

September 2024

Stakeholder Promotion Toolkit

culturally adapted resources to help reduce the risk of stillbirth.

- **Stronger Bubba Born** (First Nations)
- **Growing a Healthy Baby** (migrant & refugee, 4 languages)
- Plus healthcare professional eLearning and Safer Baby translations.



Purpose of this toolkit

The Stillbirth Centre of Research Excellence have been working hard with our partners and community groups to adapt our evidence-based and free Safer Baby Bundle resources for First Nations and migrant and refugee communities. This work is a priority action of the National Stillbirth Action and Implementation Plan, made possible with funding from the Australian Government.

This stakeholder promotion toolkit has been developed so it is easy for key stakeholders (peak bodies, NGOs, community groups, support networks, researchers and politicians) to promote and share these resources with women and families, and healthcare professionals.

We thank you for helping us reach more Australians with this vital information, via your communication channels.

We look forward to hearing from you about these resources and promotional assets.

Stillbirth CRE team

stillbirthcre@mater.uq.edu.au

Contents

Overview	4	Growing a Healthy Baby	23
What is the Safer Baby Bundle?	6	Overview, resources and links	24
Why have we adapted the Safer Baby Bundle?	7	Promoting Growing a Healthy Baby	29
Key messages	8	New posters	30
Stronger Bubba Born	9	New social assets & suggested copy	32
Overview, resources and links	10	Newsletter copy	45
Promoting Stronger Bubba Born	15	Additional resources and Thank you	46
New poster	16		
New social media assets & suggested copy	16		
Newsletter / website copy	22		



Overview

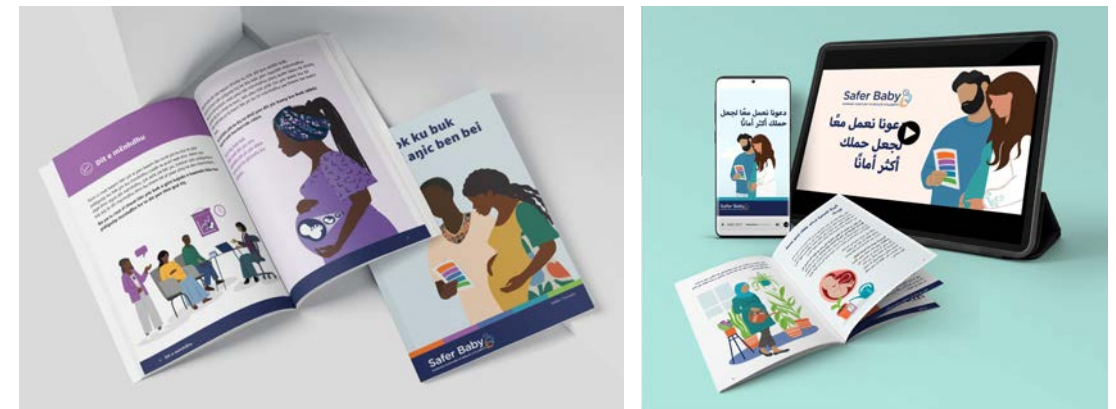
First Nations and some migrant and refugee communities are disproportionately impacted by stillbirth in Australia. After extensive consultation and co-design a suite of culturally adapted Safer Baby Bundle resources have been developed.

These resources, launched in October 2023 have received fantastic feedback from communities and healthcare professionals. They are an important way to reduce the risk of stillbirth in communities. **However, we need your help to ensure more women, families and healthcare professionals know about them.** This toolkit provides detail on the growing suite of resources, as well as links to social media assets, and suggested copy for social posts and newsletters to assist stakeholders promote them.

For First Nations women and their communities the **'Stronger Bubba Born'** resources include flyers, videos and a website.



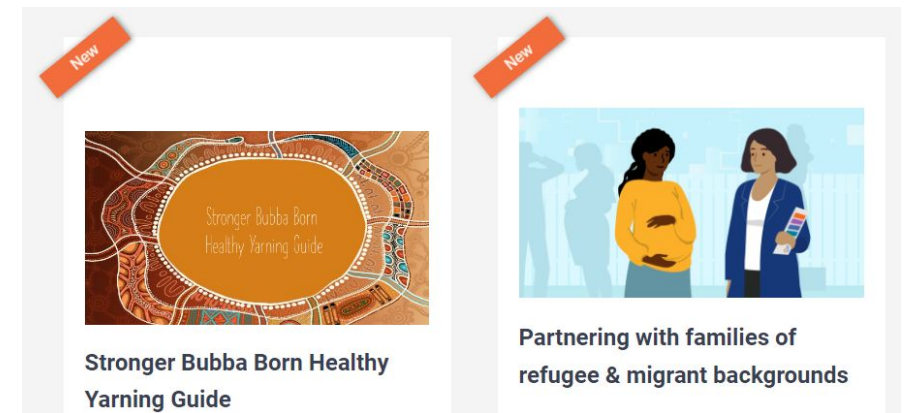
In-language (and English) resources for Arabic, Dari, Dinka and Karen speaking communities. **'Growing a Healthy Baby'** includes - booklets (PDF and audio), videos and a website.



