



# Workplace Training and the Pregnancy Loss Pledge

Get ready for legislative changes and implement best practice support, with our expert-led training packages.

**Because every loss matters.**

# The law is changing - is your workplace ready?

Workplace support has the power to alienate or empower your workforce. When employees experience pregnancy loss, how their employer responds can shape whether they feel supported at one of the most devastating moments of their lives, or whether they feel forced to suffer in silence.

Around 250,000 pregnancies end in loss in the UK each year. With one in four pregnancies ending this way, it is highly likely that someone in your organisation has been affected. If you believe this hasn't happened in your workplace, it is far more likely that employees simply haven't felt comfortable sharing their experience at work.

We have fought hard to see pre-24 week pregnancy loss recognised as the bereavement that it is. In 2025, our *Leave for Every Loss* campaign secured the Government's commitment to include pregnancy loss within bereavement leave legislation. When this comes into force in 2027, the UK will become one of only a handful of countries in the world to formally recognise this grief.

## But legislation alone will not create supportive workplaces.

Now is the time for organisations to get ahead, ensuring managers have the confidence to respond compassionately, policies reflect forthcoming legal requirements, and employees know they will be supported.

Championing employee wellbeing and implementing legally compliant policies comes at minimal cost, yet can make a profound difference to staff morale, trust and retention.

As the leading experts in pre-24 week pregnancy loss, and the organisation behind the campaign that secured this legislative milestone, we are here to help you navigate the changes ahead and equip your workplace with the knowledge, training and policies needed to provide meaningful support when it matters most.

Existing research estimates that loss in productivity caused by miscarriage costs £471 million per annum in the UK alone.

(Quenby et al., 2021).

1 in 10 employees left their organisation following miscarriage

(Miscarriage Association data)

Almost a quarter of employees have considered leaving their jobs because of employer treatment following pregnancy loss.

(CIPD, 2022).

"At Co-op, we believe that pregnancy loss is a profound experience of grief and bereavement that should be met with compassion and meaningful support. Our partnership with the Miscarriage Association to develop a dedicated policy has shown us how progressive workplace measures can make a real difference, helping colleagues navigate loss with dignity and care."

**Shirine Khoury-Haq, Chief Executive of Co-op**

"When I spoke to the Miscarriage Association, they gave me the guidance and the tools I needed to use the right language, tone and approach to feel confident to speak about it and develop an inclusive policy."

**Krystle Williams, HR Manager at Global Witness**

# Our Packages

We've created our Gold, Silver and Bronze packages so that every business can access the support their employees deserve, year-round, no matter the budget.

We also have our Pregnancy Loss Pledge, built to help employers commit to providing this best practice support in a lasting and meaningful way.

## Gold package

£1500

Access to our Pregnancy Loss Pledge and standards (no fee for the first year)

**Support the draft and implementation of a new policy or review existing policies**, with a special focus on the sensitivities and language around pregnancy loss.

### 1hr workshop for all staff members to cover:

- Impact of loss, physical and mental
- How to manage someone on leave
- How to support return to work
- How to offer ongoing support
- Navigating difficult conversations

### Up to 2.5hrs workshop for a max of 10 HR/Managers to cover:

- Different types of loss
- Employee entitlement – what law changes mean regarding bereavement leave
- Physical and psychological effects
- Impact of loss on partners
- Issues people affected by loss may face at work
- What to say/not to say when someone is going through loss
- Supporting your employees as a manager
- How to create a supportive work environment

### Training for up to 10 Pregnancy Loss Champions

- Similar to or as an additional element of a Mental Health Ambassador role, Pregnancy Loss Champions training will a training scheme covering essential topics e.g., the physical and emotional effects of pregnancy loss, myth-busting/common misconceptions, available support for affected employees including external services, guidance on holding events during Baby Loss Awareness Week.

**Ability to contact the MA for ongoing queries and guidance**

**Baby Loss Awareness Week resources** every October

## Silver package

£1200

Access to our Pregnancy Loss Pledge and standards (no fee for the first year)

**Support the draft and implementation of a new policy or review existing policies**, with a special focus on the sensitivities and language around pregnancy loss.

### 1hr workshop for all staff members to cover:

- Impact of loss, physical and mental
- How to manage someone on leave
- How to support return to work
- How to offer ongoing support
- Navigating difficult conversations

### Up to 2.5hrs workshop for a max of 10 HR/Managers to cover:

- Different types of loss
- Employee entitlement – what law changes mean regarding bereavement leave
- Physical and psychological effects
- Impact of loss on partners
- Issues people affected by loss may face at work
- What to say/not to say when someone is going through loss
- Supporting your employees as a manager
- How to create a supportive work environment

**Ability to contact the MA for ongoing queries and guidance**

**Baby Loss Awareness Week resources** every October

## Bronze package

£750

Access to our Pregnancy Loss Pledge and standards (no fee for the first year)

**Support the draft and implementation of a new policy or review existing policies**, with a special focus on the sensitivities and language around pregnancy loss.

### 1hr workshop for all staff members to cover:

- Impact of loss, physical and mental
- How to manage someone on leave
- How to support return to work
- How to offer ongoing support, understanding ongoing issues and triggers
- Navigating difficult conversations

**Baby Loss Awareness Week resources** every October

£99 per year

## Pregnancy Loss Pledge

Our Pregnancy Loss Pledge asks employers to commit to providing ongoing support for those affected by pregnancy loss, ensuring they have policies, informed management and a safe and welcoming workplace culture.

The Pledge asks you to adhere to six standards.

When you sign, you'll receive a **Pregnancy Loss Pledge badge to display** and standards sent, a Pregnancy Loss Policy template, and **Baby Loss Awareness Week resources** sent every October.

To find out more about our packages and bespoke opportunities, and how we can support your workplace, email [workplace@miscarriageassociation.org.uk](mailto:workplace@miscarriageassociation.org.uk).

A 20% discount is available for not-for-profits (including public sector organisations) and SMEs (<250 employees).

