

Star Legacy Foundation – Stillbirth Summit 2019

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

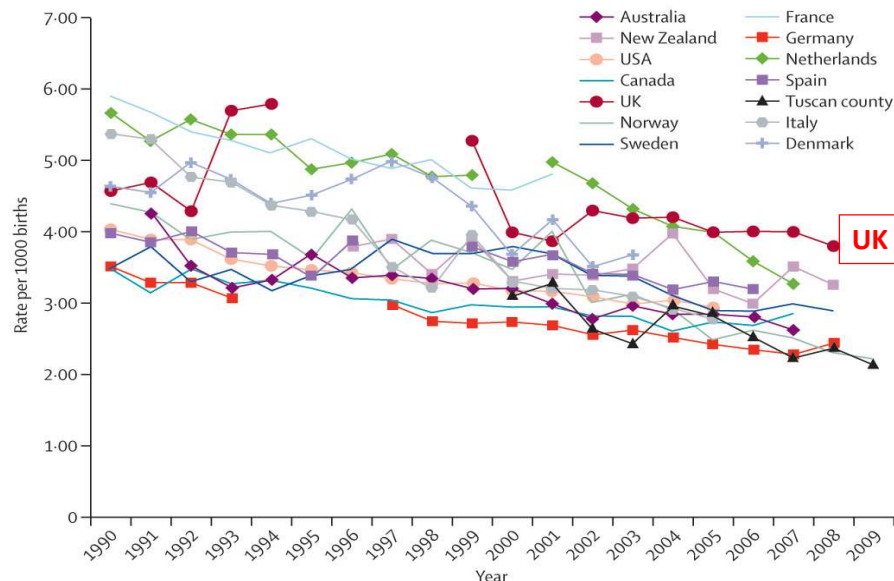
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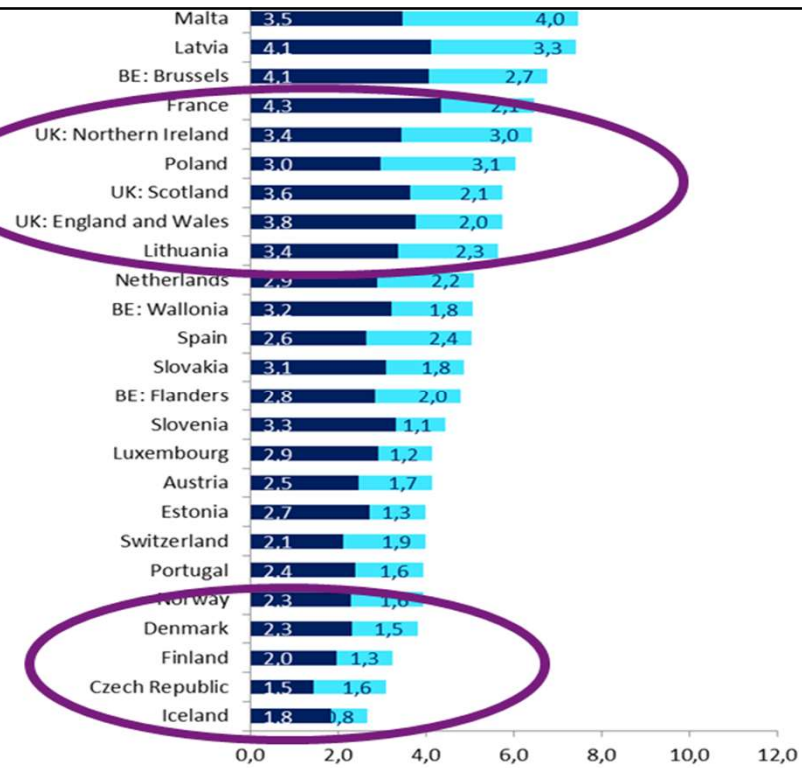


Stillbirths in high-income countries



Differences between countries and within countries show that more reduction in stillbirth rates is achievable

