



Campion Coaching & Consultancy

Pregnancy Loss Bereavement at Work

‘What Good Looks Like’ Checklist

A practical tool for HR, Wellbeing, and DEI teams to sense-check your organisation’s approach to pregnancy loss bereavement support.

www.campioncoachingconsultancy.com

‘What Good Looks Like’ Checklist

Use this checklist to sense-check whether your organisation’s approach to pregnancy loss bereavement support is clear, compassionate, and safe in practice.

Policy and Language

☐	Pregnancy loss is explicitly recognised within bereavement or family leave policy
☐	Language is clear, compassionate, and non-minimising
☐	Entitlements are stated plainly, without requiring justification or disclosure
☐	Policy applies consistently across roles, grades, and contracts
☐	Policy is easy to find and understand

Manager Readiness

☐	Managers know what to say, and what not to say
☐	Privacy, consent, and boundaries are clearly understood
☐	Guidance exists for initial and follow-up conversations
☐	Managers know when and how to involve HR
☐	Support does not rely on individual discretion alone

Communication and Awareness

☐	Employees know support exists before they need it
☐	Information is shared sensitively and proportionately
☐	Communication avoids performative or tokenistic approaches
☐	Individuals are not expected to educate others



Support Beyond Leave

☐	Return-to-work is planned, not assumed
☐	Check-ins are offered without pressure to disclose
☐	Flexibility and workload are reviewed where appropriate
☐	Ongoing impacts (e.g. triggers, anniversaries) are recognised



What Next?

If this checklist has highlighted gaps, that is not a failure. It is a starting point. Most organisations want to do the right thing. The difference is having the right guidance, confidence, and structures in place to follow through.

I can help with:

Pregnancy and Baby Loss Guidance

Creation or review of your organisational guidance for staff and managers. Trauma-informed, evidence-based, and developed using Tommy's charity principles.

Manager Training

Practical, confidence-building sessions helping managers know what to say, understand privacy and boundaries, and support return-to-work conversations.

Baby Loss Support Groups

Facilitated monthly support groups for employees, delivered as open or closed cohort models with optional 1:1 coaching.

Parents and Carers Network

End-to-end support to design, launch, and sustain an employee network that makes a genuine difference.

About Clare Campion

20 years in HR and organisational development. Equality Champion Award 2022. Led a Parents and Carers Network (250+ members) for 4½ years. Partnered with Tommy's charity on pregnancy and baby loss guidance, including coordinating a recorded webinar for HR and managers. Qualified coach and DISC practitioner. Lived experience of baby loss informing trauma-informed, authentic practice.

I offer a free initial consultation to understand your organisation's needs.

Book a discovery call: www.campioncoachingconsultancy.com/booking-calendar/discovery-call

Compassion. Clarity. Practical Action.



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