What is new?

- There are new posters for community/healthcare settings and an suite of social media assets, including some in-language) for use on your channels..
- Last month new elearning modules for healthcare professionals have been made available.

Examples of new content and promotional assets:



New eLearning modules for healthcare professionals on learn.stillbirth.org.au

- The Safer Baby master brochure is available in now available in 30 languages (saferbaby.org.au/translated-resources/ or learn.stillbirthcre.org.au/clinician-resources/)

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.

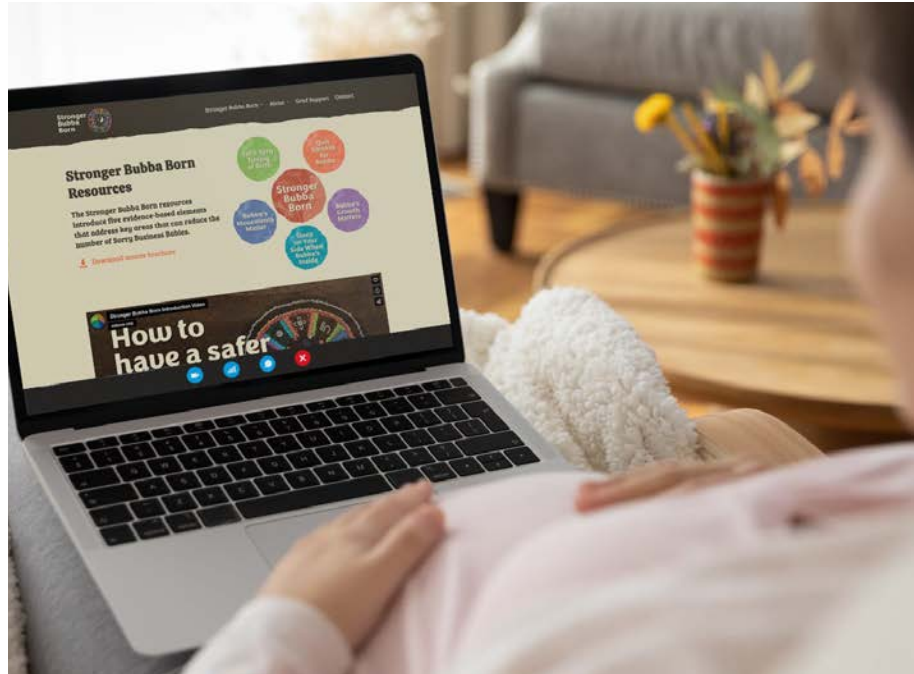
Stronger Bubba Born




First Nations resources and promotional assets



Stronger Bubba Born

Overview



Website	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.
Partners	  

Stronger Bubba Born

Master brochure



<p>Link to print ready master brochure</p>	<p>https://strongerbubbaborn.org.au/wp-content/uploads/2023/10/SBB_booklet_web_final.pdf</p>
<p>Description</p>	<p>The Stronger Bubba Born master brochure is a 12-page brochure containing information around the five evidence-based elements that address key areas where improved practice can reduce the number of Sorry Business Babies (stillbirth).</p>
<p>Usage</p>	<p>Source of evidence to use as an internal reference for clinicians and as an information source for Aboriginal and Torres Strait Islander women.</p>

