

Tasmanian Safer Baby Bundle Implementation Project



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SBB Implementation Project Context

International

- Stillbirth rates decreasing across developed countries: Iceland, New Zealand, United Kingdom
- Australian rates largely unchanged

National Stillbirth Implementation Plan

- Perinatal Society of Australia and New Zealand (PSANZ) Stillbirth and Neonatal Death Alliance
- National Health and Medical Research Council (NHMRC) Centre of Research Excellence (CRE) in Stillbirth

Jurisdictional

- Tasmanian Department of Health- Safer Baby Bundle Implementation Project (Co Sponsors)
 - *Chief Nurse Midwife Associate Professor Francine Douce*
 - *Chief Medical Officer Professor Tony Lawler*

Tasmanian Health Service (THS)

- Medical and Midwifery Directors of Women's and Children's Services (WACS) across 3 regional hospitals
- THS multi disciplinary clinical champions/leads

Key Stakeholders

- Bereaved Families- Consumer representatives
- Council of Obstetric Perinatal Mortality and Morbidity (COPMM)
- Smoking Cessation Services (and more)

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



GOAL



Reduce stillbirth from 28 weeks' gestation by 20% by 2023.

Project Plan

Education

Online Modules
Face to Face

Safer Baby Bundle
5 Elements

**Clinical
Reform**

Data

Reporting
Clinical Reviews

Project Measures

SBB and
IMPROVE
Education

Safer Baby
Bundle
Five Elements
Implemented

Autopsy
Rates
Investigations

Data
Audits
Reports

Smoking
Cessation

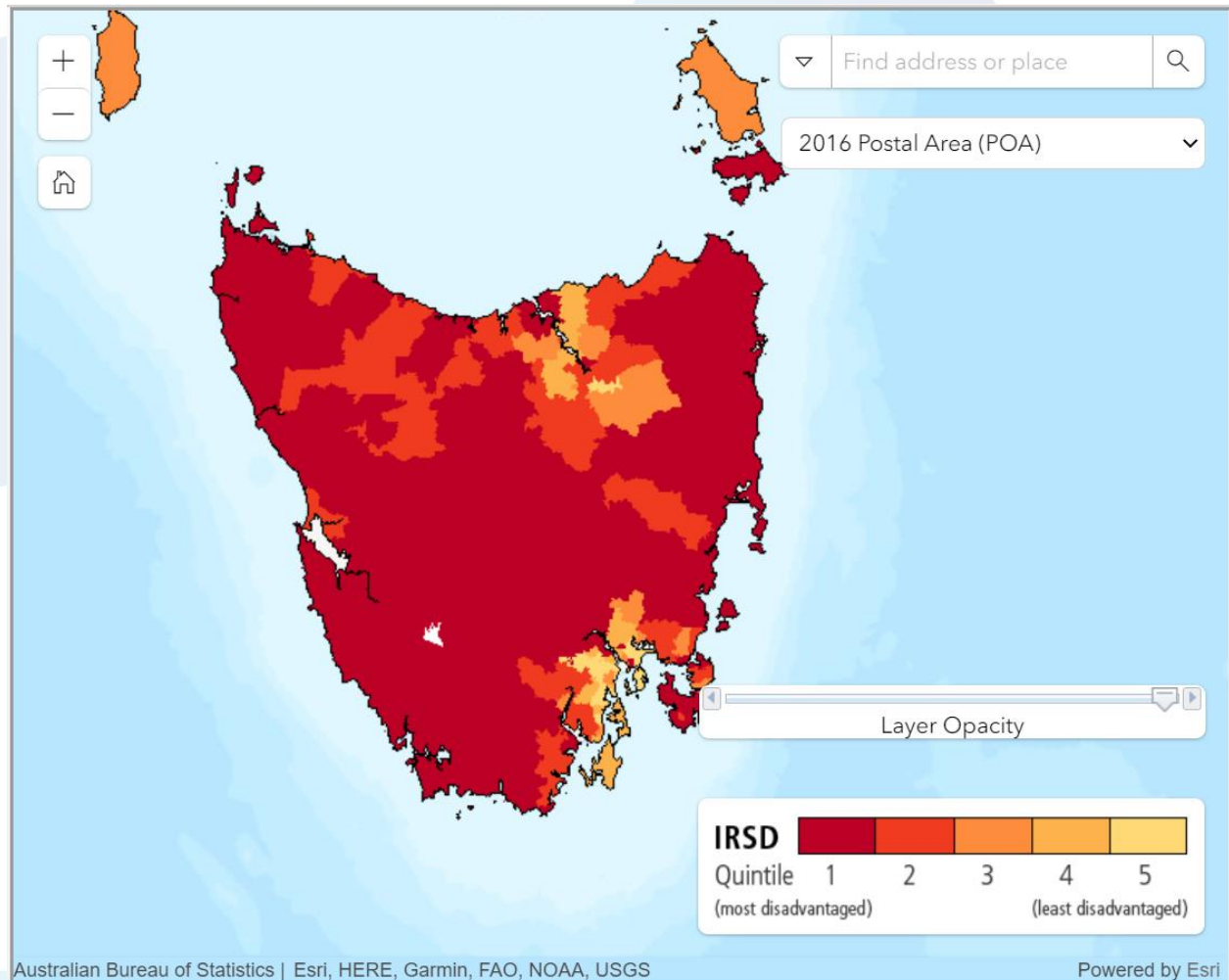
Tasmanian Context

Distribution of Index of Relative Socio-economic Disadvantage (IRSD)

SEIFA scores (Source Australian Bureau of Statistics)

Socioeconomic disadvantage more common

Women living in the most disadvantaged areas of Australia (quintiles 1 and 2) were 25% more likely to have a perinatal death than women living in the least disadvantaged areas (quintiles 4 and 5)



Exerts of Figure 3.1: Perinatal deaths by select demographics of the mother

