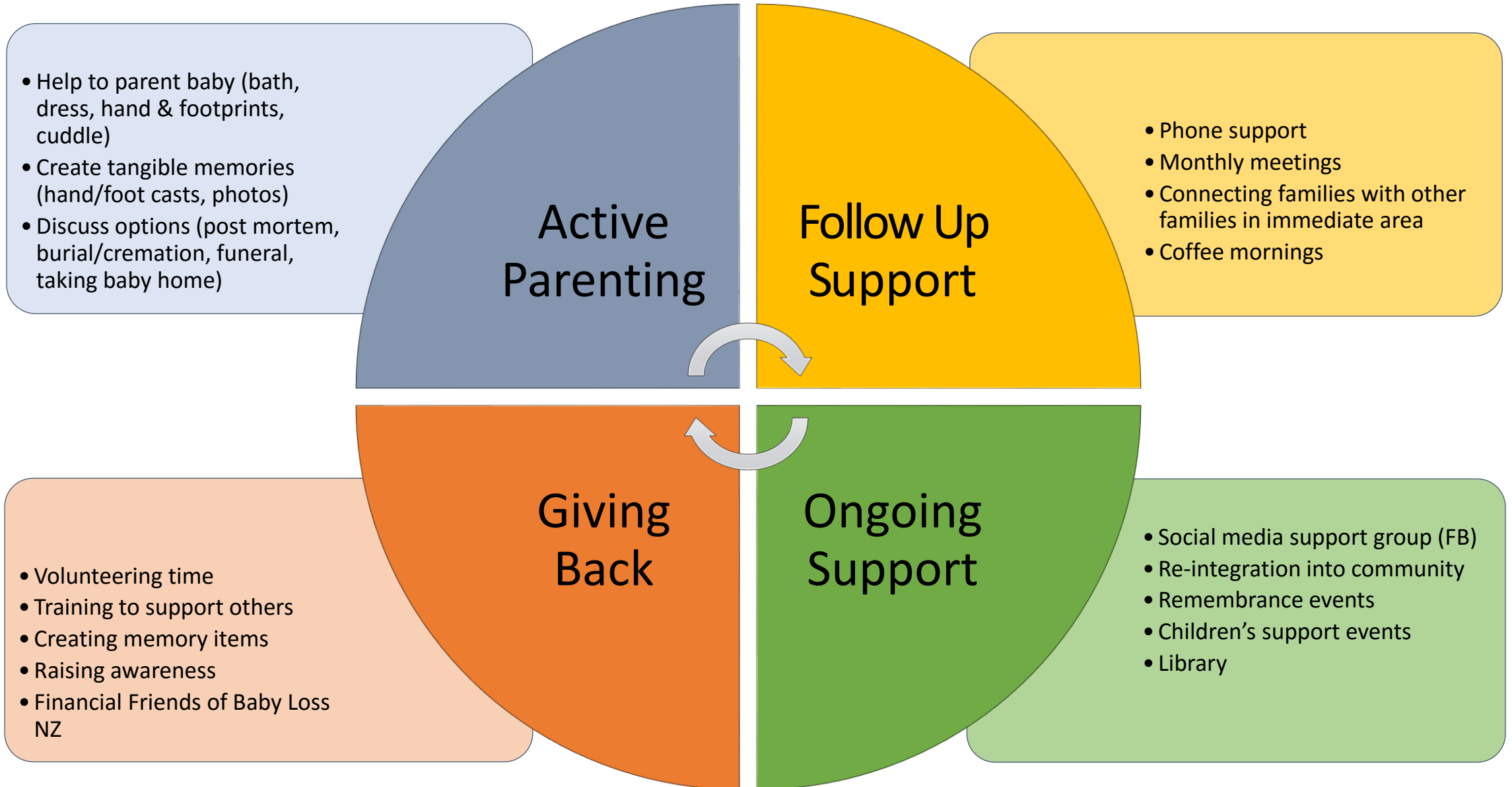


# Baby Loss NZ Support Cycle



# Active Parenting

## Parenting baby & creating tangible memories

- Encouraging active involvement with their baby during the short time he/she is with them
- Giving parents something tangible to hold on to
- Giving parents a sense of narrative identity
- Parents are able to share with friends/family/whanau
  - Sharing memories is beneficial in the grieving process

