

Public Awareness Campaign for Stillbirth Prevention (Phase 2).

UQ Winter Research Program Project Description

Project Title	Public Awareness Campaign for Stillbirth Prevention (Phase 2)
Project duration:	Duration of the project, 4 weeks during winter program.
Expected hours per week:	Hours of engagement – 20 - 36 hrs per week
Campus:	Mater Research – Aubigny Place (South Brisbane) or remote. Project can be completed under a remote working arrangement, ideally completed on-site.
Description:	<p>This project is related to Phase 2 of a Public Awareness Campaign for Stillbirth Prevention.</p> <p>The Phase 2 campaign was built on the Still Six Lives National Mass Media Campaign which was launched in February 2021. The campaign had a reach of 229 million via news coverage, 255,600 website views, and 2.9 million completed online video views.</p> <p>This project is related to Phase 2, which was to develop and deliver a second campaign strategy which included revision of messaging used in the initial campaign based on the evaluation. https://stillbirthcre.org.au/news/together-we-can-stop-stillbirth-evaluation-of-the-public-awareness-campaign-around-stillbirth/</p> <p>The Phase 2 campaign is funded through the 2022 Stillbirth Education and Awareness Grant “Reducing Stillbirth: Stillbirth Education and Awareness - GO5351”. The Phase 2 campaign ran from mid-2023 to end 2023.</p> <p>Phase 2 focus</p> <p>Preliminary evidence suggests that while women who have recently given birth in the acute care settings are aware of some of the key safer pregnancy messaging, there remain gaps in awareness, especially with regard to actions they can take if they are concerned about any aspect of their pregnancy. This phase 2 of the campaign</p>

	<p>will focus on empowering and reassuring expectant mothers and their partners with actionable strategies they can implement to reduce their risk of stillbirth, and empowering clinicians to have conversations around risk-reduction strategies with expectant parents.</p> <p>The aim of this SEED project is to summarise the campaign evaluation with support from project collaborators, including RedNose. The summary information will provide evidence as to change in awareness and attitudes towards stillbirth and knowledge of behaviours that can reduce the risk of stillbirth among Australian women aged 18-41 and women who are pregnant.</p>
<p>Expected outcomes and deliverables:</p>	<p>Students will gain skills in the following areas and will have an opportunity to contribute to a Department of Health (DoH) Report.</p> <ul style="list-style-type: none"> • Synthesising evidence from the Phase 1 campaign to provide context to the survey findings. • Interpretation of findings: Drawing conclusions from the data analysis, the study will offer insights into change in awareness and attitudes towards stillbirth and knowledge of behaviours that can reduce the risk of stillbirth which has implications for healthcare policy and practice. • Report: Developing an official report to funders (DoH) including supporting materials and recommendations.
<p>Suitable for:</p>	<p>This project is open to applications from students with experience or interest in public and/or health services research in 3rd year or above.</p>
<p>Primary Supervisor:</p>	<p>Dr Jessica Sexton</p>
<p>Contact info:</p>	<p>Contact Dr Christine Andrews: christine.andrews@mater.uq.edu.au</p>