Stronger Bubba Born

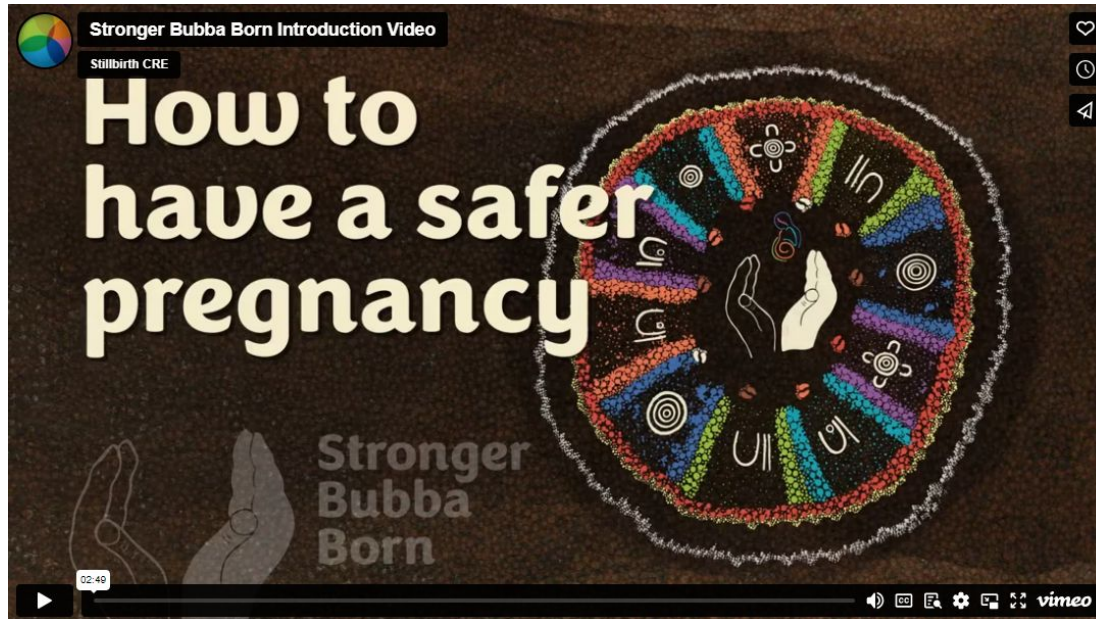
Flyers



Links to print ready resources	Quit Smokes for Bubba Bubba's Growth Matters Bubba's Movements Matter Sleep on your side when Bubba's inside Let's Yarn Timing of Birth
Description	Five discrete, downloadable flyers provide information around the five evidence-based elements that address key areas where improved practice can reduce the number of Sorry Business Babies (stillbirth).
Usage	Source of evidence to use as an internal reference for clinicians and as an information source for Aboriginal and Torres Strait Islander women.

Stronger Bubba Born

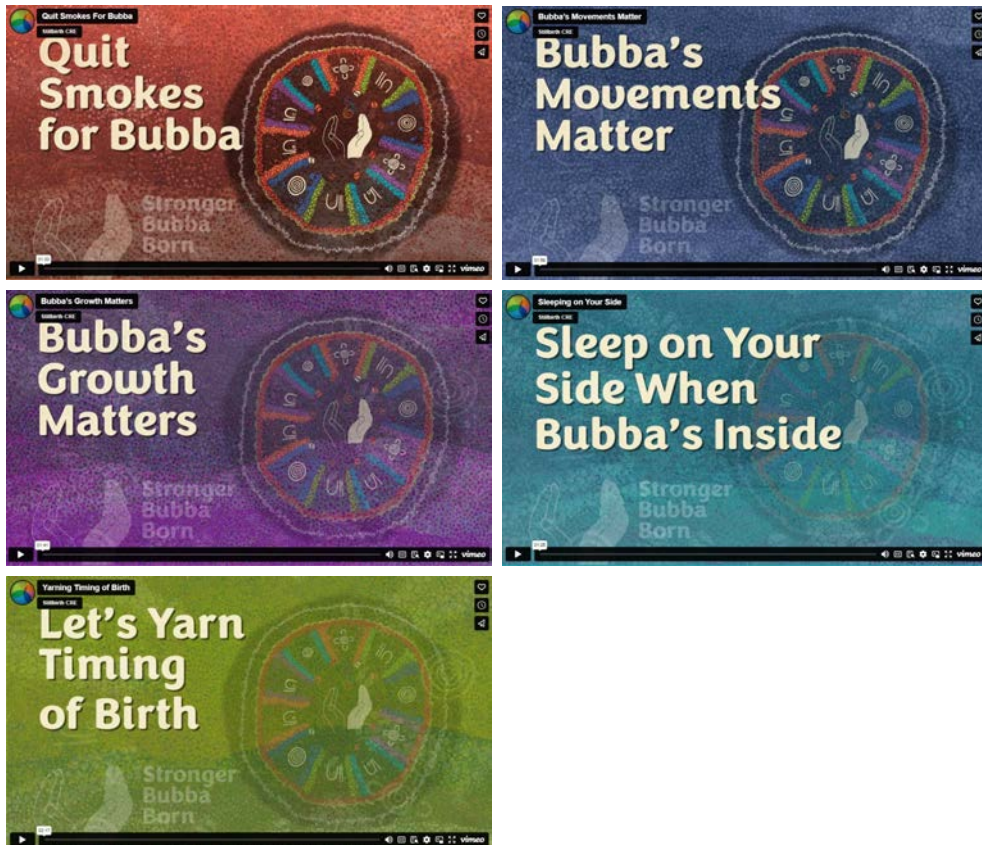
Introduction video



Link to introduction video	https://strongerbubbaborn.org.au/resources/
Description	A two-minute and 50-second video that gives key information around how to decrease the risk of Sorry Business Baby (stillbirth) in culturally-appropriate and accessible language.
Usage	Source of evidence to use as an internal reference for clinicians and as an information source for Aboriginal and Torres Strait Islander women.

Stronger Bubba Born

short videos



Links to short videos

[Quit Smokes for Bubba video](#)

[Bubba's Growth Matter video](#)

[Bubba's Movements Matter video](#)

[Sleep on your side when Bubba's inside video](#)

[Let's Yarn Timing of Birth video](#)

Description

Five short videos that give key information about how to decrease the risk of Sorry Business Baby in culturally-appropriate and accessible language for each of the five identified areas of prevention.