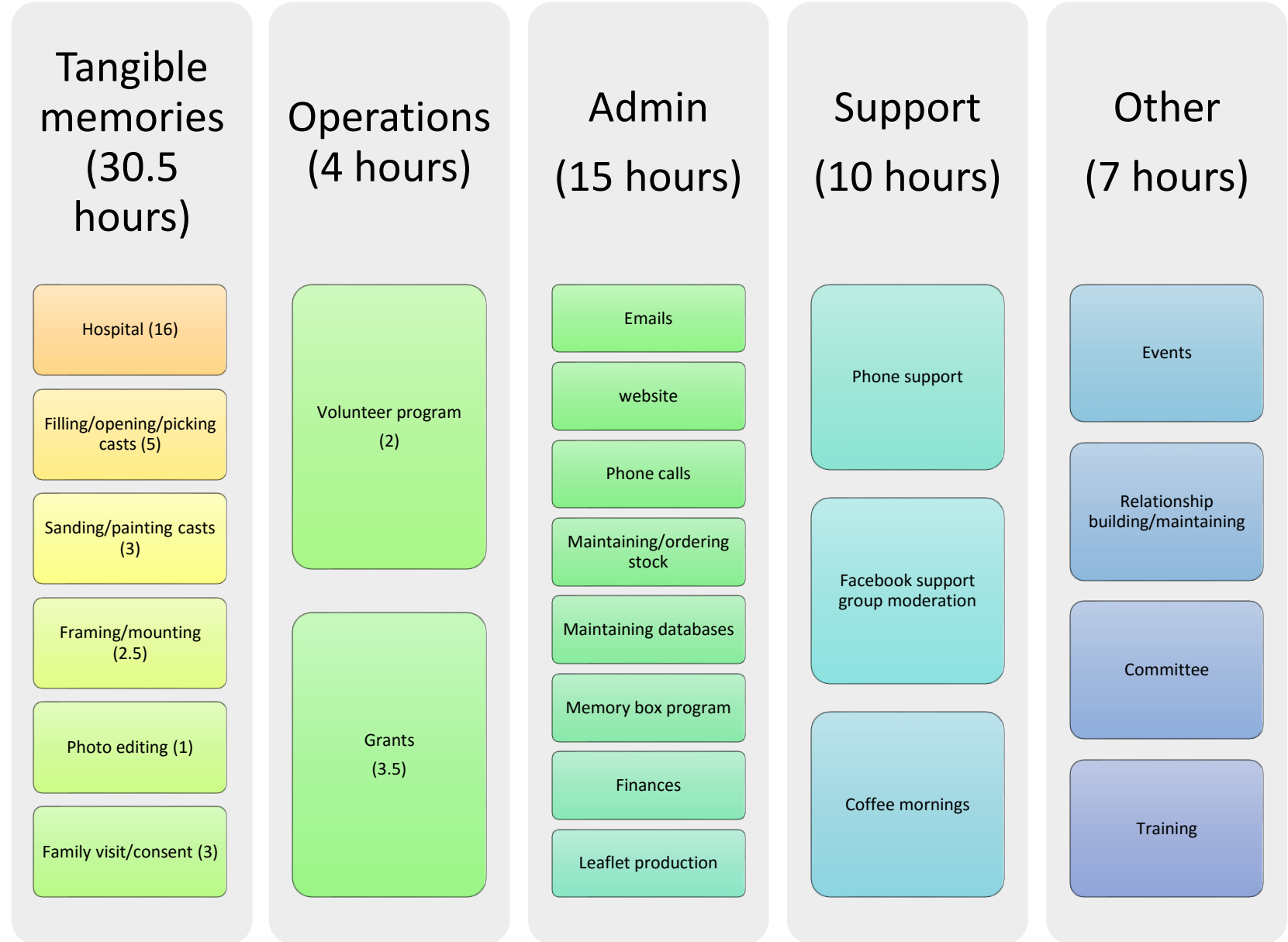
## Promotes/Encourages

- Learning to live with their grief
- Positive feelings surrounding birth experience & time spent with baby
- Parental/family mental wellbeing
- Family bonding
- Informed choices