AIHW report: Stillbirths and neonatal deaths in Australia 2017 and 2018 combined

Socioeconomic disadvantage more common

Women living in the most disadvantaged areas of Australia (quintiles 1 and 2) were 25% more likely to have a perinatal death than women living in the least disadvantaged areas (quintiles 4 and 5)

Figure 3.1

	Perinatal deaths		Stillbirths	
	Number	Deaths per 1,000 births	Deaths per 1,000 births	
Total	5,808	9.5	7.0	
State or territory of birth				
New South Wales	1,656	8.7	6.2	
Victoria	1,754	11.1	8.5	
Queensland	1,100	9.1	6.4	
Western Australia	576	8.5	6.8	
South Australia	353	9.1	6.8	
Tasmania	100	9.0	6.0	
Australian Capital Territory	147	11.9	9.1	
Northern Territory	122	16.0	10.5	
Remoteness of mother's usual residence				
Major cities	4,017	9.2	6.8	
Inner regional	943	9.7	7.0	
Outer regional	535	11.0	7.8	
Remote	90	10.1	7.6	
Very remote	100	18.1	12.1	
Not stated/unable to be assigned	123	..		
Disadvantage quintile of mother's area of usual residence				
Quintile 1 (Most disadvantaged)	1,446	12.0	8.6	
Quintile 2	1,168	10.1	7.5	
Quintile 3	1,147	8.8	6.3	
Quintile 4	1,067	8.7	6.6	
Quintile 5 (Least disadvantaged)	848	7.8	6.1	
Not stated/unable to be assigned	132	..		






AIHW report: Stillbirths and neonatal deaths in Australia 2019

Perinatal mortality rate per 1,000 births by state and territory of birth, 2010 to 2019

Select group: Stillbirths Neonatal deaths Perinatal


Select topic: State and territory of birth

Select statistic: Rate 

 Current data  End data

2010-2014 7.0 per 1,000 births (National 7.2)
2015-2019 6.2 per 1,000 births (National 7.0)

11.4% reduction vs National 2.9%



Year	NSW	Vic	Qld	WA	SA	Tas	ACT	NT	Australia
2010	5.8	10.1	6.7	7.0	5.9	6.8	11.3	8.8	7.3
2011	5.9	9.9	6.4	8.4	7.4	5.4	7.7	7.1	7.4
2012	6.0	8.9	7.2	7.0	6.7	7.6	8.5	6.7	7.2
2013	5.8	9.5	6.5	6.1	6.8	7.0	6.5	11.6	7.1
2014	5.5	8.8	6.8	7.1	7.0	8.3	9.5	8.1	7.0
2015	6.2	8.3	6.6	6.4	7.6	6.0	7.3	9.7	7.0
2016	5.5	8.3	6.4	6.5	6.8	7.3	7.6	8.5	6.7
2017	6.1	8.5	6.8	6.9	6.6	5.6	10.3	9.4	7.1
2018	6.2	8.6	6.0	6.7	6.9	6.5	7.8	11.9	7.0
2019	5.9	9.0	7.7	6.6	5.8	5.6	6.7	11.1	7.2

