

Lights for Stillbirth Toolkit



National Stillbirth Prevention Day
Sept. 19, 2024

Help Raise Awareness for Stillbirth Prevention: Illuminate a Local Landmark on Sept. 19, 2024.

Join us in shining a light on the issue of stillbirth. Every year, over 21,000 babies are stillborn in the U.S. By illuminating a building or bridge in your community, you can help raise awareness and support families impacted by stillbirth.

How to Participate:

Step 1: Choose Your Landmark

Identify a building or bridge in your community that you'd like to request for illumination. Here are a few tips:

- Use Google or city of commerce websites to find contact details.
- Reach out as soon as possible.
- In smaller towns, City Halls may be willing to accommodate your request.
- If possible, request teal and/or purple lighting.

Step 2: Notify Us

Once your request is confirmed, fill out [this quick form](#) to let us know. This helps us share your efforts and spread the word about the collective efforts of stillbirth prevention advocates around the country!

Step 3: Host a Community Event (Optional)

Consider organizing a gathering outside the illuminated landmark. This could include a group photo and a brief remembrance ceremony. Consider contacting local media to broaden the impact of your event. Media coverage is a powerful way to raise awareness about National Stillbirth Prevention Day.

Step 4: Share on Social Media (Strongly Encouraged)

Share on social media and please tag us and any other organizations who support stillbirth prevention efforts so we can share your amazing efforts! You can also tag your elected officials to show your appreciation as well! Our handles are:

[@shineforstillbirth](#) and [@healthybirthdayinc](#)

Thank you for your support in making a difference. Together, we can increase awareness and foster a supportive community for those affected by stillbirth.