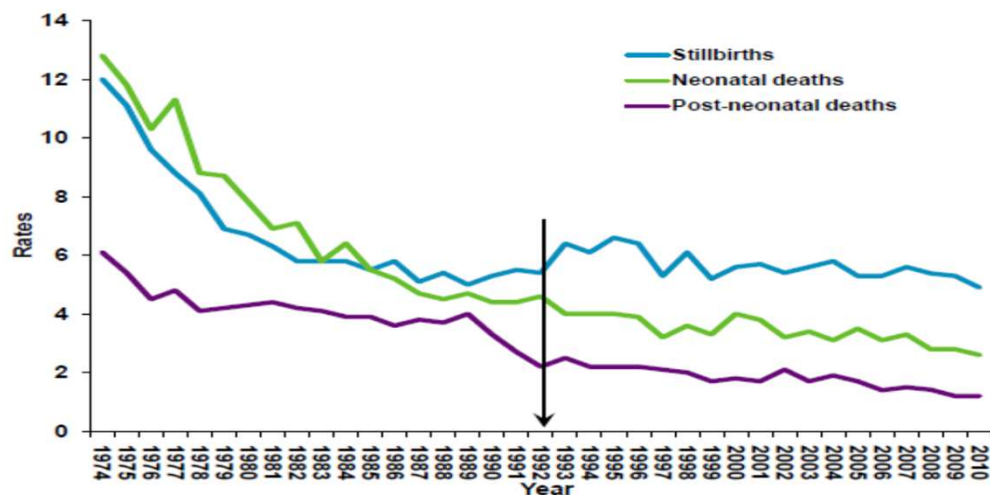
Fetal and Neonatal Mortality in 2010



Zeitlin J et al Euro-Peristat report 2012

Scottish Perinatal and Infant Morbidity and Mortality Report 2010

Figure 2.2 Stillbirths¹, neonatal² and post-neonatal² mortality rates: 1974-2010



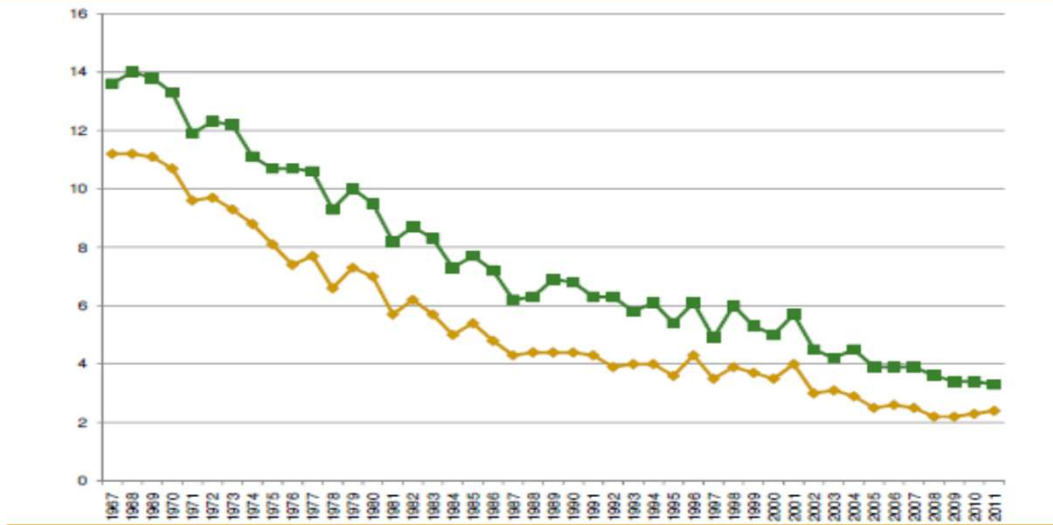
¹ Rate per 1000 total births.

² Rate per 1000 live births.

* The definition of a stillbirth was changed from 28 weeks to 24 weeks on 1st October 1992.

