

Stakeholder communications toolkit

Promoting the new culturally adapted resources -
Stronger Bubba Born and **Growing a Healthy Baby**

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Overview

First Nations and some migrant and refugee communities are disproportionately impacted by stillbirth. After extensive consultation and co-design a suite of culturally adapted resources, based on the Safer Baby Bundle, have been developed. These new resources were launched at the 2023 Stillbirth National Forum. **This toolkit provides detail on all of the resources, as well as copy and assets to assist stakeholders promote them to their networks. We are seeking your help to promote these new resources from Monday 30 September.**

For First Nations women and their communities the **'Stronger Bubba Born'** resources include flyers, videos and a website.

Arabic, Dari, Dinka and Karen speaking communities can now utilise the **'Growing a Healthy Baby'** in-language resources - booklets (PDF and audio), videos and website.

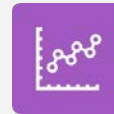


What is the Safer Baby Bundle?

The Safer Baby Bundle is a national initiative with five evidence-based elements to address key areas where improved practice can reduce the number of stillborn babies.



Smoking Cessation



Fetal Growth Restriction (FGR)



Decreased Fetal Movement (DFM)



Side sleeping



Timing of birth

Since its launch in 2019, the Safer Baby Bundle has been implemented in all Australian jurisdictions.

Why have we culturally adapted the Safer Baby Bundle?

The rate of stillbirth in Australia was 7.7 per 1,000 births in 2020. First Nations Australians experience relatively higher rates at 11.9 per 1,000 births compared to 7.4 per 1,000 births for non-Indigenous Australians.

Women from some migrant backgrounds, including those from Central and Western Africa (14 per 1,000 births), Central Asia (11.2 per 1,000 births), Southern Asia (9.1 per 1,000 births), and Middle East (8.9 per 1,000 births) have higher rates of stillbirth than women born in Australia (7.7 per 1,000 births).

These priority groups were identified for stillbirth prevention as outlined in the National Stillbirth Action and Implementation Plan (NSAIP).

Stillbirth is preventable in many cases and research shows 20-30% of late gestation stillbirths could be avoided with better care.

The following document provides a reference for all the new culturally adapted Safer Baby Bundle resources that have been developed to support the Safer Baby Bundle initiative for clinicians and women.

Key messages

- Stillbirth is a serious public health problem with far-reaching burdens on families and communities.
- The stillbirth rate is significantly higher for First Nations and some migrant and refugee communities compared to the general Australian population.
- In-language resources that outline preventative measures in culturally-sensitive ways and that can be easily understood by priority groups for stillbirth prevention are required to make a difference to stillbirth rates.
- Healthcare workers need to be made aware of the sensitivities of discussing issues like stillbirth with multicultural and First Nations communities.
- Extensive consultation across First Nations and migrant and refugee communities has been undertaken to ensure these resources speak to those communities.
- The cultural adaptation of the Safer Baby Bundle has been funded by the Australian government under the National Stillbirth Action and Implementation Plan (NSAIP) to reduce stillbirth in target communities.

Media release/web article to promote the new resources

A media release promoting the new resources and partners will be shared with media on the morning of Monday 30 October.

Quotes in the release are from:

- **Professor Vicki Flenady**, Stillbirth CRE Director
- **Deanna Stuart-Butler**, Stillbirth CRE Indigenous Research Officer
- **Dr Nisha Khot**, Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG) board member and Multicultural Centre for Women's Health board member
- **Dr Fatima El-Assaad**, Director and Founder of The Still Nest, Host and Producer of The Still Nest Podcast

The CRE would welcome delivery partners and organisations utilising this content for stakeholder communications with their networks.

The Media Release can be accessed at this [here](#). If you can't access dropbox please email stillbirthcre@mater.uq.edu.au. The social assets can be utilised as an image to go with a website article. See relevant links below.

MEDIA RELEASE

Safer Baby Bundle
Working together to reduce stillbirth
Stillbirth
CENTRE OF RESEARCH EXCELLENCE

Saving babies' lives: Culturally-sensitive resources launched to address unacceptably high stillbirth rates

Monday 30 October: FIRST Nations women as well as migrant and refugee women from communities disproportionately impacted by stillbirth have been involved in co-designing new culturally appropriate pregnancy resources, to save the lives of babies in their own communities.

Stillbirth rates in Australia remain tragically high, with six babies stillborn on average, every day. A suite of sensitively-crafted, in-language resources, called 'Stronger Bubba Born' and 'Growing a Healthy Baby', have been developed from the evidence-based Safer Baby Bundle to improve maternity care for these communities and contribute to reducing stillbirth rates in Australia by 20 per cent.

