

Media Release – Sands New Zealand

Yet another baby dies and we don't know why...

Every day in New Zealand a baby is born that will never breathe, never cry, and never know its parents' faces. That baby will be stillborn. Every day throughout the world, 7000 babies will be stillborn; 2.6 million babies every year around the world. Why don't we know about this and why don't we care?

Despite increasing attention on maternal, newborn and child health, stillbirths remain invisible. They are not counted in the Millennium Development Goals (MDG), and not routinely tracked by the United Nations. The overall goal of this series is to bring together different aspects of stillbirth research to guide decision making and promote action with measurable change by 2020.

The Lancet Medical Journal is releasing its first ever Stillbirth Series on Thursday April 14th (Wednesday April 13th NZ time). Launches are set for London, Australia, New York and Geneva.

The Lancet has made a call to action in order for us to achieve change and reduce the numbers of stillbirths by 2020. They include actions for the international community, individual countries and communities and families.

Sands New Zealand is encouraged that international scientists and clinicians are taking notice of stillbirth and telling the world about it. In New Zealand 379 babies are stillborn each year – that's more than our annual road toll. Where are the education campaigns around stillbirth prevention, what agencies are available to support the parents, families and whānau following the loss of their baby?

For further information, please contact

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