

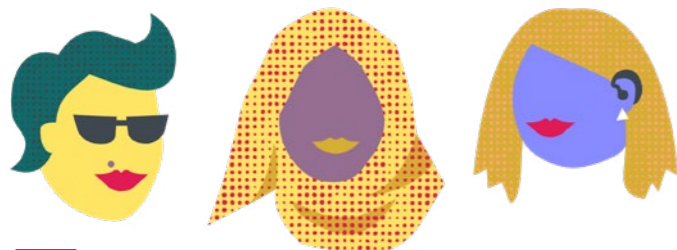
Our impact in 2019-20

Our email advice service responded to

389 

enquiries up from 205 the previous year – an increase of **90%**.

With Mumsnet, we surveyed over **1,000 women** on information and decision-making in antenatal care.



We reached over

1,600

professionals through our training and other events.

With NHS England, we delivered a webinar to **60 Maternity Safety Champions** on rights-respecting care.

birthrights

Our factsheets webpage was viewed

16,113

times – up from 8,661 in the previous financial year, an increase of **86%**.

We secured over

25 

pieces of media coverage.

We partnered with **two specialist charities** to upskill birth workers who support refugee, asylum-seeking and trafficked women.

At the start of the pandemic, we **influenced Trusts** to reverse harmful decisions restricting birth partners, home births and maternal request caesareans. 

Our online coronavirus info had

12,775

views in March 2020.

Protecting human rights in childbirth

Our joint campaign with bpas and fertility charities led to South East London Trust **reversing their ban** on NHS-funded IVF for single women.



We secured restricted income of almost £108,000 and unrestricted income of over £50,000, taking **overall income to £158,080** in 2019-20 – a **13% increase**.

Our social media reach grew to

13,400

Twitter followers (up from 11,000) and **9,905 Facebook followers** (up from 7,500)



85%

of training participants said what they had learnt would change the way they practice – up from 81% last year.

We launched **one high-profile legal challenge** to the government's decision to delay the annual maternal mortality report during the election – with coverage on BBC Today and in The Times and The Independent.



At least **five national and local decision-makers** committed to policy actions from our new report with Birth Companions on multiple disadvantage.

Over

87% 

of our expenditure went on delivering our core charitable activities.