THS Quality Improvement (QI) context 2010-Current

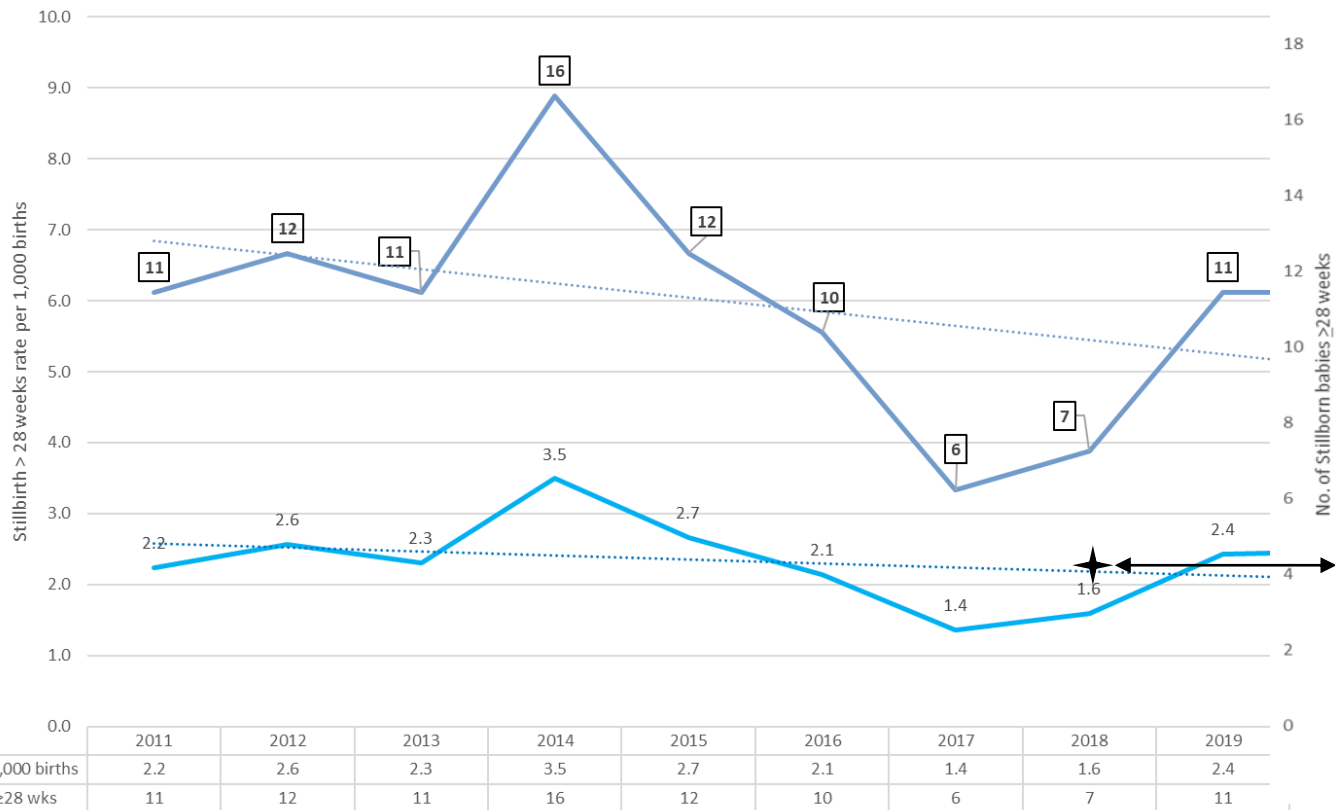


Statewide (public): Stillbirth rates ≥ 28 weeks

Statewide - Stillbirth ≥ 28 weeks rate per 1,000 births

2011-2015 2.7 per 1,000 births
2016-2020 2.0 per 1,000 births

25.9% Reduction



National Average
3.5 per 1 000
1999

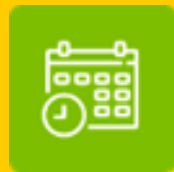


National Average
2.2 per 1 000
2018

SBB balance measures



Do No Harm



Element 5

Timing of Birth

Single risk vs multiple risks

Relative risk vs actual risk

SBB a
IMPRO
Educat
Modul

Smoking
Cessation

ata +
Reports