

Social media guide

For stakeholders to promote the new culturally adapted Safer Baby Bundle resources:

- **Stronger Bubba Born**
- **Growing a Healthy Baby**

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Overview

Social media tiles, and suggested copy for posts, have been created for the Stillbirth CRE, project partners and stakeholders to promote the new culturally adapted Safer Baby Bundle resources - Stronger Bubba Born (First Nations) and Growing A Stronger Baby (Arabic, Dari, Dinka and Karen speaking communities).

This document provides the detail of the posts and contains the links to the artwork. It aligns with the Stakeholder Implementation Toolkit that includes a media release, newsletter copy and key messages.

Stakeholders are requested to utilise their social media channels to promote these resources from Monday 30 October with a series of posts at times that suit their channels / content plans. The resources were launched at the 2023 Stillbirth National Forum earlier in the week. **An alternative to creating your own posts, is to share and comment on the posts going out from the Stillbirth CRE channels.**

The aim of these social posts, and the stakeholder toolkit, is to raise awareness of the new resources among women and their families in these priority communities, as well as with their healthcare teams.

The primary call to action from these posts will be **to drive users to the new Stronger Bubba Born (<https://strongerbubbaborn.org.au/>) and Growing A Healthy Baby (<https://growingahealthybaby.org.au/>) websites** where all new resources are available.

Overview (cont.)

AUDIENCES

Primary - First Nations women and their families (Stronger Bubba Born) AND Women and their families from Arabic, Dari, Dinka and Karen speaking communities (Growing a Healthy Baby)

Secondary - Healthcare teams working with these community groups

Tertiary - Professional organisations working across women's health

SUGGESTED CHANNELS

- Women and families - Facebook and Instagram
- Healthcare teams and organisations - LinkedIn, Facebook and X (formerly Twitter)

Where possible if posts can be targeted via age and their interest demographics (ie. expectant mothers and background).

CRE #tags and @handles (please use some if you can, along with what you normally post)

#GrowingaHealthyBaby #StrongerBubbaBorn #SaferBabyBundle #SaferBaby #StillbirthCRE #TranslatedResources
#CulturallySafeResources #pregnancycare

Facebook @CentreofResearchExcellenceinStillbirth

Twitter @CREStillbirth

LinkedIn @StillbirthCRE

Overview (cont.)

FORMATS PROVIDED

- Varied post options to allow for multiple posts across channels and to drive engagement
 - Single or multiple images for Facebook, Instagram, LinkedIn and X
 - Carousel of images for Instagram
- Growing a Healthy Baby only
 - Animated gifs for Facebook, Instagram, LinkedIn and X
 - Embedded videos and embedded digital booklet links (all channels)

Notes and Terms of Use for creative:

- If you require additional assets to promote **Stronger Bubba Born** resources please contact the CRE on stillbirthcre@mater.uq.edu.au.
- Some of the posts for the **Growing a Healthy Baby** (migrant and refugee workstream) include in-language posts (artwork and copy).

In order to maintain consistency in messaging and achieve the greatest possible reach and engagement by health care professionals with the Safer Baby Bundle (including culturally adapted resources), and the greatest reach and engagement by pregnant women with the Safer Baby program, we request following our [Terms of Use](#) on the learn.stillbirthcre.org.au website.

Editing the artwork or putting your logo on the creative is not permitted.

For a copy of the Style Guide email stillbirthcre@mater.uq.edu.au.

Please note: The artwork in Stronger Bubba Born resources has been produced by the Queensland Aboriginal and Islander Health Council (QAIHC) and QAIHC was engaged by the Mater Research Institute. The copyright of this artwork must be respected.

Stronger Bubba Born

Social media assets and suggested posts



Stronger Bubba Born

Safer Baby
WORKING TOGETHER TO REDUCE STILLBIRTHS

Resources to watch, listen and read for Aboriginal and Torres Strait Islander women, their families, communities, and healthcare team.