Usage

Source of evidence to use as an internal reference for clinicians and as an information source for Aboriginal and Torres Strait Islander women.

Promoting Stronger Bubba Born

Poster, suite of social assets & newsletter copy



NEW Poster - Promoting Stronger Bubba Born



<p>Link to poster</p>	<p>Stronger Bubba Born resources (dropbox folder)</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>An A3 poster with a QR code which links to strongerbubbaborn.org.au/ (includes all resources).</p>
<p>Usage</p>	<p>To be printed for community centres and health care settings to reach Aboriginal and Torres Strait Islander women, their families and healthcare professionals.</p>

NEW Social media tiles - Promoting Stronger Bubba Born






<p>Link to social assets (see proposed posts on following pages)</p>	<p>Stronger Bubba Born resources (dropbox folder)</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 series of single and carousel social posts (various sizes) 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 on the following pages of example posts.</p>
<p>Usage</p>	<p>For social channels, that can reach Aboriginal and Torres Strait Islander women, their families and healthcare professionals working with First Nations women.</p>

Single tiles



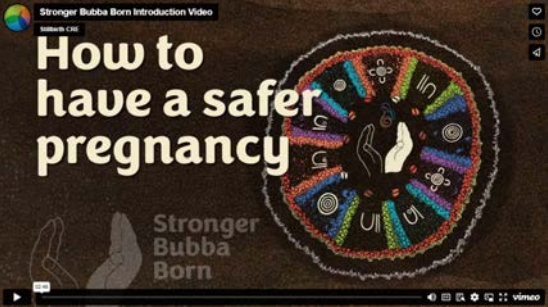

NEW social media graphics - Stronger Bubba Born

For General Awareness with women and families, healthcare teams and healthcare organisations

Selection of graphics in various sizes	Post copy (suggested only can be edited when posting)
 <p>strongerbubbaborn.org.au</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>strongerbubbaborn.org.au</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. 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>strongerbubbaborn.org.au</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>

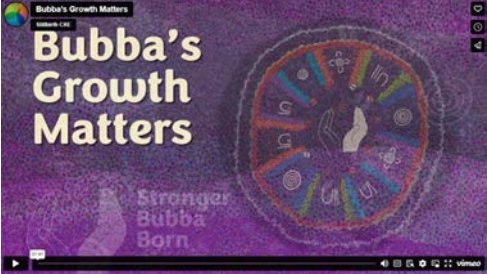

Social media posts - Stronger Bubba Born

For General Awareness with women and families, healthcare teams and healthcare organisations

Video content (embed link)	Post copy (suggested only can be edited when posting)
<p>Summary Video - How to have a safer pregnancy https://vimeo.com/825684769</p> 	<p>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.</p> <p>This short video shares the key information around how to decrease the risk of Sorry Business Baby (stillbirth).</p> <p>Also download the master brochure here - strongerbubbaborn.org.au/resources/</p> <p>#StrongerBubbaBorn #CulturallySafeResources #SaferBabyBundle #SaferBaby #StillbirthCRE #pregnancycare</p> <p>Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE</p>
<p>Video - Quit Smokes for Bubba https://vimeo.com/825685322</p> 	<p>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.</p> <p>Also download the flyer - strongerbubbaborn.org.au/quit-smokes/</p> <p>#StrongerBubbaBorn #CulturallySafeResources #SaferBabyBundle #SaferBaby #StillbirthCRE #pregnancycare</p> <p>Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE</p>



Social media posts - Stronger Bubba Born

For General Awareness with women and families, healthcare teams and healthcare organisations

Video content (embed link)	Post copy (suggested only can be edited when posting)
<p>Video - Bubba's Growth Matters https://vimeo.com/825685481</p> 	<p>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. And then download the flyer - strongerbubbaborn.org.au/bubbas-growth/</p> <p>#StrongerBubbaBorn #CulturallySafeResources #SaferBabyBundle #SaferBaby #StillbirthCRE #pregnancyare</p> <p>Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE</p>
<p>Video - Bubba's Movements Matter https://vimeo.com/825688130</p> 	<p>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. Also download the flyer - strongerbubbaborn.org.au/bubbas-movements/</p> <p>#StrongerBubbaBorn #CulturallySafeResources #SaferBabyBundle #SaferBaby #StillbirthCRE #pregnancyare</p> <p>Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE</p>

Social media posts - Stronger Bubba Born

For General Awareness with women and families, healthcare teams and healthcare organisations

Video content (embed link)	Post copy (suggested only can be edited when posting)
<p>Video - Sleep on Your Side When Bubba's Inside https://vimeo.com/825685659</p> 	<p>SLEEP ON YOUR SIDE WHEN BUBBA'S INSIDE Going to sleep on your side from 28 weeks onwards is best for bubba. Either side is OK.</p> <p>Watch the video and download the flyer to learn why this is important for Bubba - strongerbubbaborn.org.au/sleep-side/</p> <p>#StrongerBubbaBorn #CulturallySafeResources #SaferBabyBundle #SaferBaby #StillbirthCRE #pregnancy care</p> <p>Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE</p>
<p>Video - Let's Yarn Timing of Birth https://vimeo.com/825685712</p> 	<p>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.</p> <p>Watch the video to learn more about the importance of yarning about the timing of birth for bubba. Also download the flyer - strongerbubbaborn.org.au/timing/</p> <p>#StrongerBubbaBorn #CulturallySafeResources #SaferBabyBundle #SaferBaby #StillbirthCRE #pregnancy care</p> <p>Facebook - @CentreofResearchExcellenceinStillbirth Twitter- @CREStillbirth LinkedIn - @StillbirthCRE</p>

Newsletter/website copy - Promoting Stronger Bubba Born

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.