It is believed between 20 and 30 per cent of late gestation stillbirths are preventable with better care, however systemic healthcare barriers can prevent important discussions about stillbirth prevention.

These new resources have been developed through extensive community consultation and input from health educators, to ensure the information and illustrations are culturally appropriate and reduce the devastating impact of stillbirth on these communities.

This important work has involved two years of consultation and development, and is an extension of the Safer Baby Bundle created by the Stillbirth Centre of Research Excellence (Stillbirth CRE).

For First Nations women and their families to reduce the risk of Sorry Business Baby (stillbirth), the new Stronger Bubba Born resources include flyers and videos that are available at the [Stronger Bubba Born](#) website. The Stillbirth CRE Indigenous Advisory Group guided the Stillbirth CRE Indigenous team for the Indigenous consultations and co-designing of resources, in partnership with Curtin University, The National Aboriginal Community Controlled Health Organisation (NACCHO) and the Waminda South Coast Women's Health and Wellbeing Aboriginal Corporation are also collaborators with the CRE on their Indigenous work.

Arabic, Dari, Dinka and Karen-speaking communities now have access to important tailored information in the form of a written booklet, summary video and self-paced digital booklet with audio. These resources are now available at the [Growing a Healthy Baby](#) website. A network of community groups and health educators from the Multicultural Centre for Women's Health (MCWH) and the Stronger Futures CRE at the Murdoch Children's Research Institute (MCRI) worked with the Stillbirth CRE to develop these in-language resources.

The five key areas covered in these new resources, and the Safer Baby Bundle, include:

- Supporting women to stop smoking in pregnancy and reduce their exposure to smoke;
- Improving detection and management of ~~fetal~~ growth restriction;
- Raising awareness and improving care for women with decreased ~~fetal~~ movements;
- Education that sleeping on your side from 28 weeks of pregnancy can halve the risk of stillbirth;
- Improving decision making about the timing of birth for women with risk factors for stillbirth.

The Mater Research-based Stillbirth Centre of Research Excellence Director, Professor Vicki Flenady, said "stillbirth rates are significantly higher among First Nations and some migrant and refugee communities, compared to the general population, and we need to tackle this by ensuring these communities have care and resources that meet their needs."

"The Safer Baby Bundle is an evidence-based initiative designed to improve maternity care and drive down stillbirth rates in Australia, and we've already seen it work in Victoria. These new culturally sensitive resources, which have been carefully co-designed with the communities we are seeking to reach, will be central to the work we now need to do to reduce the burden of stillbirth among women at greatest risk," Professor Flenady said.

Senior Advisor of Indigenous Research at Stillbirth CRE, Deanna Stuart-Butler said two years of consultation across Australia - from yarning circles to community and healthcare worker interviews - went into

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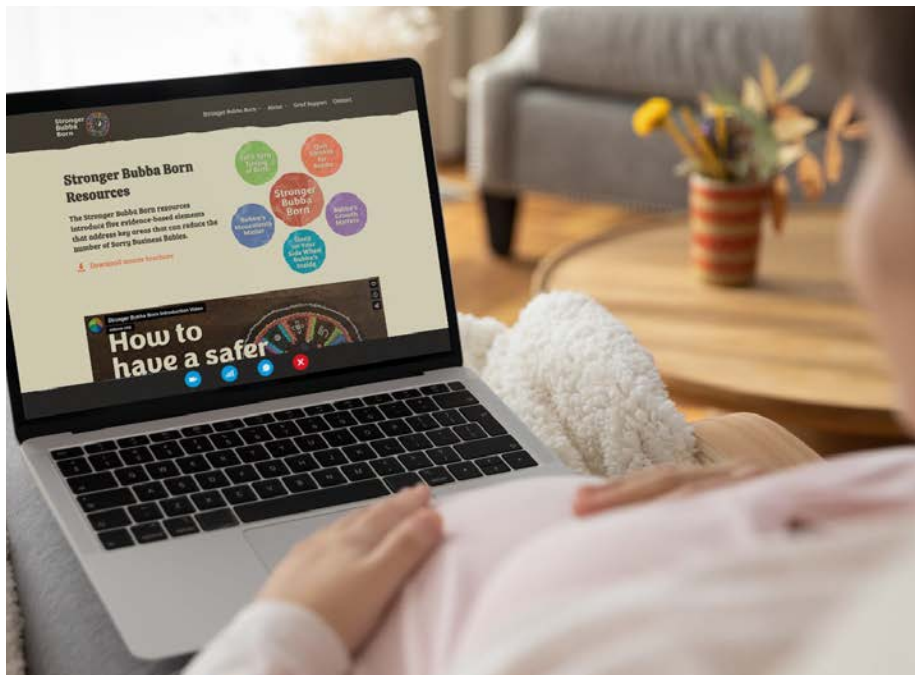
Stronger Bubba Born