Stronger Bubba Born

Social media overview



Link to social assets	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

Stronger Bubba Born - social media posts

For General Awareness with Healthcare teams and followers of healthcare organisations	
Graphics (square and rectangle)	Post copy (suggested only can be edited when posting)
 <p>Free Stronger Bubba Born resources for clinicians caring for Aboriginal and Torres Strait Islander women, their families, and communities.</p> <p>Download the resources for your practice.</p> <p>Stronger Bubba Born</p>	<p>The Stronger Bubba Born resources introduce five evidence-based elements that address key areas that can reduce the number of Sorry Business Babies (Stillbirths).</p> <p>Access the free resources and learn more at strongerbubbaborn.org.au</p> <p>#StrongerBubbaBorn #CulturallySafeResources #SaferBabyBundle #SaferBaby #StillbirthCRE #pregnancycares Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE</p>
 <p>Free Stronger Bubba Born resources for clinicians caring for Aboriginal and Torres Strait Islander women, their families, and communities.</p> <p>Download the resources for your practice.</p> <p>Stronger Bubba Born</p>	<p>Healthcare professionals are encouraged to download the free Stronger Bubba Born resources for First Nations women, their families and communities.</p> <p>Stronger Bubba Born addresses key areas that can reduce the number of Sorry Business Babies (Stillbirths) in a culturally safe way.</p> <p>Learn more and download the free resources at strongerbubbaborn.org.au</p> <p>#StrongerBubbaBorn #CulturallySafeResources #SaferBabyBundle #SaferBaby #StillbirthCRE #pregnancycares Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE</p>
 <p>Resources to watch, listen and read for Aboriginal and Torres Strait Islander women, their families, communities, and healthcare team.</p> <p>Stronger Bubba Born</p> <p>Safer Baby</p>	<p>Culturally safe videos and flyers for First Nations women and their families, to help reduce the number of Sorry Business Babies (Stillbirths).</p> <p>Access the free resources and learn more at strongerbubbaborn.org.au</p> <p>#StrongerBubbaBorn #CulturallySafeResources #SaferBabyBundle #SaferBaby #StillbirthCRE #pregnancycares Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE</p>

Stronger Bubba Born - social media posts

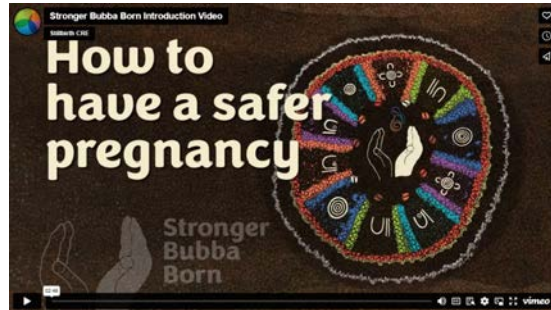
For General Awareness with Healthcare teams and followers of healthcare organisations

Video content (embed link)

Post copy (suggested only can be edited when posting)

introduction video

<https://vimeo.com/825684769>



WATCH AND SHARE WITH YOUR MOB

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.

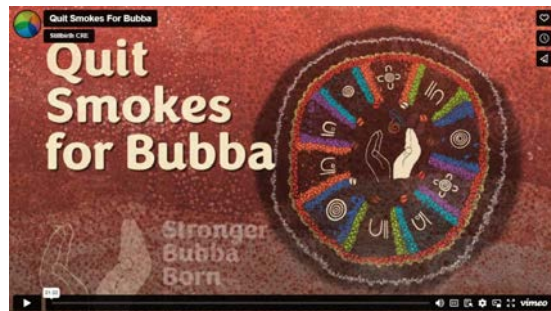
This short video shares the key information around how to decrease the risk of Sorry Business Baby (stillbirth).

#StrongerBubbaBorn #CulturallySafeResources #SaferBabyBundle #SaferBaby #StillbirthCRE #pregnancycare

Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE

Quit Smokes for Bubba video

<https://vimeo.com/825685322>



QUIT SMOKES FOR BUBBA

Watch this short video to learn more about the importance of quitting smokes for bubba. Stopping smoking as soon as possible in pregnancy is best for bubba and you.

