Reducing Stillbirth in Scotland – changing culture and practice, a success story

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Stillbirths in high-income countries

Differences between countries and within countries show that more reduction in stillbirth rates is achievable.
Stillbirth rate in Norway 1967-2011

Scottish data –yearly figures

SPIMMR 2011

- People killed on the roads: 200
- Children killed on the roads: 3
- Cot deaths: 35-40
- Women dying during pregnancy or postnatally: 6-10
- Pulmonary embolism associated with pregnancy: 18

Perinatal deaths
- **Stillbirths**: 300
- **Deaths in 1st week of life**: 120
Number of people killed in road accidents 1950 to 2017

Road deaths reduction- how was it achieved?

- Set targets and ambitions
- Research and evidence
- Working together, communication and collaboration
- Being responsible, supporting changing behaviours
- Reducing risk, investigating why accidents happen
- ‘Driving for life’ approach including pre drivers
- Designing for human error
Maternity Care Quality Improvement Collaborative

- *Reduce the avoidable proportion of stillbirths and neonatal mortality by 15%*

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Is preventing stillbirth difficult?

- Do we identify women at risk?
- Do we talk about risks?
- Do we talk about prevention?
- Do we advise women correctly about fetal movements?
- Do we detect babies with growth restriction in low risk mothers?
- Do we monitor growth restricted babies properly?
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Rate of Stillbirth in Scotland

Since the launch of MCQIC in 2013 there has been a 23% reduction

Data source: National Records Scotland

Rate of neonatal mortality in Scotland

Since the launch of MCQIC in 2013 there has been a 16% reduction

Data source: National Records Scotland
MCQIC the Scottish Patient Safety Programme in Maternity now have a stretch aim to reduce stillbirth by 35% by 2019.

From inception of the programme in 2013, MCQIC have supported a national aggregated reduction of 22.5%.

The process measures to achieve this aim are designed around:
- Fetal Growth
- Fetal Movement
- Fetal Monitoring
Scotland’s Baby Boxes

- Introduced Aug 2017
- 92,290 Baby Boxes delivered up to 14 June 2019
- to 96% of expectant parents
- 100% parent satisfaction with the box and contents.
Personalising Realistic Medicine
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