

**SLEEP ON SIDE
WHEN BABY'S INSIDE**
FROM 28 WEEKS OF PREGNANCY

Dear Health Professional,

We are pleased to be able to inform you in advance about a public health campaign on mothers' late pregnancy sleep position that aims to reduce the risk of late stillbirth (>28 weeks'). The campaign is being launched on Wednesday 27 June in the general media.

Please find two written resources attached – one is a pamphlet for pregnant women, the other is information for health professionals that explains the physiology behind it. We recommend that the pamphlet for pregnant women is shared around 24-28 weeks of pregnancy. It is intended that the pamphlets will be available through HealthEd, the Health Promotion Agency at the Ministry of Health. We will advise when they are available.

We also have a website with further information, downloadable PDFs of both pamphlets, and a friendly animated short video (less than one minute) that you might like to share as an additional resource for pregnant women and their families. www.sleeponside.org.nz

This campaign has been developed with the New Zealand College of Midwives, Nga Maia, Pasifika Midwives, Ministry of Health, RANZCOG, RNZCGP, NPNZ and consumer organisations.

If you have any questions, please email us at info@sleeponside.org.nz

Yours sincerely



Lesley McCowan
Lead Investigator
Head of Department
Obstetrics & Gynaecology
University of Auckland



Vicki Culling
Project Coordinator
Vicki Culling Associates
Wellington
<http://vca.co.nz/>



Robin Cronin
Midwife & Researcher
CMH, AUT,
University of Auckland