



Baby Loss Awareness Week

For Employers

9 - 15 October 2023

Baby Loss Awareness Week takes place annually in October and is an opportunity to raise awareness of the impact of baby loss and to commemorate the lives of babies who have died during pregnancy, birth or shortly afterwards. Unfortunately, baby loss affects many people, including employees in the workplace.

Employers have an important role to play in supporting staff members who have suffered the loss of a baby. Here are some ways in which you can help support your staff members during Baby Loss Awareness Week:

- **Understand that baby loss is a bereavement like any other**

Baby loss is a bereavement like any other, and it can have a significant impact on employees' lives. As an employer, you should be prepared to offer compassionate support to any member of staff who has been affected by baby loss.

- **Provide flexibility**

You may wish to consider providing flexibility to employees who have lost a baby. This could be allowing time off work to grieve or for appointments or offering flexible working arrangements.

- **Offer support and counselling**

You may wish to consider providing support and counselling services for someone who has suffered the loss of a baby, such as confidential counselling or signposting to your Employee Assistance Programme if you have one.

- **Provide training to managers and colleagues**

It is important that managers and colleagues are equipped with the knowledge and ability to provide appropriate support to someone who has suffered baby loss. You could consider offering training to managers and colleagues to help them better understand the impact of baby loss and how to provide appropriate support.

- **Raise awareness**

Employers can help raise awareness of Baby Loss Awareness Week by promoting it internally and externally. This could include sharing information about the week with staff members, displaying posters or leaflets in the workplace or making a donation to a relevant charity.