (Consumer advocate, epidemiologist, La Trobe University).

Panel discussion focused on the need to make stillbirth visible including lobbying for stillbirth to be included in the WHO indicators for maternal and newborn health. Other key points raised were the importance of midwives and continuity of care in stillbirth prevention and the importance of education of staff to provide quality care following a stillbirth. The proposed Australian Stillbirth Centre currently seeking funding from NHMRC was announced. The Centre is a partnership between parents, clinicians, researchers and policy makers and will contribute to the global effort through the International Stillbirth Alliance. Key partners and collaborators in Australia and New Zealand include: Stillbirth Foundation Australia with other parent based organisations including Still Aware, SANDS and Sids and Kids; Women's HealthCare Australasia; The Perinatal Society of Australia and New Zealand, Australian College

of Midwives; and The Royal Australian College of Obstetricians and Gynaecologist. The full program is attached in Appendix A.



Audience listens to A/Prof Vicki Flenady's presentation

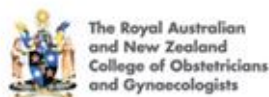


Series authors and speakers (from left to right) Prof David Ellwood, A/Prof Fran Boyle, Aleena Wojcieszek A/Prof Vicki Flenady, Claire Foord, Prof Caroline Homer, A/Prof Philippa Middleton

Media coverage

The Series was covered by more than 280 online, print, radio and television programmes and publications in Australia in the week following the Series launch, including 2 TV interviews, 4 radio reports/interviews, 9 print newspaper articles and 264 online news items, as well as active social media presence. The launch resulted in a large number of interviews for print and online media, in addition to both live and pre-recorded television and radio interviews around Australia. The media coverage highlighted that more must be done to integrate stillbirth prevention within global and national agendas for high quality health care for women, adolescents, and babies. The full media report can be found in Appendix B.

Australian launch supporters



Appendix A – Brisbane Lancet Series Launch Event Program

Time	Speaker	Affiliation	Topic
Official launch			
1200-1202	Prof. David Ellwood	Griffith University, <i>International Stillbirth Alliance (ISA), Queensland Maternal Perinatal Quality Council</i>	Acknowledgement of country
1202-1205	Prof. Nicholas Fisk	<i>The University of Queensland (Executive Dean, Faculty of Medicine and Biomedical Sciences)</i>	Official welcome
1205–1210	Prof. Michael McGuckin	<i>Mater Research Institute - The University of Queensland (MRI-UQ)</i>	Impact of the series for MRI-UQ
1210-1215	Claire Foord	Founder of Still Aware, and mother of Alfie, who was stillborn	A mother’s story of stillbirth
1215-1220	Ned Mules	Father of Sophie, who was stillborn	A father’s story of stillbirth
Presentations			
1220-1230	A/Prof. Vicki Flenady	<i>MRI-UQ, ISA, Perinatal Society of Australia and New Zealand (PSANZ)</i>	Overview of the series, rates and causes of stillbirth globally
Lunch (20 mins)			
Presentations (continued)			
1250-1300	Prof. David Ellwood	Griffith University, <i>ISA, Queensland Maternal Perinatal Quality Council</i>	Clinical practice to reduce deaths (high-income country focus)
1300-1310	A/Prof. Philippa Middleton	<i>South Australian Health and Medical Research Institute (SAMHRI)</i>	Disparities in stillbirth rates (high-income country focus)
1310-1320	A/Prof. Fran Boyle	<i>The University of Queensland (UQ)</i>	Quality, respectful care
1320-1330	Prof. Caroline Homer	Australian College of Midwives (ACM) and University of Technology , Sydney	Addressing stillbirth in low and middle income countries: the role of midwifery
Panel discussions			
1330-1340	Q&A – The Lancet Ending Preventable Stillbirths series (10 mins) Moderator: Adrienne Gordon Participants: Vicki Flenady, David Ellwood, Philippa Middleton, Fran Boyle, Aleena Wojcieszek, Dell Horey, Caroline Homer		
1340-1355	Q&A - The Australian response (15 mins) Moderator: Philippa Middleton. Participants: Claire Foord (Still Aware), Ned and Heidi Mules (parents of Sophie), Kate Cowmeadow (SANDS QLD), Trish Wilson (Bereavement midwife, Mater Mothers’ Hospital), Anne Sneddon (Obstetrician, Women’s HealthCare Australasia), Caroline Homer (Australian College of Midwives), Kirstine Sketcher-Baker (Patient Safety and Quality Improvement Service, Queensland Health), Adrienne Gordon (representing National Maternal and Perinatal Mortality Advisory Group - AIHW), David Ellwood (RANZCOG).		
1355-1400	A/Prof. Vicki Flenady	<i>MRI-UQ, ISA, PSANZ</i>	Closing remarks
Close (1400)			

Appendix B – Media Coverage Report

The full media report is available [here](#).