

## *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 share about Pregnancy and Infant Loss Awareness Month within your community.

This document contains sample posts to make it easy for you to turn a small gesture of support into a big difference.

### Suggested social media/newsletter/intranet captions

Did you know that 1 in 3 Australians will experience early pregnancy loss? That's 283 families a day that lose a baby.

Yet we don't talk about it enough, or in a way that supports and validates the real grief of these families.

If you've ever found yourself saying something like "at least it happened early," now is the time to reflect.

We wouldn't say that to someone whose family member had died, so we shouldn't say it to someone experiencing the heartbreak of miscarriage.

Say no to #AtLeast this October, which marks Pregnancy and Infant Loss Awareness Month.

If you'd like support or to learn more, visit [www.pinkelephants.org.au](http://www.pinkelephants.org.au) @pinkelephants

#AtLeast #miscarriage #pregnancyloss #pregnancylossawarenessmonth2022

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 common, after all — research shows 1 in 3 Australians will experience early pregnancy loss.

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."

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](http://www.pinkelephants.org.au) @pinkelephants.

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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.

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.

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 you would with anyone grieving a loss.

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Early pregnancy loss is a heartbreaking experience. It's probably happened to someone you know or maybe even to you and your family.

The last thing anyone wants to hear when they are suffering a loss is "at leasts." 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 @pinkelephants 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](#).*

