

### RFM = reduced fetal movements

Sometimes before a baby is stillborn the mother notices a change in the baby's movements - if mothers and healthcare professionals are more aware of this, it may be possible to prevent a stillbirth or a baby dying shortly after birth.

KNOCK - KNOCK



### The AFFIRM care package

A leaflet about noticing baby's movements and when to seek medical help; training for healthcare professionals; extra growth scans; and an offer of induction of labour for women with RFM.

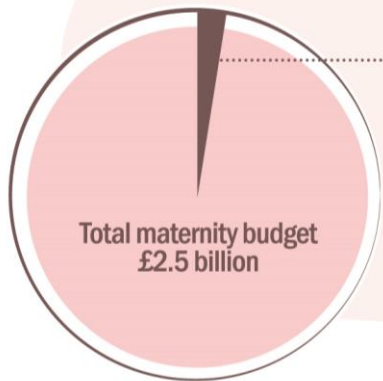


### After the care package was implemented

More women went to hospital when they noticed RFM and more labours were induced than before.

### 1 year cost to implement the AFFIRM care package

in Great Britain in relation to NHS maternity care budget

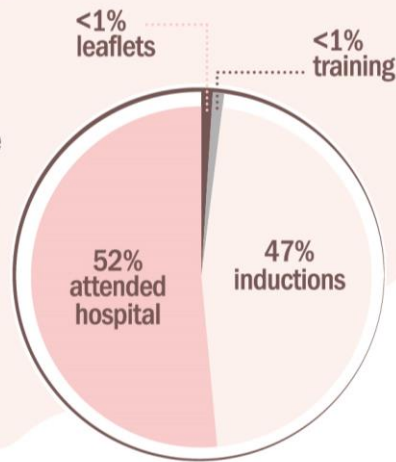


### Cost of AFFIRM £62 million

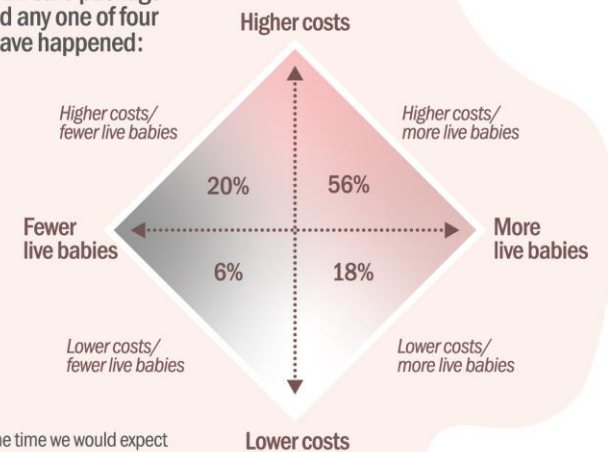
(this is 2.5% of the maternity budget and less than £100 per birth)

### Proportion of total cost to implement the care package

Most of the cost of AFFIRM was due to extra hospital visits and inductions of labour.



### After the AFFIRM care package was introduced any one of four things could have happened:



Most (56%) of the time we would expect the AFFIRM care package to cost more, but there would be more live babies.