

THE IMPACT OF **STILL SIX LIVES**

RESULTS FROM A SURVEY OF AUSTRALIAN WOMEN

About the Still Six Lives campaign

The *Still Six Lives* national campaign aimed to raise awareness of stillbirth, and educate people about three key behaviours that could reduce the risk of stillbirth: quitting smoking, sleeping on your side in late pregnancy, and seeking urgent medical attention if you notice a change in your baby's movements.

Evaluating the impact

Part of evaluating the *Still Six Lives* campaign involved commissioning Roy Morgan to conduct 3 surveys among women in Australia aged 18-50 years old: one before the campaign, one during the campaign, and one after the campaign.

The findings:



1,502 respondents for the before-campaign survey
1,517 respondents for the mid-campaign survey
1,598 respondents for the after-campaign survey



Women were **more likely** to recall **seeing or hearing something about stillbirth** after the campaign (24%) compared with before (20%)



67% of women reported **knowing someone who had lost a baby** in late pregnancy after the campaign (similar to 61% before the campaign)



More women said they would advise a pregnant woman to **be aware of baby's movements** to reduce the risk of stillbirth
71% after the campaign compared to 66% before



More women said they would advise a pregnant woman to **quit smoking** to reduce the risk of stillbirth
63% after the campaign compared to 57% before



More women said they would advise a pregnant woman to **sleep on side in late pregnancy** to reduce the risk of stillbirth
34% after the campaign compared to 25% before