About the Still Six Lives campaign
The Still Six Lives national campaign aimed to raise awareness of stillbirth, and educate people about three key behaviours that could reduce the risk of stillbirth: quitting smoking, sleeping on your side in late pregnancy, and seeking urgent medical attention if you notice a change in your baby’s movements.

Evaluating the impact
Part of evaluating the Still Six Lives campaign involved commissioning Roy Morgan to conduct 3 surveys among women in Australia aged 18-50 years old: one before the campaign, one during the campaign, and one after the campaign.

The findings:

- 1,502 respondents for the before-campaign survey
- 1,517 respondents for the mid-campaign survey
- 1,598 respondents for the after-campaign survey

Women were more likely to recall seeing or hearing something about stillbirth after the campaign (24%) compared with before (20%)

- More women said they would advise a pregnant woman to be aware of baby’s movements to reduce the risk of stillbirth
- 71% after the campaign compared to 66% before

- More women said they would advise a pregnant woman to quit smoking to reduce the risk of stillbirth
- 63% after the campaign compared to 57% before

- More women said they would advise a pregnant woman to sleep on side in late pregnancy to reduce the risk of stillbirth
- 34% after the campaign compared to 25% before

For more information about the study email: stillbirthcre@mater.uq.edu.au