#StrongerBubbaBorn #CulturallySafeResources #SaferBabyBundle #SaferBaby #StillbirthCRE #pregnancycare

Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE

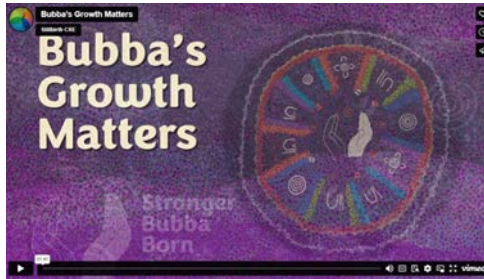
Stronger Bubba Born - social media posts

For General Awareness with Healthcare teams and followers of healthcare organisations

Video content (embed link)

Post copy (suggested only can be edited when posting)

Bubba's Growth Matters
<https://vimeo.com/825685481>



BUBBA'S GROWTH MATTERS
 You can help bubba be healthy by looking after yourself. Eating healthy, looking after your social and emotional wellbeing and keeping in touch with your midwife if you're worried about anything. Watch the short video to learn more about the importance of your bubba's growth.

#StrongerBubbaBorn #CulturallySafeResources #SaferBabyBundle #SaferBaby #StillbirthCRE #pregnancycare

Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE

Bubba's Movements Matter
<https://vimeo.com/825688130>



BUBBA'S MOVEMENTS MATTER
 Be aware of bubba's movements from 28 weeks onwards. It is a sign they are healthy. If bubba's movements stop or slow down, contact your health care team immediately. Watch the video below to learn more about the importance of your bubba's movements

#StrongerBubbaBorn #CulturallySafeResources #SaferBabyBundle #SaferBaby #StillbirthCRE #pregnancycare

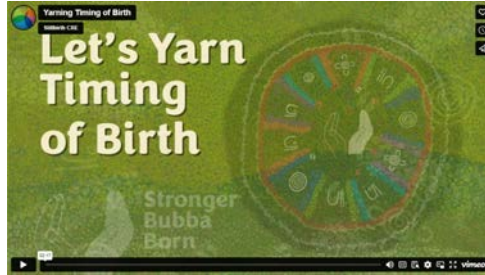
Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE

Stronger Bubba Born - social media posts

For General Awareness with Healthcare teams and followers of healthcare organisations

Video content (embed link)

Let's Yarn Timing of Birth
<https://vimeo.com/825685712>



Post copy (suggested only can be edited when posting)

LET'S YARN TIMING OF BIRTH
It is important to think about your own beliefs, cultural values and preferences when yarning about timing of birth.

Watch the video to learn more about the importance of yarning about the timing of birth for bubba.

#StrongerBubbaBorn #CulturallySafeResources #SaferBabyBundle #SaferBaby #StillbirthCRE
#pregnancycare

Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE

Growing a Healthy Baby

In-language resources and promotional assets



Growing a Healthy Baby

Social media overview



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.



<p>Link to social assets</p>	<p>Dropbox folder here</p> <p>If your organisation cannot access dropbox please email stillbirthcre@mater.uq.edu.au to receive a zip file.</p>
<p>Description</p>	<p>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.</p> <p>Proposed copy has been drafted to accompany the graphics, with some of the graphics and copy being in-language.</p>
<p>Usage</p>	<p>For social channels to reach women, their families and healthcare teams for Arabic, Dari, Dinka and Karen speaking communities.</p>

Growing a Healthy Baby - social media posts

General Awareness (ENGLISH) Audience = Healthcare teams and followers of healthcare organisations	
Graphic/ image content	Post copy (suggested only can be edited when posting)
<p>Single image post</p> 	<p>LET'S WORK TOGETHER TO MAKE YOUR PREGNANCY SAFER</p> <p>To help reduce the chance of stillbirth for Arabic, Dari, Dinka and Karen speaking communities, new resources have been co-designed with communities and healthcare professionals.</p> <p>Access the resources and learn more at growingahealthybaby.org.au</p> <p>#GrowingaHealthyBaby #SaferBabyBundle #SaferBaby #StillbirthCRE #TranslatedResources #pregnancycare Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE</p>
<p>Single animated post (still and gif option where placenta pulses)</p> 	<p>LET'S WORK TOGETHER TO MAKE YOUR PREGNANCY SAFER</p> <p>To help reduce the chance of stillbirth for Arabic, Dari, Dinka and Karen speaking communities, new resources have been co-designed with communities and healthcare professionals.</p> <p>Access the resources and learn more at growingahealthybaby.org.au</p> <p>#GrowingaHealthyBaby #SaferBabyBundle #SaferBaby #StillbirthCRE #TranslatedResources #pregnancycare Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE</p>

