COMMUNICATION STRATEGIES FOR PERINATAL LOSS

What should I say?
- Use an ice breaker
- Call baby by name
- Follow the parent’s lead
- Use the same words the parents use
- Never make assumptions — always ask
- Offer as many choices as possible — don’t pressure
- Avoid medical terminology
- Don’t rush
- Use terms such as “I worry,” “I wish,” “I hope,” or “I care”

Listen, allow silence, validate emotions, reserve judgement

What should I NOT say?
- “At least…”
- “God’s plan,” “Nature’s way,” or “In a better place now”
- “You can try again” or “You’re young…”
- “I understand” or “I know how you feel”
- “It” when referring to baby
- “You need to be strong for…”
- “If I were you…”

Please remember…
- Go easy on yourself
- We are all in this together
- Ask for help
- Be present, not perfect
- Be honest with your feelings
- Support your peers
  - Acknowledge the difficulty
  - Offer help, support, and listen
  - Debrief
  - Consider employee assistance programs
- Take time to take care of yourself