Two years of consultation across Australia with First Nations' communities, clinicians, Aboriginal and Torres Strait Islander health practitioners and support organisations has gone into making sure evidence-based practice is implemented in First Nations communities' own ways of "knowing, being and doing".

Resources have been created to take women through key prevention strategies in a culturally-sensitive way. There is a master brochure, an introduction video and five short flyers and videos to explain how to keep bubba safe.

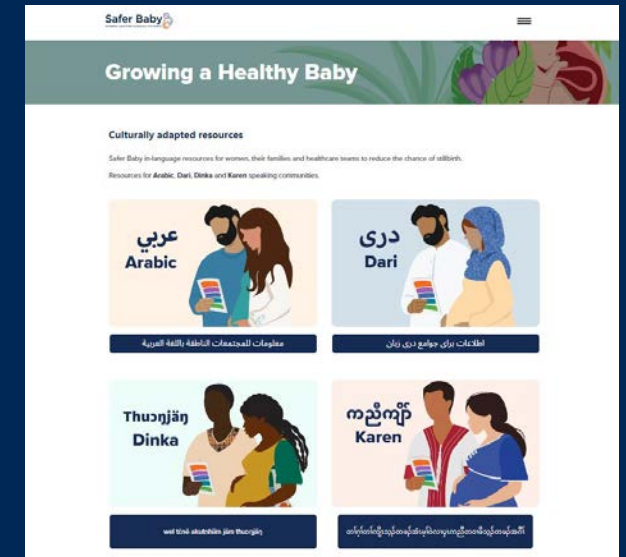
The Stillbirth CRE Indigenous Advisory Group guided the Stillbirth CRE Indigenous team for the Indigenous consultations and co-designing of resources, in partnership with Curtin University. The National Aboriginal Community Controlled Health Organisation (NACCHO) and the Waminda South Coast Women's Health and Wellbeing Aboriginal Corporation are also collaborators with the CRE on their Indigenous work.

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

Please note: The artwork in these resources has been produced by the Queensland Aboriginal and Islander Health Council (QAIHC) and QAIHC was engaged by the Mater Research Institute. An image that can be utilised in a newsletter is available [here](#). Please ensure the Queensland Aboriginal and Islander Health Council are credited with image usage.

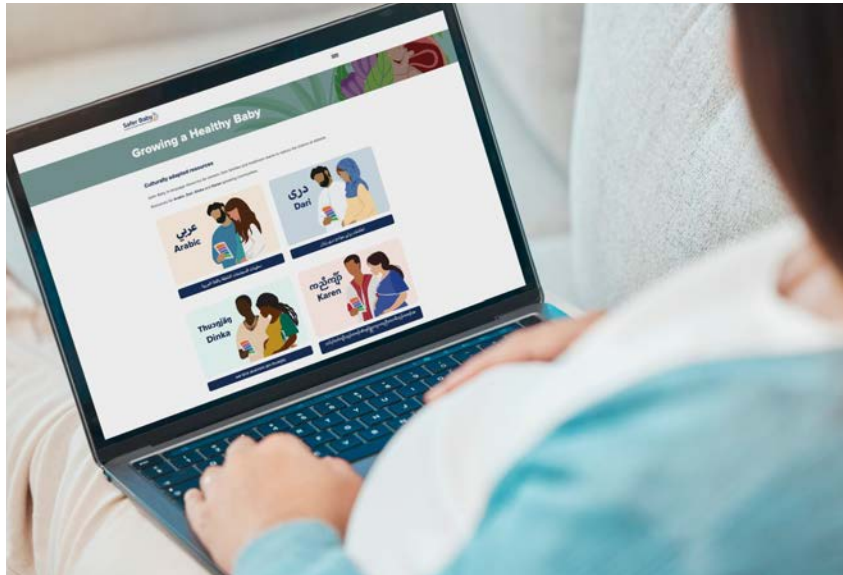
Growing a Healthy Baby

In-language resources and promotional assets



Growing a Healthy Baby

Culturally-adapted resources for four migrant and refugee communities



Website	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	

Growing a Healthy Baby

Arabic



Arabic resources	https://growingahealthybaby.org.au/languages/arabic/
Description	<p>All resources are designed using culturally-appropriate language providing information to women about ways to prevent stillbirth based on the latest research and clinical best practice. Resources on the website are:</p> <ul style="list-style-type: none">- A 20-page, printed booklet that clinicians can hand to women giving information about stillbirth prevention.- A 26-page digital booklet link with self turning pages and translated audio on each page that takes women through information about stillbirth prevention.- An animated and narrated in-language video giving information about stillbirth prevention, running for less than five minutes.- A3 poster in-language for health and community settings.
Usage	In-language information for clinicians to share with women in person and electronically.