Source: NRS

Stillbirth rate in Norway 1967- 2011



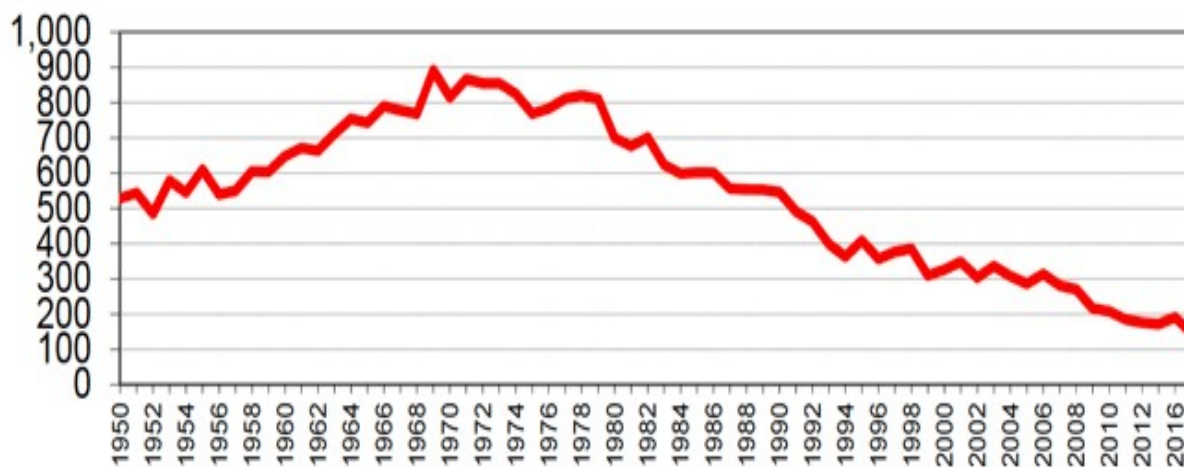
Stillbirths after 22 & 28 completed weeks of gestation.
Medical Birth Registry of Norway, accessed 20.11.12

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%***



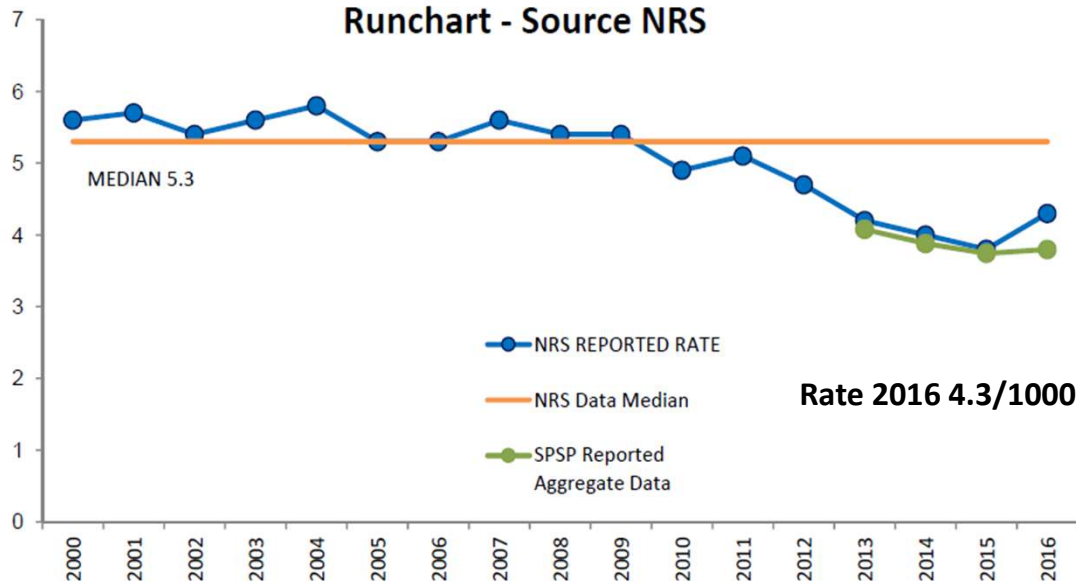
Is preventing stillbirth difficult?

- * 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?