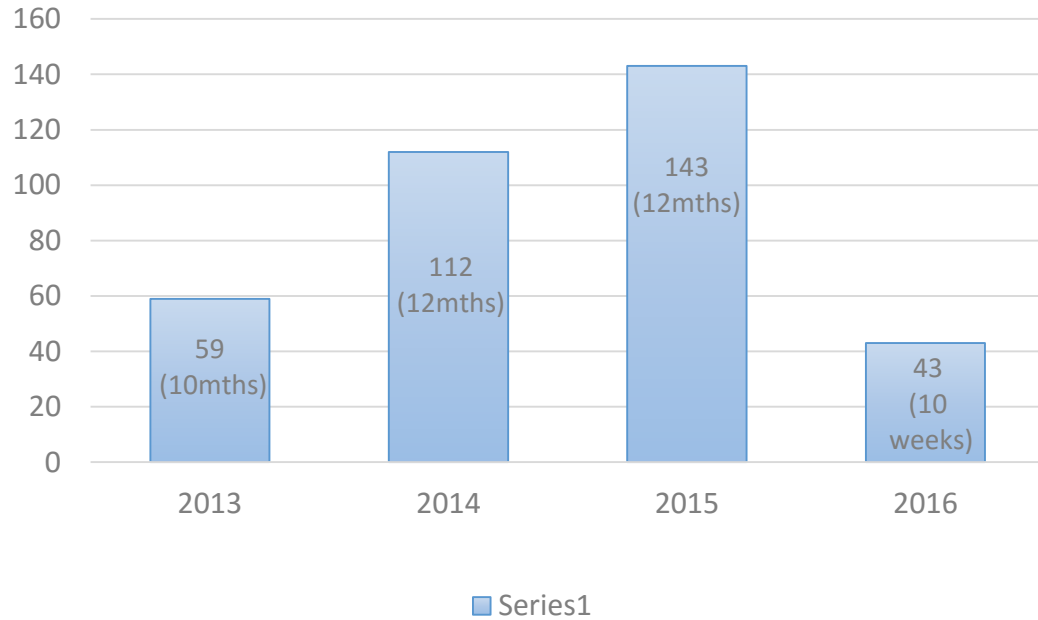
## Reduces/Prevents

- Regrets around the time spent with their baby
- Stress and anxiety
- Domestic violence
- Break up/divorce
- Depression
- Sense of isolation
- anti depressions, sleeping tablets
- Mental health counselling
- Lessens the intensity of grief

General Manager  
66.5 Volunteer  
hours per week



## Active Parenting Statistics 2013 – 2016 (YTD)



We are seeing an increase each year with the number of families we meet for the Active Parenting and Memory Making Service.