Growing a Healthy Baby

Dari



<p>Dari resources</p>	<p>https://growingahealthybaby.org.au/languages/dari/</p>
<p>Description</p>	<p>All resources are designed using culturally-appropriate language providing information to women about ways to prevent stillbirth based on the latest research and clinical best practice. Resources on the website are:</p> <ul style="list-style-type: none"> - A 20-page, printed booklet that clinicians can hand to women giving information about stillbirth prevention. - A 26-page digital booklet link with self turning pages and translated audio on each page that takes women through information about stillbirth prevention. - An animated and narrated in-language video giving information about stillbirth prevention, running for less than five minutes. - A3 poster in-language for health and community settings.
<p>Usage</p>	<p>In-language information for clinicians to share with women in person and electronically.</p>

Growing a Healthy Baby

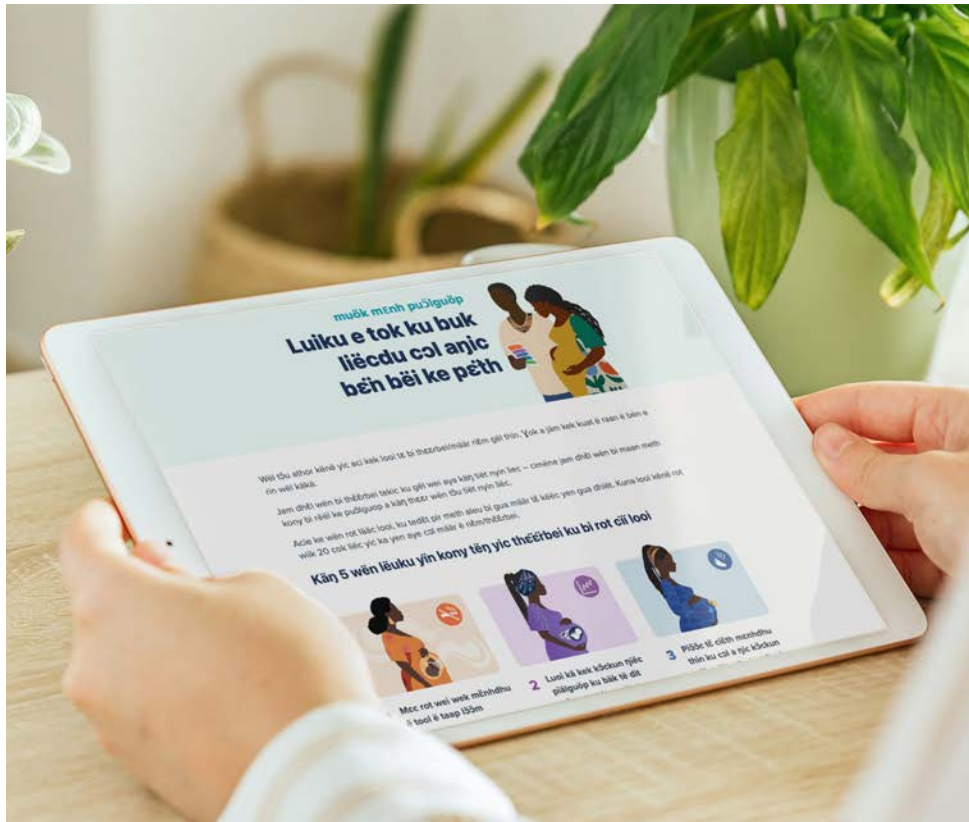
Karen



Karen resources	https://growingahealthybaby.org.au/languages/karen/
Description	<p>All resources are designed using culturally-appropriate language providing information to women about ways to prevent stillbirth based on the latest research and clinical best practice. Resources on the website are:</p> <ul style="list-style-type: none"> - A 28-page, printed booklet that clinicians can hand to women giving information about stillbirth prevention. - A 26-page digital booklet link with self turning pages that takes women through information about stillbirth prevention, with pages read out in language. - An animated and narrated in-language video giving information about stillbirth prevention, running for less than five minutes. - A3 poster in-language for health and community settings.
Usage	In-language information for clinicians to share with women in person and electronically.

