

Pregnancy and Infant Loss Awareness Month

#AtLeast

In support of [Pink Elephants](http://www.pinkelephants.org.au)

This October, we ask that you please take a moment of your valuable time to make an Instagram, Facebook, or TikTok post/story in support of our #AtLeast campaign during International Pregnancy and Infant Loss Awareness Month.

If you have had a personal experience with hearing "At Least," we would love you to share it by posting a short video to your profile, stories, or reels explaining what happened and why it's important to Say No to #AtLeast.

Here are some thought starters for captions or selfie videos:

- "I had a miscarriage XX years ago. At the time, many well-intentioned friends and colleagues said things like 'at least you can get pregnant,' or 'at least it happened early.' I understand that people feel awkward and don't know what to say in these times. That's because there is so much shame, stigma and silence that exists around early pregnancy loss. I'm super on board with Pink Elephants and their campaign for October #AtLeast so we can start to rethink how we talk to our friends and family members about their pregnancy losses. Everyone deserves to feel like their grief is real and have the space to heal. For more information and support resources you can visit www.pinkelephants.org.au."
- "When you're experiencing the pain of early pregnancy loss, the last thing you want to hear is 'at least you were lucky to get pregnant' or 'at least you are young, you can try again.' No! My grief was real and the loss of that pregnancy is something I will always carry with me. If someone is brave enough to confide in you about their pregnancy loss, try and offer true sympathy and practical support, in the same way you would when reacting to any other death. For more information and support resources you can visit www.pinkelephants.org.au."
- "I am so on board with The Pink Elephants Support Network's October campaign #AtLeast. It's all about how nice people say the wrong things when trying to comfort someone about their early pregnancy loss, like, 'at least it happened early.' This same thing happened so much to me! But we can all get better at offering real support and sympathy, not just downplaying the loss. Let's do better and say no to #AtLeast and better support mums and their partners! Message me or leave a comment if you had an #AtLeast moment too, I know there must be so many of us."

Below are some examples of social tiles and captions you are welcome to use. Please tweak the language to suit your personal style as needed.



Sample social media captions for your use

Social media tiles are available on our website [here](#).

Suggested caption
<p>Did you know that 1 in 3 Australians will experience early pregnancy loss? That's 283 families a day that lose a baby. Unfortunately it happened to me and to many others I know.</p> <p>Yet we don't talk about it enough, or in a way that supports and validates the real grief of these families.</p> <p>If you've ever found yourself saying something like "at least it happened early," now is the time to reflect.</p> <p>We wouldn't say that to someone who's family member had died, so we shouldn't say it to someone experiencing the heartbreak of miscarriage.</p> <p>Say no to #AtLeast this October, which marks Pregnancy and Infant Loss Awareness Month.</p> <p>If you'd like support or to learn more, visit www.pinkelephants.org.au @pinkelephants</p> <p>#AtLeast #miscarriage #pregnancyloss #pregnancylossawarenessmonth</p>
<p>Chances are you know a family member, friend or colleague that has experienced the heartbreak of early pregnancy loss. Perhaps it's even happened to you. It's happened to me.</p> <p>It's common, after all — research shows 1 in 3 Australians will experience early pregnancy loss.</p> <p>If you feel like you're at a loss of what to say, you're not alone. Many people resort to saying things like, "at least you know you can get pregnant," or, "at least you have other children."</p> <p>It's Pregnancy and Infant Loss Awareness Month this October. If you want some tips on how to talk in a more empathetic way about pregnancy loss, visit www.pinkelephants.org.au @pinkelephants.</p> <p>Say no to #AtLeast this October.</p> <p>#AtLeast #miscarriage #pregnancyloss #pregnancylossawarenessmonth</p>
<p>Do you know someone that has experienced early pregnancy loss? Or perhaps you have yourself. It's such a lonely and heartbreaking experience, shrouded in uncertainty and stigma.</p> <p>It doesn't need to be this way. Organisations like @pinkelephants have so many great resources available to support families going through early pregnancy loss.</p> <p>For example, try not to minimise someone's grief by saying "at least it happened early." Try instead to acknowledge their pain and sadness, offering any practical help you can — just as</p>

you would with anyone grieving a loss.

Say no to #AtLeast this October.

#AtLeast
#miscarriage
#pregnancyloss
#pregnancylossawarenessmonth

I speak from personal experience when I say, the last thing anyone wants to hear when they are suffering a miscarriage or pregnancy loss is "at leasts." Things like, "at least you know you can fall pregnant," or "at least nature took its course."

Try a different approach this Early Pregnancy and Infant Loss Awareness Month. Check out @pink elephants for an amazing array of free support resources.

Together we can right the wrongs of early pregnancy loss by saying no to #AtLeast.

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Every post counts in the hope to reach a lonely person or family experiencing the silence and misunderstanding that comes with early pregnancy loss.

Thank you for your support.

Samantha Payne, CEO and Co-Founder, [The Pink Elephants Support Network](#).