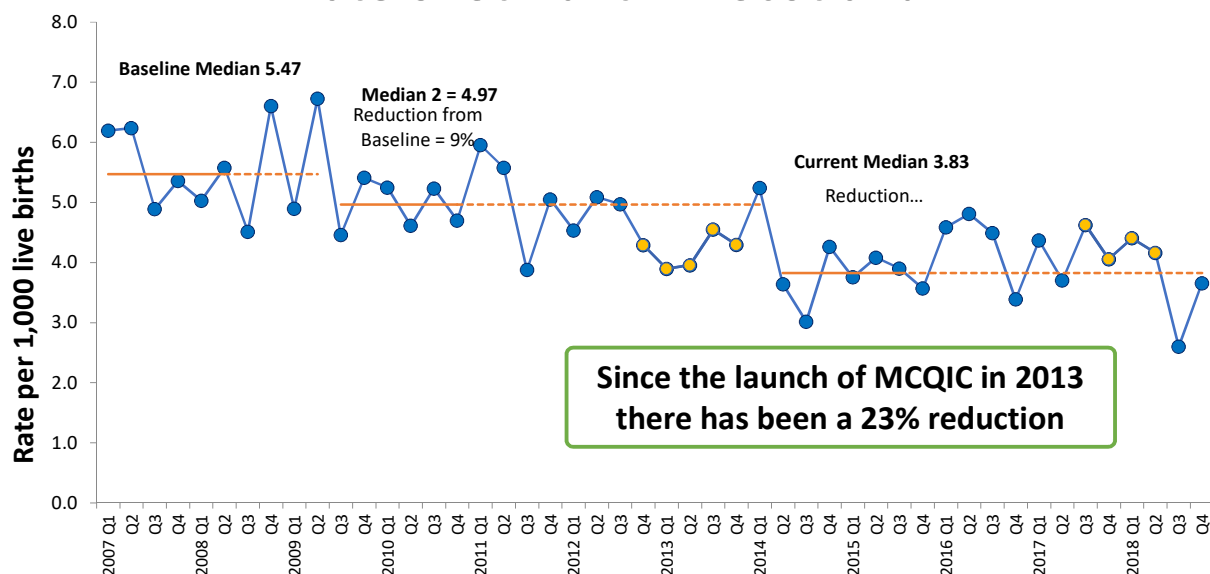
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Annual National Stillbirth Rate (per 1,000 births)
Runchart - Source NRS



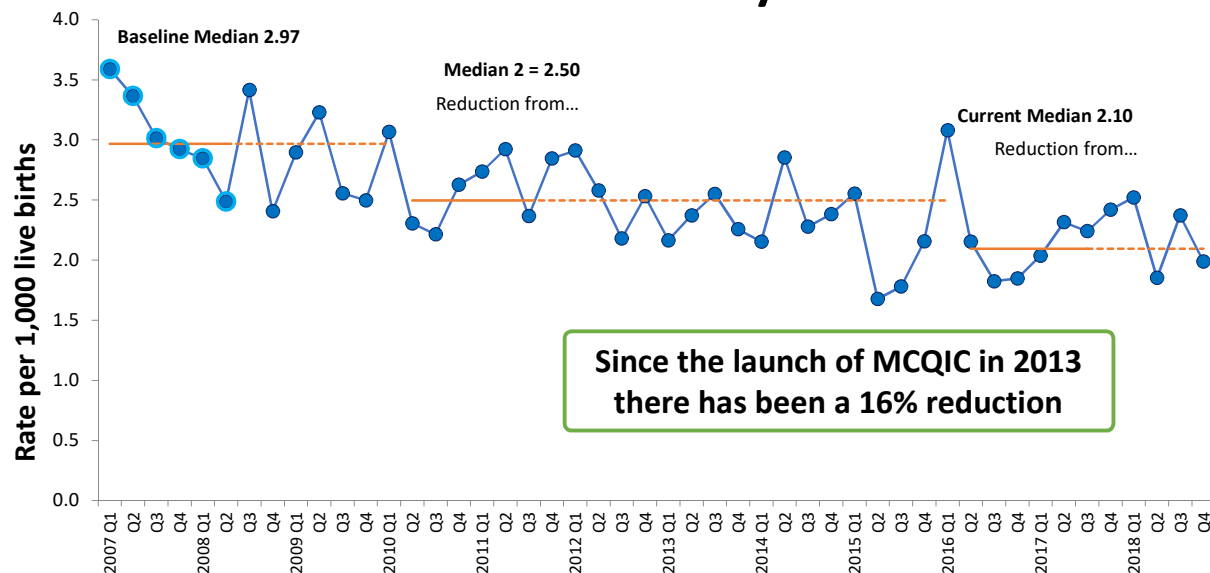
Rate of Stillbirth in Scotland



Data source: National Records Scotland



Rate of neonatal mortality in Scotland



Data source: National Records Scotland



Maternity Care Quality Improvement Collaborative

MCQIC the Scottish Patient Safety Programme in Maternity now have a stretch aim to reduce stillbirth by 35% by 2019.