Growing a Healthy Baby

Dinka



Dinka resources	https://growingahealthybaby.org.au/languages/dinka/
Description	<p>All resources are designed using culturally-appropriate language providing information to women about ways to prevent stillbirth based on the latest research and clinical best practice. Resources on the website are:</p> <ul style="list-style-type: none"> - A 20-page, printed booklet that clinicians can hand to women giving information about stillbirth prevention. - A 26-page digital booklet link with self turning pages that takes women through information about stillbirth prevention, with pages read out in language. - An animated and narrated in-language video giving information about stillbirth prevention, running for less than five minutes. - A3 poster in-language for health and community settings.
Usage	<p>In-language information for clinicians to share with women in person and electronically.</p>

Promoting Growing a Healthy Baby

Suite of social assets, posters & newsletter copy

NEW Posters - Growing a Healthy Baby

Let's work together to make your pregnancy safer

Safer Baby Bundle
WORKING TOGETHER TO REDUCE STILLBIRTH

In-language information to help women and families reduce the chance of stillbirth, with the support of their healthcare team.

Resources to watch, listen and read are available in-language for Arabic, Dari, Dinka and Karen speaking women and their communities at growingahealthybaby.org.au

Stillbirth CENTRE OF RESEARCH EXCELLENCE | STRONGER FUTURES Centre of Research Excellence | MCCPD MULTICULTURAL COMMUNITY PARTNERSHIP DELIVERABLE | Australian Government Department of Health and Aged Care

Growing a healthy baby

Let's work together to make your pregnancy safer

Safer Baby Bundle
WORKING TOGETHER TO REDUCE STILLBIRTH

In-language information to help women and families reduce the chance of stillbirth, with the support of their healthcare team.

- Reducing your and your baby's exposure to smoking
- Your baby's growth
- Your baby's movements
- Sleeping on your side
- Talking about the best timing for your baby's birth

Resources to watch, listen and read are available in-language for Arabic, Dari, Dinka and Karen speaking women and their communities at growingahealthybaby.org.au

Stillbirth CENTRE OF RESEARCH EXCELLENCE | STRONGER FUTURES Centre of Research Excellence | MCCPD MULTICULTURAL COMMUNITY PARTNERSHIP DELIVERABLE | Australian Government Department of Health and Aged Care

Link to posters	Growing a Healthy Baby resources (dropbox folder)
	If your organisation cannot access dropbox please email stillbirthcre@mater.uq.edu.au to receive a zip file.
Description	Two English and four in-language A3 posters with a QR code which links to pages on growingahealthybaby.org.au (includes all resources).
Usage	To be printed for community centres and health care settings to reach Aboriginal and Torres Strait Islander women, their families and healthcare professionals.

NEW Social media assets - In-language and English



Growing a healthy baby

The Safer Baby Bundle has been adapted to help reduce the risk of stillbirth in migrant and refugee communities.

Safer Baby Bundle



Resources to watch, listen and read are available in-language for **Arabic, Dari, Dinka and Karen** speaking women and their communities at growingahealthybaby.org.au

- Written booklet
- Summary Video
- Interactive audio booklet

<p>Link to social assets and proposed copy</p>	<p>Growing a Healthy Baby resources (dropbox folder)</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 and video social posts in various sizes 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>



muök menh pušguöp

growingahealthybaby.org.au

Dääi, piēne wala kuen wēl bi yin ku mėnhdhu kony ba nāg liēc peth, kek kušny kääckun ku kšckun njec piälguöp.

Dääi wēl cekic ye yōi video

Safer Baby

Luiku e tok ku buk liēcdu cšl agic ben bei ke pēth

Video cekic ke lēg yic wēl wēn lɔ cok wēt kārj diäär ku kääcken aleu ku bik lool kek kony kōcken piälguöp bik kaam thezbeil tekic.

Piēnē ee wēl beer-kššth lēk ke rēēl ye kšc gāät nyin athor ye yōi

Safer Baby

Luiku e tok ku buk liēcdu cšl agic ben bei ke pēth

Athor Gēēt nyin abgthin abi diäär ku kääcken yīēk riēl ku bik piņ kaamden nhiārke, ke lēg Thura bi kek kušny wēl lēk piälguöp.



Kuēn wēl beer-kššth lēk ke rēēl athor kēne yic

Safer Baby

Athorkēnē (PDF) kēk wēl kšk eben ci kek got ku bik diār ku kääcken kony bik nār piälguöp ee liēc yic ku gēl thezbeil ke lool yic.

Social media examples - Growing a Healthy Baby

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 (still and gif option)</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>Carousel (two images)</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	Post copy (suggested only can be edited when posting)
<p>Images (5) - language groups focus carousel Swipe through of 5 images. Cover image animated (gif option of cover = plant grows)</p> <div style="display: flex; flex-wrap: wrap; gap: 10px;"> <div style="width: 50%; text-align: center;">  <p>growingahealthybaby.org.au</p> </div> <div style="width: 50%; text-align: center;">  <p>growingahealthybaby.org.au</p> </div> <div style="width: 50%; text-align: center;">  <p>growingahealthybaby.org.au</p> </div> <div style="width: 50%; text-align: center;">  <p>growingahealthybaby.org.au</p> </div> <div style="width: 50%; text-align: center;">  <p>growingahealthybaby.org.au</p> </div> </div>	<p>GROWING A HEALTHY BABY</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>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.</p> <p>Access the resources and learn more at growingahealthybaby.org.au</p> <p>Please share with women and families you know in these communities.</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 (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)



growingahealthybaby.org.au

Post copy (suggested only can be edited when posting)