Resources and
promotional assets



Stronger Bubba Born

First Nations resources



Website	https://strongerbubbaborn.org.au/ (includes all resources)
Description	<p>Stronger Bubba Born resources include flyers and videos that can be discussed and watched with First Nations women, or shared via email, newsletter or social media.</p> <p>The aim is to reduce the rates of Sorry Business Babies (stillbirth), stigma and its impact on mothers, parents and communities.</p> <p>These resources were developed by the Stillbirth CRE Indigenous research team with the guidance of the Indigenous Advisory Group. Delivery partner Curtin University supported the extensive consultation and co-design process. The National Aboriginal Community Controlled Health Organisation (NACCHO) and the Waminda South Coast Women's Health and Wellbeing Aboriginal Corporation are also collaborators with the CRE on their Indigenous work.</p>
Usage	Source of evidence to use as an internal reference for clinicians and as an information source for Aboriginal and Torres Strait Islander women.
Partner	 Curtin University

Stronger Bubba Born

master brochure



Link to print ready master brochure	https://strongerbubbaborn.org.au/wp-content/uploads/2023/10/SBB_booklet_web_final.pdf
Description	The Stronger Bubba Born master brochure is a 12-page brochure containing information around the five evidence-based elements that address key areas where improved practice can reduce the number of Sorry Babies (stillbirth).
Usage	Source of evidence to use as an internal reference for clinicians and as an information source for Aboriginal and Torres Strait Islander women.

Stronger Bubba Born

flyers



Links to print ready resources	Quit Smokes for Bubba Bubba's Growth Matters Bubba's Movements Matter Sleep on your side when Bubba's inside Let's Yarn Timing of Birth
Description	Five discrete, downloadable flyers provide information around the five evidence-based elements that address key areas where improved practice can reduce the number of Sorry Business Babies (stillbirth).
Usage	Source of evidence to use as an internal reference for clinicians and as an information source for Aboriginal and Torres Strait Islander women.

Stronger Bubba Born

introduction video



Link to introduction video	https://strongerbubbaborn.org.au/resources/
Description	A two-minute and 50-second video that gives key information around how to decrease the risk of Sorry Business Baby (stillbirth) in culturally-appropriate and accessible language.
Usage	Source of evidence to use as an internal reference for clinicians and as an information source for Aboriginal and Torres Strait Islander women.

Stronger Bubba Born

short videos



Links to short videos

[Quit Smokes for Bubba video](#)

[Bubba's Growth Matter video](#)

[Bubba's Movements Matter video](#)

[Sleep on your side when Bubba's inside video](#)

[Let's Yarn Timing of Birth video](#)

Description

Five short videos that that give key information about how to decrease the risk of Sorry Business Baby in culturally-appropriate and accessible language for each of the five identified areas of prevention.

Usage

Source of evidence to use as an internal reference for clinicians and as an information source for Aboriginal and Torres Strait Islander women.

Stronger Bubba Born

Jiba Pepeny

“Having this guide in my hand after losing bub would change everything.

I would feel seen and held, simple as that. Seen and held as a grieving mother whilst I am seeing and holding my bub. Witnessed in my grief and that is something right there.”

Community member, rural VIC

Link to resource	The resource will be available shortly on both the Red Nose website and Stronger Bubba Born website. It can be accessed now by contacting skystewart@rednose.org.au
Description	Star Baby is a 50-page support guide for Aboriginal and Torres Strait Islander families following stillbirth. It gives information to families regarding decision making from when they first hear the news bub has passed away until three months post birth. While it contains clinical information, Aboriginal ways of knowing, being and doing saturate this guide with culture, ceremony and storytelling throughout. This resource guide was led by Skye Stewart – a proud Aboriginal midwife, researcher and bereavement care leader. Made by Aboriginal people for Aboriginal people, this resource was created after noting the lack of resources specific to bereavement (sorry business) care after stillbirth..
Usage	Source of evidence to use as an internal reference for clinicians and as an information source for Aboriginal and Torres Strait Islander women.