December 2014 - an increase of 89.8%

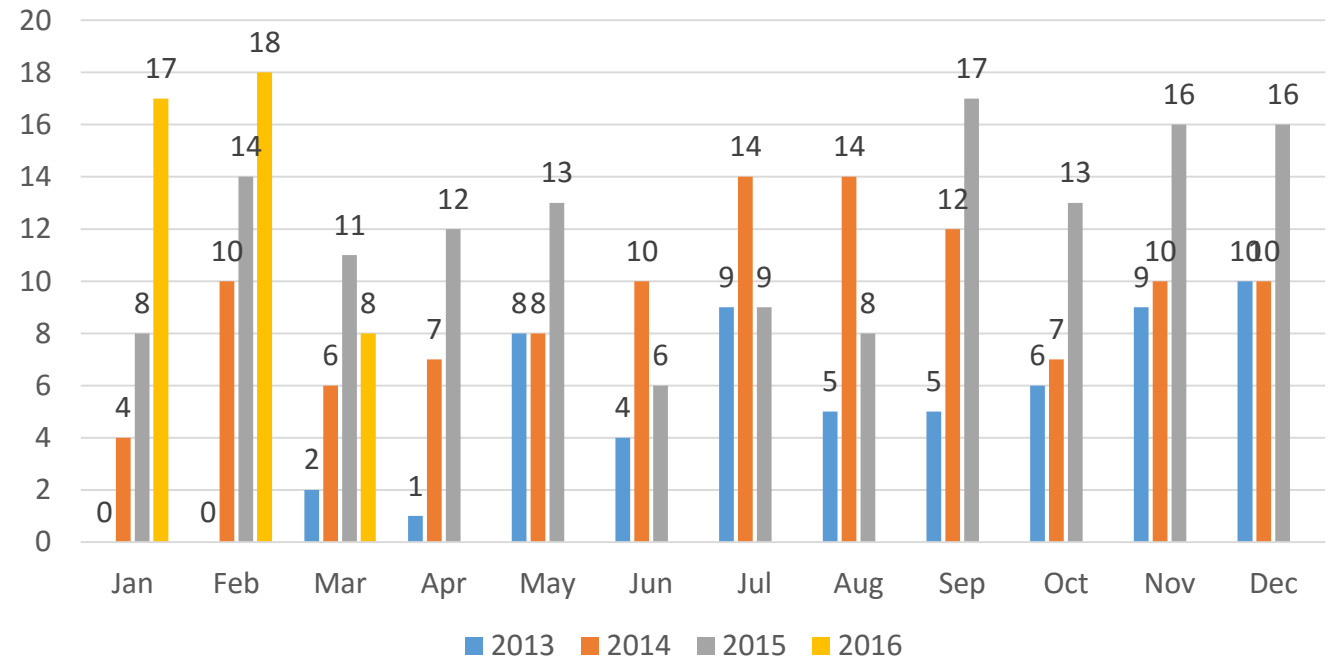
December 2015 - an increase of 27.6%

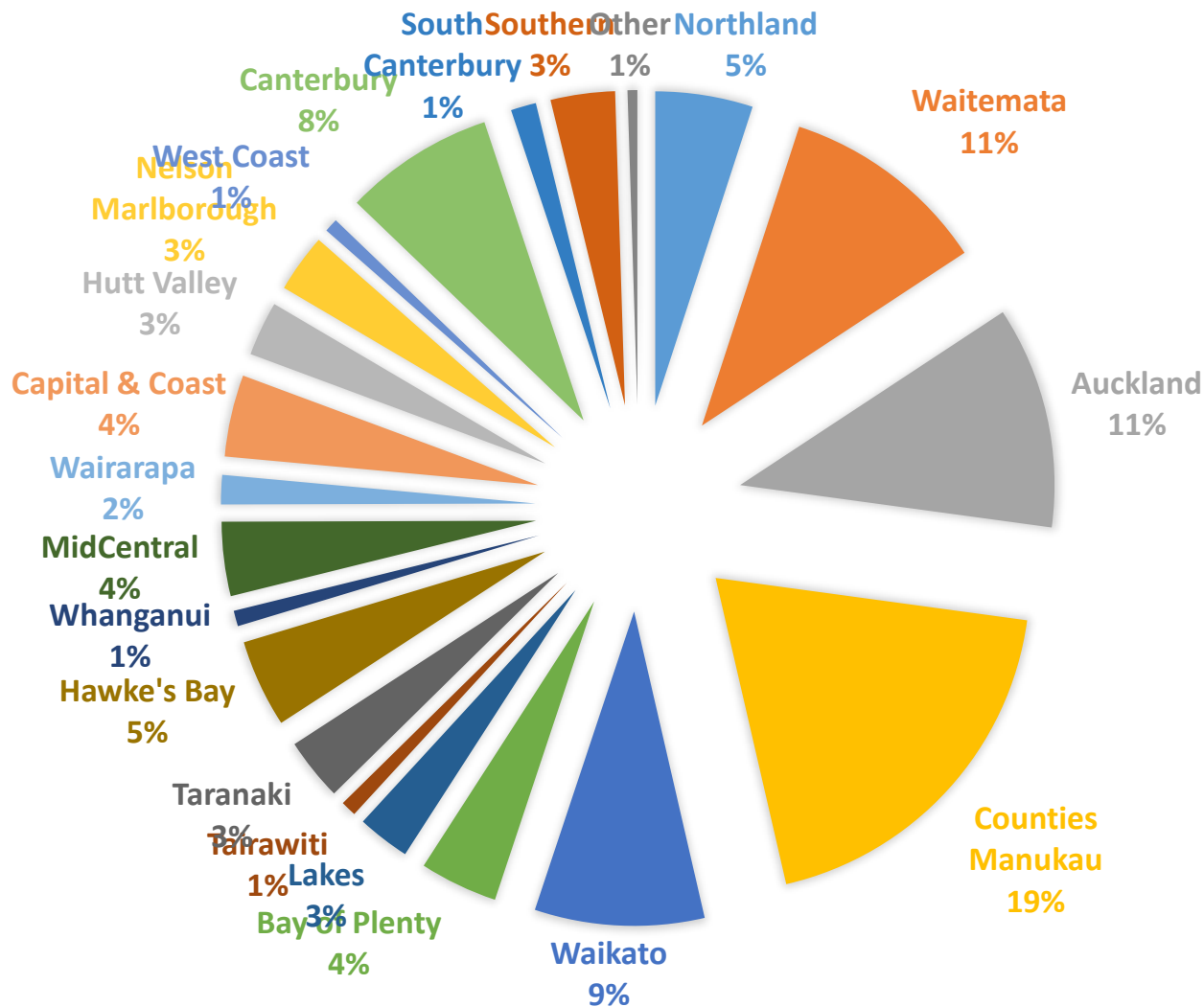
March 2016 - an increase of 30%

December 2016 - a projected increase of 45%

## Active Parenting Statistics

### Active Parenting Statistics Broken down by month/year





# Auckland/Manukau Statistics

357 babies had memories created by us thanks to the Toyota car awarded to us

30% of all babies in NZ occur in this area

Babies under 20 weeks gestation are not recorded in national statistics.

99 of the babies we met were under 20 weeks gestation so not recorded in national statistics

13 of the families we met had babies/children between 2 months old and 8 years so not recorded in national statistics

Source - Perinatal and Maternal Mortality Review Committee's (PMMRC's) ninth annual report (2013)

# WHAT'S THE BIG DEAL ABOUT MAKING MEMORIES?

Memories, so important for the bereaved, allow a still painful, yet more gradual, good-bye.

When a child dies before or shortly after birth, there may be precious few memories and little physical evidence that he or she ever really existed.

The Baby Loss NZ Active Parenting and Memory Making Service encourages parents to bond with their baby and 'parent them' by being involved in the memory making process. Families are shown how to hold their baby, bath and dress, take hand/footprints and have cuddles for photos. Castings of baby's hands and feet are taken giving the family tangible memories to hold that last a lifetime.

This service lasts between 2 and 3 hours per family and we are averaging 4 families per week.

# WHAT OUR FAMILIES ARE SAYING ABOUT MAKING MEMORIES?

*After spending an afternoon with Sarah and sharing bonding time with my baby I left her with so much closure and optimism!*

*What these memories mean to us, is immeasurable*

*you really did change my whole perception of what I was going through*

*thank you from the bottom of my heart words can't say how grateful and special these are to me*

*The pictures and casts have been really helpful in my grieving process*

*We got every memory that we could ever need of baby Damascus free of charge!*

*every time me n my partner get upset we hold our baby's cast..No words to thank this organisation enough*

*What you do has showed us that the sun can shine once again and that our daughters memory will live on forever*

*the casts & photos those are beautiful memories that will stay with us forever*

*This is such an amazing service you provide.*

*I left feeling a new bond and connection to my bubba*

*Being able to see my daughter Ava's hands and feet reminds me everyday of the short but special time I had with her.*

*We are forever & eternally grateful for the help & support that you given us as well as the casts & photos those are beautiful memories that will stay with us forever.*