WORKING TOGETHER FOR A SAFER PREGNANCY

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	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 اقرأ 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>NEW video edits</p>	<p>Arabic video and digital booklet can be posted via their links</p> <p>https://vimeo.com/871330730 (video)</p> <p>https://simplebooklet.com/arabicdigitalbooklet (digital booklet with audio)</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	Post copy - Translated text (ENG below for reference)
<p>Dari Single image post</p>  <p>DARI / دری</p> <p>باید 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>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 دهید 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>NEW video edits</p>  <p>بیاید باهم کار کنیم تا بارداری شما را امن تر و سالم تر بسازیم</p>	<p>Dari video and digital booklet can be posted via their links https://vimeo.com/871331573 (video)</p> <p>https://simplebooklet.com/daridigitalbooklet (digital booklet with audio)</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	Post copy - Translated text (ENG below for reference)
<p>Dinka Single image post</p>  <p>Wël bi yïn ku mënhdhu kony ba nãñ liëc peth, kek kuõny kãackun 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 tē bi thēerbei/määr riēm gël thīn. Ƴok a jām kek kuat ë raan ë bēn e rin wël kākä.</p> <p>Dääi, 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>NEW video edits</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><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 liecdu col anjic ben bei ke peth</p> <p>Weli bi yin ku menhdhu kony ba nan liec peth, kek kuony kaackun ku k55kun njec piälguöp.</p> <p>Däai, piene 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 တၢ်က့ၢ်ထွဲမၤစၢၤအပူၤဘၣ်မုၢ်ဘၣ်ဒါတဖၣ် ကမၤသကိးတၢ် လၢနကဒါဘၣ်န့ၣ်မုၢ်မုၢ်အဂီၢ်.</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>တၢ်ဂ့ၢ်တၢ်ကျိၤလၢလံာ်တဘျီအံၤ မ့ၢ်ဝဲတၢ်ဂ့ၢ်တၢ်ကျိၤလၢကဒိသဒါ ဖိသၣ်အသးသမုၢ်လၢဒါလီၢ်အပူၤ 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>NEW video edits</p> 	<p>Karen video and digital booklet can be posted via their links https://vimeo.com/871332533 (video)</p> <p>https://simplebooklet.com/karensaferbabybooklet (digital booklet with audio)</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>မၤသကီးတၢ်ဒံသီးနကဒဘၣ်နဖဲမုာ်အဂီၢ် တၢ်ဂ့ၢ်တၢ်ကျိၤတဖၣ်အံၤလၢ နဟံၣ်ဖိသီဖိ ဒီး တၢ်အိၣ်ဆူၣ်အိၣ်ချ့ၣ်တၢ်ကွၢ်ထွဲမၤစၢၤအပူၤဘၣ်မုာ်အိၣ်ဒါတဖၣ် ကမၤသကီးတၢ် လၢနကဒဘၣ်နဖဲမုာ်အဂီၢ်. ကွၢ်, ကနီၤ မ့တမ့ၢ် ဖး 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>

Newsletter/website copy - Promoting Growing a Healthy Baby

Some migrant and refugee communities suffer from higher rates of stillbirth than other communities in Australia. To help reduce the chance of stillbirth in migrant and refugee women, new resources have been co-designed with community groups and health educators to produce culturally sensitive information for Arabic, Dari, Dinka and Karen speaking communities.

Each of the four community groups have three in-language resources with tailored information and illustrations, that provide culturally appropriate safer pregnancy information.

The animation video, digital audio booklet and a detailed PDF booklet enable women and their families to either watch, listen to, or read. These resources are available on the [Growing a Health Baby website](#).

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 in-language resources.

This work has involved an extensive co-design and consultation process. Community members involved in the development of the resources also recorded the voiceovers for the videos and digital booklet audio.

Note: Imagery developed for the social media tiles can also be repurposed for use in newsletters or emails. These are available [here](#).

Additional resources & Thank you



Additional Resources

NEW resources to assist healthcare professionals support women from migrant and refugee backgrounds, are now available on learn.stillbirthcre.org.au. These include:

- Learning from Women's Perspectives animation video
- eLearning module
- Top 10 Tips fact sheet
- Top 10 Tips animation video



The Safer Baby Booklet is also translated in 30 languages, available on saferbaby.org.au/translated-resources/ (woman facing) and learn.stillbirthcre.org.au/clinician-resources/ (healthcare professionals site).

COMING SOON for interpreters working in maternity settings, (on learn.stillbirthcre.org.au) will be:

- Top 10 Tips fact sheet
- Top 10 tips animation video
- A new eLearning module

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 time and commitment from 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.

For more information on these resources and any enquiries or feedback please contact the Stillbirth CRE at stillbirthcre@mater.uq.edu.au