Stronger Bubba Born

Newsletter copy

Having a safer and healthy pregnancy is the aim for all families. While having Sorry Business Babies (stillbirth) is unlikely for most women, there are a few key things to do to keep bubba safe.

Two years of consultation across Australia with First Nations' communities, clinicians, Aboriginal and Torres Strait Islander health practitioners and support organisations has gone into making sure evidence-based practice is implemented in First Nations communities' own ways of "knowing, being and doing".

Resources have been created to take women through key prevention strategies in a culturally-sensitive way. There is a master brochure, an introduction video and five short flyers and videos to explain how to keep bubba safe.

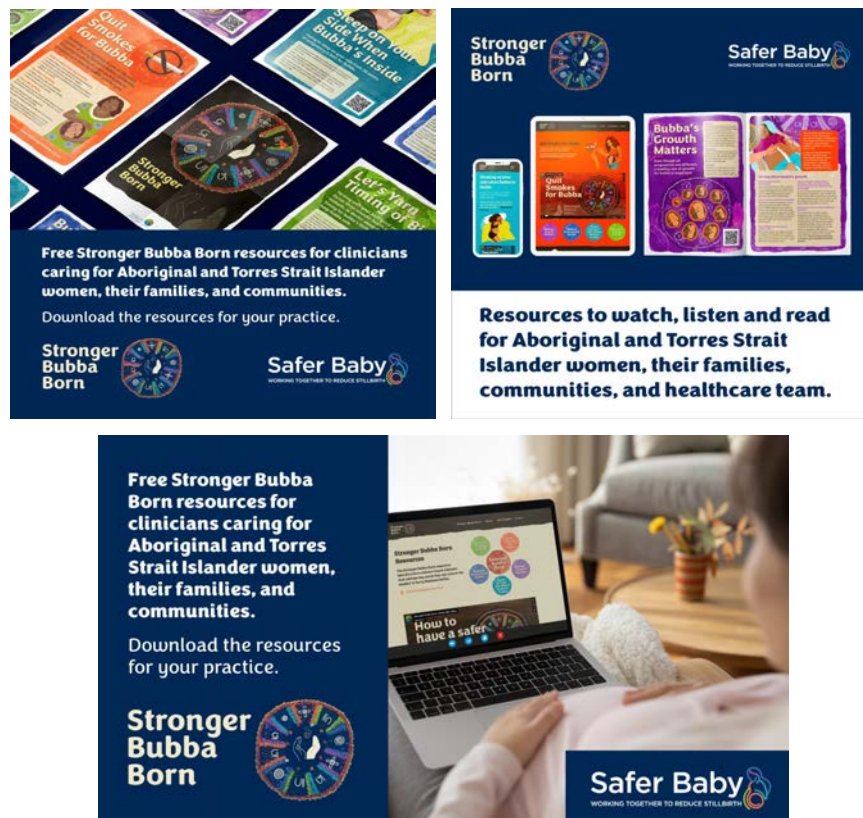
The Stillbirth CRE Indigenous Advisory Group guided the Stillbirth CRE Indigenous team for the Indigenous consultations and co-designing of resources, in partnership with Curtin University. The National Aboriginal Community Controlled Health Organisation (NACCHO) and the Waminda South Coast Women's Health and Wellbeing Aboriginal Corporation are also collaborators with the CRE on their Indigenous work.

Access the resources and learn more at strongerbubbaborn.org.au

Please note: The artwork in these resources has been produced by the Queensland Aboriginal and Islander Health Council (QAIHC) and QAIHC was engaged by the Mater Research Institute. An image that can be utilised in a newsletter is available [here](#). Please ensure the Queensland Aboriginal and Islander Health Council are credited with image usage.