Growing a Healthy Baby - social media posts (English)

General Awareness (ENGLISH) Audience = Healthcare teams and followers of healthcare organisations

Graphic/ image content

Images (5) - language groups focus carousel
 Swipe through of 5 images. Cover image animated (gif option of cover = plant grows)



Post copy (suggested only can be edited when posting)

GROWING A HEALTHY BABY

To help reduce the chance of stillbirth for Arabic, Dari, Dinka and Karen speaking communities, new resources have been co-designed with communities and healthcare professionals.

Each of the four community groups have an in-language - summary animation video, digital audio booklet, detailed PDF booklet. So they can watch, listen, or read.

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

Please share with women and families you know in these communities.

#GrowingaHealthyBaby #SaferBabyBundle #SaferBaby #StillbirthCRE #TranslatedResources #pregnancycare

Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE

Growing a Healthy Baby - social media posts (English)

General Awareness (ENGLISH) Audience = Healthcare teams and followers of healthcare organisations

Graphic/ image content

Images (4) with resource focus (for carousel)



Post copy (suggested only can be edited when posting)

LET'S WORK TOGETHER TO MAKE YOUR PREGNANCY SAFER

To help reduce the chance of stillbirth for Arabic, Dari, Dinka and Karen speaking communities, new resources have been co-designed with communities and healthcare professionals.

Each of the four Baby community groups have an in-language - summary animation video, digital audio booklet, detailed PDF booklet. So they can watch, listen, or read.

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

Please share with women and families you know in these communities.

#GrowingaHealthyBaby #SaferBabyBundle #SaferBaby #StillbirthCRE #TranslatedResources #pregnancycare

Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE

Growing a Healthy Baby - social media posts (English)

General Awareness (ENGLISH) Audience = Healthcare teams and followers of healthcare organisations

Graphic/ image content

Safer baby elements focus - 3 images for carousel (animated option for cover where poster highlight 5 elements)



Post copy (suggested only can be edited when posting)

GROWING A HEALTHY BABY

To help reduce the chance of stillbirth, new resources have been co-designed with communities and healthcare professionals to provide safer pregnancy information for Arabic, Dari, Dinka and Karen speaking communities.

These resources are available in the four languages for women and their families to either watch, listen to, or read.

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


#GrowingaHealthyBaby #SaferBabyBundle #SaferBaby #StillbirthCRE #TranslatedResources #pregnancycare

Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE

Growing a Healthy Baby - social media posts (in-language)

ARABIC - Audience = Women, their families, communities and healthcare teams		
Graphic/ image content	ENG text translated on graphic (reference)	Post copy - Translated text (ENG below for reference)
<p>Arabic Single image post</p> 	<p>Let's work together to make your pregnancy safer (on tablet)</p> <p>Information to help you and your baby have a safer pregnancy, with the support of your family and healthcare team.</p>	<p>نمو طفل صحي</p> <p>هذه المعلومات تتحدث عن طرق تقليل الاملاص نتحدث مع الجميع عن طرق تقليل تلك المشاكل</p> <p>شاهد أو استمع أو اقرا growingahealthybaby.org.au</p> <p>-----</p> <p>Growing a healthy baby</p> <p>This information is about preventing stillbirth. We speak with everyone about these things.</p> <p>Watch, listen or read growingahealthybaby.org.au</p>
<p>Arabic video and digital booklet can be posted via their links https://vimeo.com/871330730 (video) https://simplebooklet.com/arabicdigitalbooklet (digital booklet with audio)</p>	<p>Not applicable</p>	<p><i>Same text as above can be used when posting the video and/or digital booklet.</i></p>

Growing a Healthy Baby - social media posts (in-language)

