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| **October 15th; a day for remembrance, sharing and awareness.** |
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| **Introduction** The Norwegian SIDS & Stillbirth Society is a membership organization for families having experienced the loss of a child in pregnancy, at birth or in the first years of life. In 2014, we introduced the Pregnancy and Infant Loss Remembrance Day (October 15th) in Norway. We strengthened our presence in 2015, and plan to make it an annual tradition. Our ambition is to establish October 15th as a publically recognized remembrance day in Norway. Besides commemorating deceased children and facilitating contact between bereaved families for mutual support, the motivation is to increase community awareness of stillbirths and infant deaths, and the consequences of such losses.  **Material and Methods** Our main priority has been to have remembrance ceremonies hosted by our regional branches, with lighting of candles and torches at 7pm in memory of dead children. Thus, joining the global wave of light. Social media, primarily Facebook but also Twitter and Instagram, have been tools to achieve increased awareness. From October 1st through October 15th, we have frequently posted on Facebook. Our priority has been to communicate personal stories of loss and the impact of such losses. In addition, we have made efforts to get coverage in traditional media, e.g. newspapers and TV. This includes interviews with organization representatives and promotion of the organization's offers to bereaved families. By increasing public awareness of stillbirth and infant death, we can also stimulate people to get involved. Thus, we have also introduced an annual fundraising campaign running from October 1st through October 15th. A series of campaign material has been prepared to give the Remembrance Day a specific profile. This includes leaflets, posters, and picture and video files for use on websites and in social media.  **Results** By 2015 all regional branches organized remembrance ceremonies on October 15th, many of them with an impressively large attendance. We have succeeded in reaching out to bereaved families, and provided them a supportive setting where they can commemorate their children. More people are now aware of the organization, our activities and what we can offer. The Remembrance Day has led more families to join the organization. The response in social media has been very good. Many of our postings on Facebook have resulted in a record-high number of likes, comments and shares. We have successfully reached a larger audience. We have also succeeded in getting coverage in local and national media, therebye achieving increased public awareness. Last year we also managed to get a chronicle published in one of Norway’s leading newspapers. The chronicle addressed consequences of stillbirths and infant deaths, the needs of bereaved families, and called for improvement of psychosocial support and care for those affected. Lastly, our fundraising campaign has strengthened our ability to fund research and bereavement support programs.  **Conclusions** Introducing the Pregnancy and Infant Loss Remembrance Day to Norway has proven to be a very positive way of reaching out to bereaved families and providing them a supportive setting where they can commemorate their children. In addition, we have seen an increased community awareness of stillbirths and infant deaths, and the consequences of such losses. |
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