

JPIMedia commits to pregnancy loss pledge during Baby Loss Awareness Week

Monday, 11 October 2021

At JPIMedia we know that pregnancy and baby loss can be a devastating experience which, unfortunately, is more common than people may think. Such losses can occur at any stage of pregnancy, before and shortly after birth, however current UK legislation does not provide a legal right to paid leave for those who experience pregnancy loss before 24 weeks.

This week marks the 19th annual Baby Loss Awareness Week (9-15 October) and JPIMedia, in conjunction with the Miscarriage Association, have committed to being an employer which supports the [pregnancy loss pledge](#).

As such, from today, any employee who experiences pregnancy loss, or is the partner of someone who experiences pregnancy loss, will be eligible under our new policy to a period of paid leave to support them in recovering from the physical and emotional consequences of their loss.

We know that there will be colleagues in the business who have been affected by this issue and, sadly, more who will experience loss in the future and so today marks our commitment to giving those affected as much support as possible.

A number of our titles/The Yorkshire Evening Post has today also launched their campaign to encourage more businesses to follow suit and commit to the pregnancy loss pledge.

Should you wish to learn more about Baby Loss Awareness then further information, including details of where to find support, can be found at <https://babyloss-awareness.org/>.

The Miscarriage Association is a UK-wide charity that offers support and information to anyone affected by miscarriage, ectopic or molar pregnancy. Our staffed helpline and online resources help thousands of people every year to get through the emotional and physical distress of pregnancy loss and, in many cases, to manage the anxiety of pregnancy after loss. We work with health professionals to promote good practice in medical care, support clinical research and strive to raise public awareness of the facts and feelings of pregnancy loss.

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