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PRESS RELEASE

Black Baby Loss Awareness Week 12-18th May 2025



Alicia Bunett, Founder

What is it? A week long campaign dedicated to raising Black communities' awareness of services providing care and support after pregnancy and baby loss.

Who is it organised by? Alicia Burnett is a registered midwife working on a midwife helpline for Black and mixed Black heritage women. With her personal experience of pregnancy and baby loss combined with her professional experience of supporting bereaved parents, Alicia founded Black Baby Loss Awareness Week to bring attention to the disproportionately high rates of pregnancy and baby loss in Black communities and raise Black communities' awareness of the professionals and services that provide care and support for those who have experienced these types of loss.

Each day of Black Baby Loss Awareness Week 2025 will have its own unique theme and these are detailed below:

Monday 12th May - Why Black Baby Loss Awareness Week Matters

Tuesday 13th May - Mental Well-Being and Baby Loss

Wednesday 14th May - Black Men and Baby Loss

Thursday 15th May - Lactation After Loss

Friday 16th May - Self-care After Baby Loss

Saturday 17th May - Service Spotlight

The awareness week culminates in an annual in-person Walk and Talk held in association with Ebony Bonds Bereavement Support on Sunday 18th May.

What can you do to get involved?

Follow us on our social media channels:

Instagram - <https://www.instagram.com/blackbabylossawareness/>

LinkedIn - www.linkedin.com/in/alicia-burnett-1161151b6

Use the #blackbabylossawarenessweek #blackbabylossawareness #equitablebereavementcare hashtags on social media when referring to the week.

Tag @midwife_alicia and @blackbabylossawareness in any posts you make during the week on Instagram.

Get in touch

We are more than happy to support media requests and will promote your activities for the week! Contact us via email - alicia@blackbabylossawareness.com.