Stronger Bubba Born

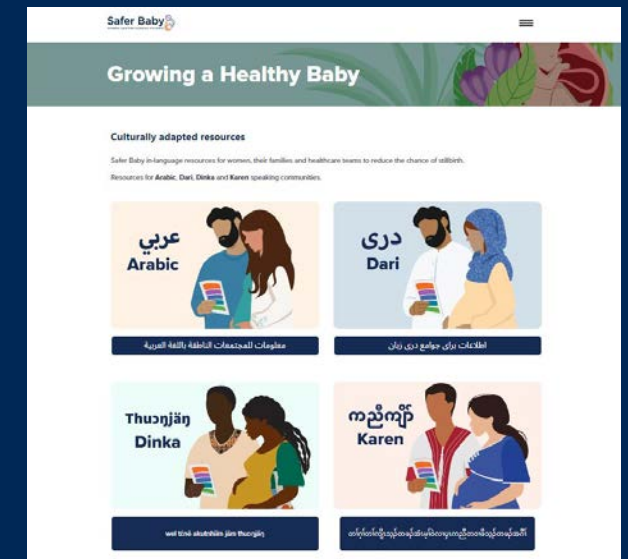
Social media



Link to social assets and proposed copy	Dropbox folder here If your organisation cannot access dropbox please email stillbirthcre@mater.uq.edu.au to receive a zip file.
Description	A series of still (square and rectangle) social posts to promote the new Stronger Bubba Born resources and the website where the flyers and videos are available. Proposed copy has been drafted to accompany the graphics.
Usage	For social channels, that can reach Aboriginal and Torres Strait Islander women, their families and healthcare professionals working with First Nations women.
Further requests for social assets	If you require additional social assets for your channels or stakeholder communications please contact the CRE on stillbirthcre@mater.uq.edu.au

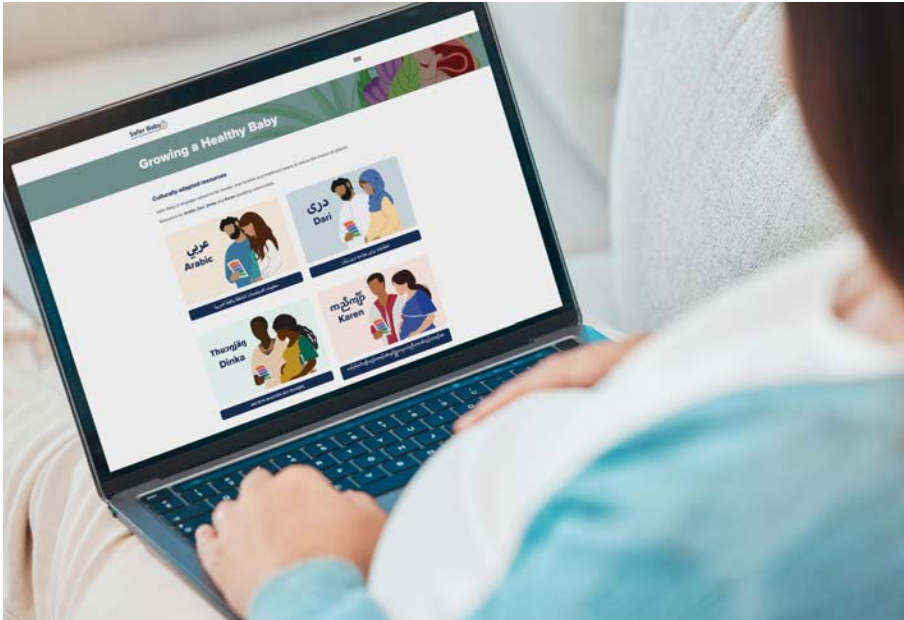
Growing a Healthy Baby

In-language resources and promotional assets



Growing a Healthy Baby

Culturally-adapted resources



Website	https://growingahealthybaby.org.au/
Description	<p>Safer Baby in-language resources for women, their families and healthcare teams to reduce the chance of stillbirth.</p> <p>Resources are for Arabic, Dari, Dinka and Karen speaking communities co-designed with communities and healthcare professionals.</p> <p>For each of the four community groups there are a summary animation video, digital audit booklet and a detailed PDF booklet.</p> <p>A network of community groups and healthcare educators from the Multicultural Centre for Women's Health and the Murdoch Children's Research Institute worked with the Stillbirth CRE to develop and translate these resources.</p>
Usage	Source of evidence to use as an internal reference for clinicians and as an information source for Arabic, Dari, Dinka and Karen speaking communities.
Partners	

Growing a Healthy Baby

Arabic



Arabic resources	https://growingahealthybaby.org.au/languages/arabic/
Description	<p>Resources on the website are:</p> <ul style="list-style-type: none">- A 20-page, printed booklet that clinicians can hand to women giving information about stillbirth prevention.- A 26-page digital booklet link with self turning pages and translated audio on each page that takes women through information about stillbirth prevention.- An animated and narrated in-language video giving information about stillbirth prevention, running for less than five minutes. <p>All resources are designed using culturally-appropriate language providing information to women about ways to prevent stillbirth based on the latest research and clinical best practice.</p>
Usage	In-language information for clinicians to share with women in person and electronically.

