

H.E.A.R.T.strings Perinatal Bereavement Office Year-end Report FY22

Direct Patient Support:

- Served over 370 families with perinatal losses in L&D and SCN on all four campuses.
- In addition to those numbers, we provided support to patients in the ED and Surgical Services, as well as Women's Surgical Unit.
- We also served families from around the country who joined our online support groups, called or emailed the office for support, or asked for a Reagan Marie bear to be sent to them. Our online support groups served over 250 families this past year.
- We hosted a virtual monthly support group, Caring & Coping, which served 120 families.
- In October 2022, we hosted approximately 650 people at our 17th annual Atlanta Walk to Remember, an event that is funded through sponsorships and donations. We raised over \$15,000 in sponsorships, increased awareness for Pregnancy & Infant Loss Awareness Day and worked with March of Dimes to provide meals for staff.
- Our H.E.A.R.T.strings Companions, a peer-to-peer mentoring program which trains parents to be matched with the newly bereaved for one-to-one support, remains active with new mentors added and new families served.
- We continued to partner with various organizations, including the Smocking Guild of Atlanta, Tiny Stitches, and the Northside Auxiliary, to provide donated gowns and keepsake items for families.
- Our key patient resource, the "Survival Guide: Information & Guidance For Your Loss", was a Gold Award Winner in the Patient Handbook Category of the 35th Annual Healthcare Advertising Awards. Out of 4,000 entries, Gold Awards were given to 360 entries.
- We created a new patient resource, "The H.E.A.R.T.strings Consult", a guide for our palliative care families that helps to prepare them for their consults.
- Our Rainbow P.A.L.S. Program provided it's new "Rainbow Baby Journal" for parents experiencing a pregnancy after loss and provided over 100 rainbow baby packages.
- We continued a partnership with Mothers' First to train staff and develop a protocol that now enables us to provide private childbirth education for palliative care families.
- We partnered with Customized Communications to format and offer a bereavement app through the Yomingo platform, which will complement our Survival Guide and serve as a valuable resource for our families.

Staff Training & Support:

- We provided hospital-based bereavement and palliative care training to staff members from 5 different departments across 3 campuses, including hosting several virtual workshops for staff, an NPIC webinar, presentations at both the AWHONN Georgia Section and Orange Conferences.
- Added over 25 staff members to the Good Grief Club, a program that acknowledges excellent and compassionate perinatal bereavement care.
- Our Butterfly Garden continues to serve as an area for staff respite.

Thank you for helping us to achieve these goals!
Melissa, Brigitte, Leah, Christina, Tina, Eve & Tonya