ARABIC - Audience = Women, their families, communities and healthcare teams		
Graphic/ image content	ENG text translated on graphic (reference)	Post copy - Translated text (ENG below for reference)
<p>Arabic carousel of 4 images</p> 	<p>Growing a Healthy Baby (on green) Watch, listen or read Information to help you and your baby have a safer pregnancy with the support of your family and healthcare team</p> <p>(image 2 translation) Watch the summary video Summary video with key information about things women and families can do with the support of their healthcare team to reduce their chance of stillbirth</p> <p>(image 3 translation) listen to the long-form information in the interactive digital booklet. This interactive booklet enables women and families to listen at their own pace, with images to support health information.</p> <p>(image 4 translation) read the long-form information in the booklet Booklet (PDF) with all the information in written format to support women and families to have a healthy pregnancy and reduce their chance of stillbirth.</p>	<p>لنعمل معًا لجعل الحمل أكثر أمانًا</p> <p>معلومات تساعدك أنت وطفلك على التمتع بحمل أكثر أمانًا، بدعم من عائلتك وفريق الرعاية الصحية.</p> <p>شاهد أو استمع أو اقرأ</p> <p>growingahealthybaby.org.au</p> <p>-----</p> <p>Let's work together to make your pregnancy safer</p> <p>Information to help you and your baby have a safer pregnancy, with the support of your family and healthcare team.</p> <p>Watch, listen or read growingahealthybaby.org.au</p>


Growing a Healthy Baby - social media posts (in-language)

DARI - Audience = Women, their families, communities and healthcare teams		
Graphic/ image content	ENG text translated on graphic (reference)	Post copy - Translated text (ENG below for reference)
<p>Dari Single image post</p> <p>DARI / دری</p> <p>باید با هم کار کنیم تا بارداری شما را امن تر و سالم تر بسازیم</p> <p>معلوماتی که به شما و طفل تان کمک میکند تا بارداری محفوظ و سالم داشته باشید، با حمایت خانواده و تیم مراقبت های بهداشتی.</p>	<p>Let's work together to make your pregnancy safer (on tablet)</p> <p>Information to help you and your baby have a safer pregnancy, with the support of your family and healthcare team.</p>	<p>رشد یک طفل سالم</p> <p>این جزوه معلوماتی در مورد پیش گیری از ولادت طفل مرده است. ما با همه در مورد این چیزها صحبت می کنیم.</p> <p>تماشا کنید، گوش بدهید یا بخوانید growingahealthybaby.org.au</p> <hr/> <p>Growing a healthy baby</p> <p>This information is about preventing stillbirth. We speak with everyone about these things.</p> <p>Watch, listen or read growingahealthybaby.org.au</p>
<p>Dari video and digital booklet can be posted via their links</p> <p>https://vimeo.com/871331573 (video)</p> <p>https://simplebooklet.com/daridigitalbooklet (digital booklet with audio)</p>	<p>Not applicable</p>	<p>Same text as above can be used when posting the video and/or digital booklet.</p>

Growing a Healthy Baby - social media posts (in-language)

DARI - Audience = Women, their families, communities and healthcare teams		
Graphic/ image content	ENG text translated on graphic (reference)	Post copy - Translated text (ENG below for reference)
<p>Dari carousel of 4 images</p>	<p>Growing a Healthy Baby (on green) Watch, listen or read Information to help you and your baby have a safer pregnancy with the support of your family and healthcare team</p> <p>(image 2 translation) Watch the summary video Summary video with key information about things women and families can do with the support of their healthcare team to reduce their chance of stillbirth</p> <p>(image 3 translation) listen to the long-form information in the interactive digital booklet. This interactive booklet enables women and families to listen at their own pace, with images to support health information.</p> <p>(image 4 translation) read the long-form information in the booklet Booklet (PDF) with all the information in written format to support women and families to have a healthy pregnancy and reduce their chance of stillbirth.</p>	<p>بیایید باهم کار کنیم تا بارداری شما را امن تر و سالم تر بسازیم</p> <p>معلوماتی که به شما و طفل تان کمک میکند تا بارداری محفوظ و سالم داشته باشید، با حمایت خانواده و تیم مراقبت های بهداشتی.</p> <p>تماشا کنید، گوش دهید یا بخوانید growingahealthybaby.org.au</p> <p>-----</p> <p>Let's work together to make your pregnancy safer</p> <p>Information to help you and your baby have a safer pregnancy, with the support of your family and healthcare team.</p> <p>Watch, listen or read growingahealthybaby.org.au</p>