Growing a Healthy Baby

Dari



Dari resources	https://growingahealthybaby.org.au/languages/dari/
Description	<p>Resources on the website are:</p> <ul style="list-style-type: none"> - A 20-page, printed booklet that clinicians can hand to women giving information about stillbirth prevention. - A 26-page digital booklet link with self turning pages and translated audio on each page that takes women through information about stillbirth prevention. - An animated and narrated in-language video giving information about stillbirth prevention, running for less than five minutes. <p>All resources are designed using culturally-appropriate language providing information to women about ways to prevent stillbirth based on the latest research and clinical best practice.</p>
Usage	In-language information for clinicians to share with women in person and electronically.

Growing a Healthy Baby

Karen



Karen resources	https://growingahealthybaby.org.au/languages/karen/
Description	<p>Resources on the website are:</p> <ul style="list-style-type: none"> - A 28-page, printed booklet that clinicians can hand to women giving information about stillbirth prevention. - A 26-page digital booklet link with self turning pages that takes women through information about stillbirth prevention, with pages read out in language. - An animated and narrated in-language video giving information about stillbirth prevention, running for less than five minutes. <p>All resources are designed using culturally-appropriate language providing information to women about ways to prevent stillbirth based on the latest research and clinical best practice.</p>
Usage	In-language information for clinicians to share with women in person and electronically.

Growing a Healthy Baby

Dinka



Dinka resources	https://growingahealthybaby.org.au/languages/dinka/
Description	<p>Resources on the website are:</p> <ul style="list-style-type: none">- A 20-page, printed booklet that clinicians can hand to women giving information about stillbirth prevention.- A 26-page digital booklet link with self turning pages that takes women through information about stillbirth prevention, with pages read out in language.- An animated and narrated in-language video giving information about stillbirth prevention, running for less than five minutes. <p>All resources are designed using culturally-appropriate language providing information to women about ways to prevent stillbirth based on the latest research and clinical best practice.</p>
Usage	In-language information for clinicians to share with women in person and electronically.

Growing a Healthy Baby / Migrant and refugee

Newsletter copy

Some migrant and refugee communities suffer from higher rates of stillbirth than other communities in Australia. To help reduce the chance of stillbirth in migrant and refugee women, new resources have been co-designed with community groups and health educators to produce culturally sensitive information for Arabic, Dari, Dinka and Karen speaking communities.

Each of the four community groups have three in-language resources with tailored information and illustrations, that provide culturally appropriate safer pregnancy information.

The animation video, digital audio booklet and a detailed PDF booklet enable women and their families to either watch, listen to, or read. These resources are available on the [Growing a Health Baby website](#).

A network of community groups and healthcare educators from the Multicultural Centre for Women's Health and the Murdoch Children's Research Institute worked with the Stillbirth CRE to develop and translate these in-language resources.

This work has involved an extensive co-design and consultation process. Community members involved in the development of the resources also recorded the voiceovers for the videos and digital booklet audio.

Note: Imagery developed for the social media tiles can also be repurposed for use in newsletters or emails. These are available [here](#).

Growing a Healthy Baby

Social media



**Growing
a healthy
baby**

Resources to **watch, listen and read**
for Arabic, Dari, Dinka and Karen speaking
women and their communities



معلومات تساعدك أنت وطفلك على التمتع بحمل أكثر أماناً،
بدعم من عائلتك وفريق الرعاية الصحية.



growingahealthybaby.org.au



growingahealthybaby.org.au

Link to social assets
and proposed copy

[Dropbox folder here](#)

If your organisation cannot access dropbox please email stillbirthcre@mater.uq.edu.au to receive a zip file.

Description

A suite of still (square and rectangle) and animated social posts have been developed to promote the new resources and promote the website where the PDF booklets, digital audio booklets and videos can be accessed.

Proposed copy has been drafted to accompany the graphics, with some of the graphics and copy being in-language.

Usage

For social channels to reach women, their families and healthcare teams for Arabic, Dari, Dinka and Karen speaking communities.

Thank you to our partners and contributors

The development of these culturally adapted resources would not have been possible without the expertise, commitment and support from our partners for these projects, and the community groups and individuals who participated in the co-design and consultations.



The cultural adaptation of the Safer Baby Bundle has been funded by the Australian Government.

Further information

For more information on these resources and any enquiries or feedback please contact the Stillbirth CRE at stillbirthcre@mater.uq.edu.au

If you are a healthcare professional looking to access more resources and/or participate in eLearning please go to learn.stillbirthcre.org.au