

Compassion in practice: How benefits can support colleagues through pregnancy and baby loss

When we act with compassion, we create belonging



It's About People, Not Just Numbers

Benefits aren't just entitlements and percentages on benchmarking reports.

They're about supporting people through moments that matter—the joyful ones and the heartbreaking ones.



But These Are The Numbers...

660,000

Pregnancies

In the UK in 2024 - so at any point in time approximately 495,000 pregnant women

1 in 4

UK Pregnancies

End in loss—miscarriage, stillbirth, or neonatal death

37%

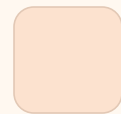
Have Policies

Businesses with formal pregnancy loss support

That's not just a statistic - that's our colleagues

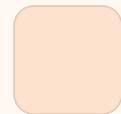


The Hidden Impact



Medical recovery whilst managing grief

Physical and emotional trauma intersect



Workplace isolation

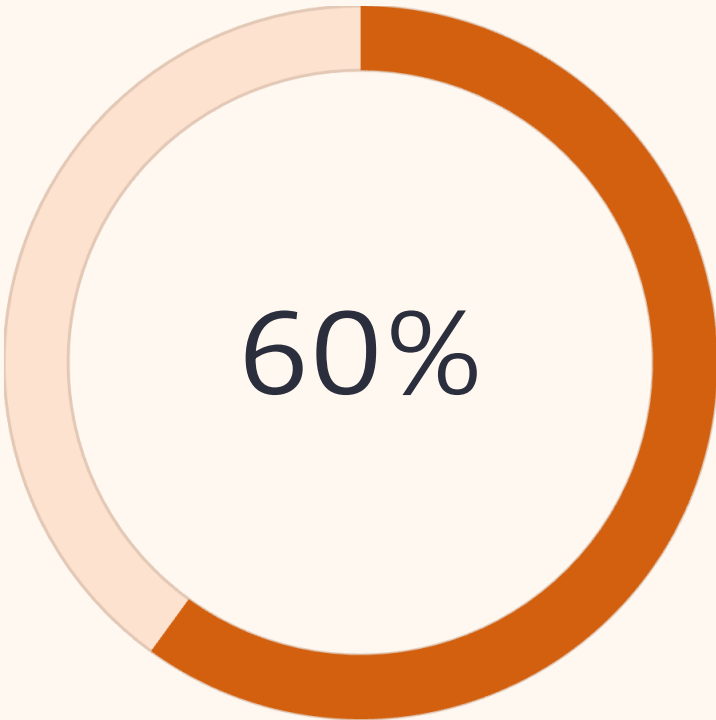
Navigating environments that don't know how to help



One in five receive no support

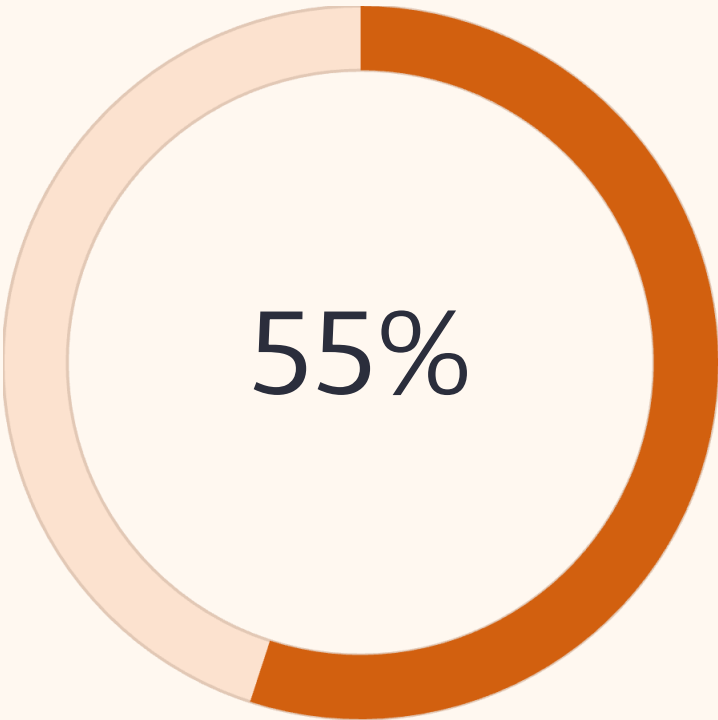
Colleagues left to cope entirely alone

When Support Works, Everyone Benefits



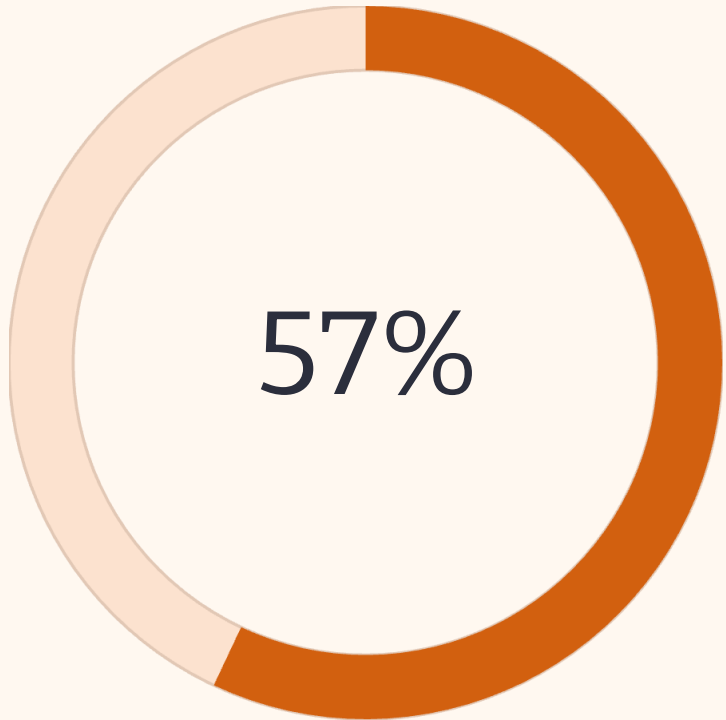
Mental Wellbeing

Reported positive impact when support
was present



Performance

Improved ability to perform at work



Commitment

Strengthened loyalty to organisation



Our Journey: Practical Steps

What does meaningful
support actually look like?

Six Transformational Changes

01

Enhanced Maternity Pay

Beyond statutory minimum—financial security during fragile times

02

Reviewed Antenatal Policy

No choice between essential scans and income

03

Made Policies Visible

No one should have to ask for help they need

04

Partnered with Sands

Expert guidance from leading baby-loss charity

05

Upskilled Managers

Confident, compassionate conversations matter

06

Listened to Lived Experience

Real insight shaped our entire approach

Mentoring New Parents At Work



- Support new parents during pregnancy and when they return to work. Remember the gap is usually greater for women.
- Consider mentoring networks - use other parents who can share lived experiences. Senior sponsors can be VERY effective.
- Find resources your business can use.



The Power of Lived Experience



We invited colleagues to help shape our approach — if you create a safe space they will share - they did in an incredibly personal and courageous way.

Their insight grounded our work in real life, reminding us that this is about people, not policies.

6 Things You Can Do Tomorrow



Make Policies Visible

Don't make it hard to find help



Build Culture

Policy is just the start—conversation brings it to life



Engage Experts

Charities like Sands help us do this better - Its also FREE



Train Managers

They're the frontline of compassion



Normalise Support

Visibility reduces isolation



Listen to Experience

Lived voices shape culture like nothing else



Compassion in Practice

Don't just provide benefits—creating belonging