Growing a Healthy Baby - social media posts (in-language)

DINKA - Audience = Women, their families, communities and healthcare teams		
Graphic/ image content	ENG text translated on graphic (reference)	Post copy - Translated text (ENG below for reference)
<p>Dinka Single image post</p>  <p>Wël bi yin ku mënhdhu kony ba nãj liëc peth, kek kuõny këackun ku kãockun njëc piãlguöp.</p>	<p>Let's work together to make your pregnancy safer (on tablet)</p> <p>Information to help you and your baby have a safer pregnancy, with the support of your family and healthcare team.</p>	<p>muök mēnh puõlguöp</p> <p>Wël tōu athor kënë yic aci kek looi tε bi thεεrbei/määr riēm gël thīn. ʏok a jām kek kuat ë raan ë bën e rin wël kākä.</p> <p>Däai, piēnje wala kuen growingahealthybaby.org.au</p> <p>-----</p> <p>Growing a healthy baby</p> <p>This information is about preventing stillbirth. We speak with everyone about these things.</p> <p>Watch, listen or read growingahealthybaby.org.au</p>
<p>Dinka video and digital booklet can be posted via their links</p> <p>https://vimeo.com/871337304 (video)</p> <p>https://simplebooklet.com/dinkadigitalbooklet (digital booklet with audio)</p>	<p>Not applicable</p>	<p><i>Same text as above can be used when posting the video and/or digital booklet.</i></p>

Growing a Healthy Baby - social media posts (in-language)

DINKA - Audience = Women, their families, communities and healthcare teams		
Graphic/ image content	ENG text translated on graphic (reference)	Post copy - Translated text (ENG below for reference)
<p>Dinka carousel of 4 images</p>	<p>Growing a Healthy Baby (on green) Watch, listen or read Information to help you and your baby have a safer pregnancy with the support of your family and healthcare team</p> <p>(image 2 translation) Watch the summary video Summary video with key information about things women and families can do with the support of their healthcare team to reduce their chance of stillbirth</p> <p>(image 3 translation) listen to the long-form information in the interactive digital booklet. This interactive booklet enables women and families to listen at their own pace, with images to support health information.</p> <p>(image 4 translation) read the long-form information in the booklet Booklet (PDF) with all the information in written format to support women and families to have a healthy pregnancy and reduce their chance of stillbirth.</p>	<p>Luiku e tok ku buk liëcdu cöl anjic bēn bēi ke pēth</p> <p>Wēl bi yīn ku mēnhdhu kony ba nāņ liëc peth, kek kuōny kääckun ku kōockun njëc piälguöp.</p> <p>Däai, piēņe wala kuen growingahealthybaby.org.au</p> <p>-----</p> <p>Let's work together to make your pregnancy safer</p> <p>Information to help you and your baby have a safer pregnancy, with the support of your family and healthcare team.</p> <p>Watch, listen or read growingahealthybaby.org.au</p>

Growing a Healthy Baby - social media posts (in-language)

