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| **ISA ISPID  Abstract Submission  Nº: 221**   |  | | --- | | Topics: **Implementing best practices** | | Type: **Oral** | | **Development of an Innovative Online Service to Enhance Grief and Loss Support and Capacity to Improve Bereavement Care for Australian Families** | | **Green , JP** 1; **Raven , LK** 1; **Volpi-Wise , MA**1 *1 - Red Nose Australia (formally National SIDS Council of Australia).* | | **Background:** In Australia each year over 3,100 families experience the sudden and unexpected death of a baby or child during pregnancy, infancy or early childhood. Red Nose Grief and Loss has been an essential national source of bereavement support, receiving over 1300 new bereavement referrals each year. However, with changing social demographics, ways of accessing information, and the rise of social media, methods of service delivery need to increase the reach and improve access for users to bereavement support. The death of a baby or young child has been described by families as the ‘ultimate tragedy’ one of the most overwhelming and stressful events an adult can experience.  **Objectives** To identify gaps in support services and develop an online bereavement support model that complied with the Australian National Standards for mental health services.  To ensure the service model complements current grief and loss services; draws upon the experiences of bereaved parents, families, parent supporters and grief counsellors; and is underpinned by evidence- based guiding principles.  **Methods:**  A Steering Committee guided development, analysis and evaluation of the project. Surveys questions were sent to 95 peer supporters and 12 grief counsellors and 6 focus groups were conducted with bereaved families within a phenomenological framework to influence the functionality and specifications of the website and the development of content, new resources and support services to be offered.  **Results**  Key website analytics and user experiences data will be presented. Emergent themes to date highlight the significant impact the death of a child has not only on the parents but also on the extended families, grandparents, friends and colleagues and the need to be able to access informative resources, stories and enter discussions relating to different stages along the grief journey within a trusted environment. Specifically, men highlighted the need to be able to access practical information, strategies to support their relationships and the ability to have the choice to share with people who had a similar experience or to be supported by professional counsellors.  **Conclusions:** Red Nose Grief and Loss have developed a new and innovative, national, multi-functional online bereavement support resource which  provides a range of support services including counselling, peer support, self-help, message boards, virtual memorial wall, and information resources. It provides a holistic and integrated approach to supporting families throughout their grief journey and complements current services.  The website offers opportunities for health professionals to gain knowledge and understandings about their clients/patients’ experiences through resources, information and ongoing support and referral. | |  |  |  |  | | --- | --- | | **CONTACT** | | | Name: | **JP** | | Lastname: | **Green** | | E-mail: | **jillgreen@sidsandkids.org** | | Country: | **Australia** | | Institution | **Red Nose Australia (formally National SIDS Council of Australia)** | | Cellphone: | **+64 0417332009** | | City: | **Melbourne** | |