Maternity Care Quality Improvement Collaborative

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:

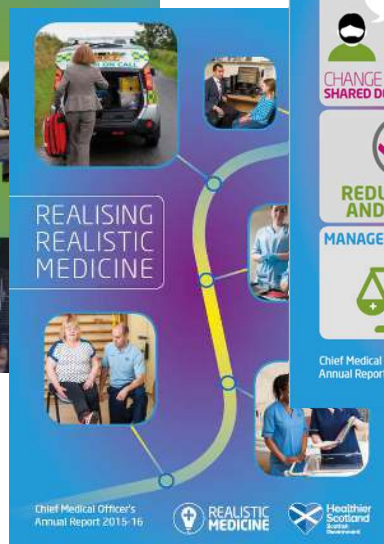
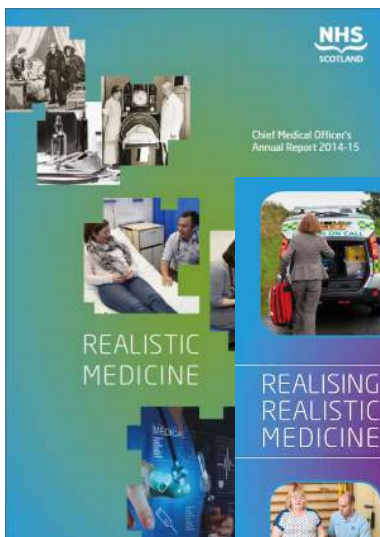
- Fetal Growth
- Fetal Movement
- Fetal Monitoring





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.



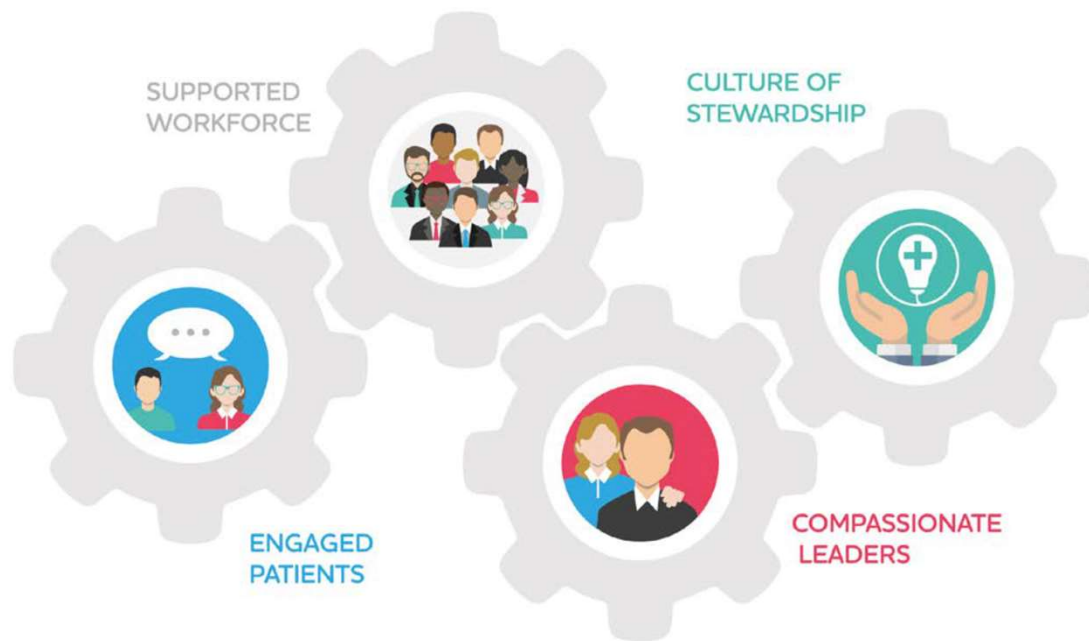
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