KAREN - Audience = Women, their families, communities and healthcare teams		
Graphic/ image content	ENG text translated on graphic (reference)	Post copy - Translated text (ENG below for reference)
<p>Karen Single image post</p>  <p>တၢ်ဂ့ၢ်တၢ်ကျိၤတဖၣ်အံၤလၢ နဟံၣ်ဖိယံဖိ ဒီး တၢ်အိၣ်ဆူၣ်အိၣ်ချ့ၤ, တၢ်က့ၢ်ထွဲၤမၤစၢၤအပူၤဘၣ်မ့ၢ်ဘၣ်ဒါတဖၣ် ကမၤသကိးတၢ် လၢနကဒါဘၣ်န့ၣ်မ့ၢ်အဂီၢ်.</p>	<p>Let's work together to make your pregnancy safer (on tablet)</p> <p>Information to help you and your baby have a safer pregnancy, with the support of your family and healthcare team.</p>	<p>ဖိသၣ်ဆံး ဒိၣ်ထီၣ် ဒီး အိၣ်ဆူၣ်အိၣ်ချ့ၤ.</p> <p>တၢ်ဂ့ၢ်တၢ်ကျိၤလၢလံာ်တဘၣ်အံၤ မ့ၢ်ဝဲတၢ်ဂ့ၢ်တၢ်ကျိၤလၢကဒိသဒါ ဖိသၣ်အသးသမုၤလၢလၢဒါလီၢ်အပူၤ အဂီၢ်လီၤ.</p> <p>ပတဲသကိးတၢ်ဂ့ၢ်အံၤဒီးပုၤကိးဂၤဒီးလီၤ.</p> <p>ကွၢ်, ကနၢ် မ့တမ့ၢ် ဖး growingahealthybaby.org.au</p> <p>-----</p> <p>Growing a healthy baby</p> <p>This information is about preventing stillbirth. We speak with everyone about these things.</p> <p>Watch, listen or read growingahealthybaby.org.au</p>
<p>Karen video and digital booklet can be posted via their links https://vimeo.com/871332533 (video)</p> <p>https://simplebooklet.com/karsaferbabybooklet (digital booklet with audio)</p>	<p>Not applicable</p>	<p><i>Same text as above can be used when posting the video and/or digital booklet.</i></p>

Growing a Healthy Baby - social media posts (in-language)

KAREN - Audience = Women, their families, communities and healthcare teams		
Graphic/ image content	ENG text translated on graphic (reference)	Post copy - Translated text (ENG below for reference)
<p>Karen carousel of 4 images</p>	<p>Growing a Healthy Baby (on green) Watch, listen or read Information to help you and your baby have a safer pregnancy with the support of your family and healthcare team</p> <p>(image 2 translation) Watch the summary video Summary video with key information about things women and families can do with the support of their healthcare team to reduce their chance of stillbirth</p> <p>(image 3 translation) listen to the long-form information in the interactive digital booklet. This interactive booklet enables women and families to listen at their own pace, with images to support health information.</p> <p>(image 4 translation) read the long-form information in the booklet Booklet (PDF) with all the information in written format to support women and families to have a healthy pregnancy and reduce their chance of stillbirth.</p>	<p>မၤသကိးတၢ်ဒ်သိးနကမးဘၣ်နဖဲမ့ၢ်မ့ၢ်အဂီၢ်</p> <p>တၢ်ဂ့ၢ်တၢ်ကျိၤတြဖၣ်အံၤလၢ နဟံၣ်ဖိသီဖိ ဒီး တၢ်အိၣ်ဆ့ၣ်အိၣ်ချ့ၣ်တၢ်ကွၢ်ထွဲမၤစၢၤအပူၤဘၣ်မ့ၢ်ဘၣ်ဒါတဖၣ် ကမၤသကိးတၢ် လၢနကမးဘၣ်နဖဲမ့ၢ်မ့ၢ်အဂီၢ်.</p> <p>ကွၢ်, ကနီၤ မ့တမ့ၢ် ဖး</p> <p>growingahealthybaby.org.au</p> <p>-----</p> <p>Let's work together to make your pregnancy safer</p> <p>Information to help you and your baby have a safer pregnancy, with the support of your family and healthcare team.</p> <p>Watch, listen or read</p> <p>growingahealthybaby.org.au</p>

Background information

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



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 is higher than other top-performing countries, with a rate of 7.7 per 1,000 births in 2020. First Nations Australians and women from migrant and refugee backgrounds experience relatively higher rates still.

Across Australia, the stillbirth rate amongst First Nations people in 2020 was 11.9 per 1,000 births. And this is even much higher in some communities.

For women born in South Asia, the stillbirth rate was 9.1 per 1,000 births in 2020 and the rate for Central and West African-born women was 14 per 1,000 births, which is why these have been identified as priority groups 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.

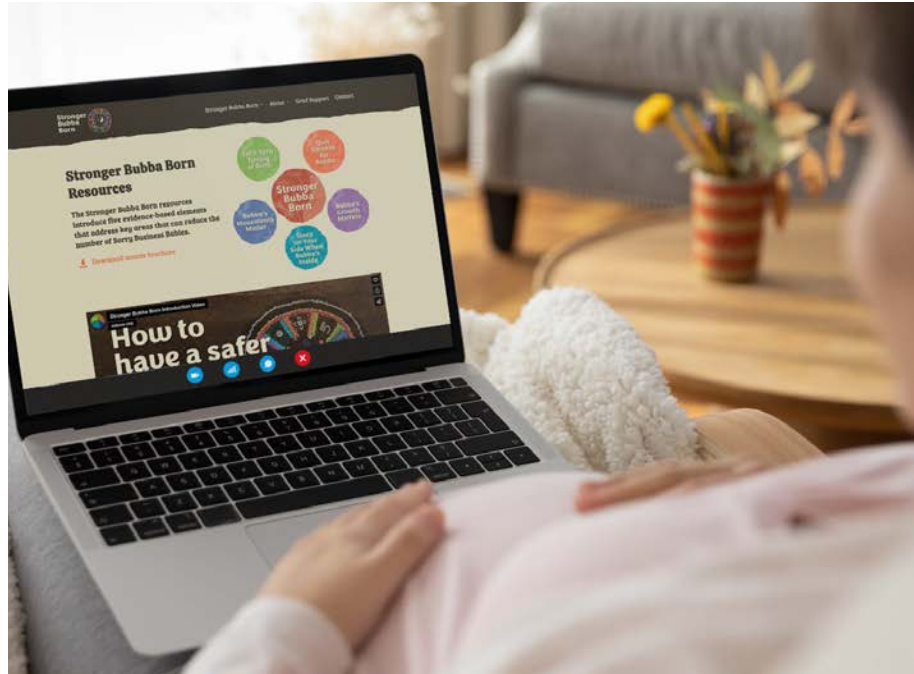
The following document provides a reference for all the Safer Baby Bundle resources and collateral that has been developed to support the Safer Baby Bundle initiative for clinicians and women.


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.

Stronger Bubba Born

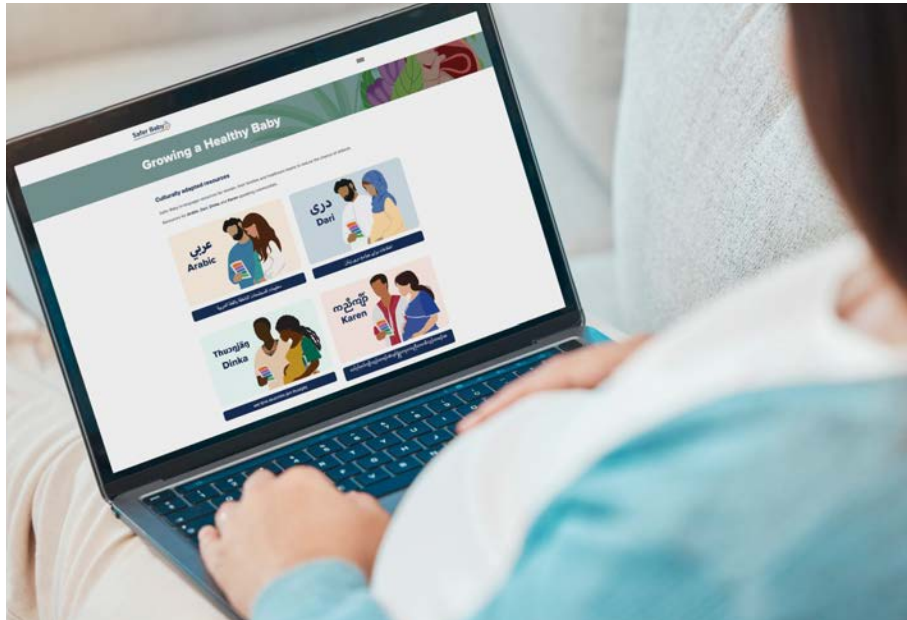
First Nations resources



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

Growing a Healthy Baby - overview

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	

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