



# Impact Report

## April 2024 – March 2025

**Bliss**  
for babies born  
premature or sick



Bliss champions the right of every baby born premature or sick to excellent neonatal care, experience and outcomes. We achieve this by improving care, giving voice to babies, and supporting parents to be partners in care.

This year has shown – more vividly than ever – the power of a united neonatal community. Thanks to the dedication of parents and carers, healthcare professionals, supporters and partners, Bliss has been able to walk alongside families when they need us most and make even more of a difference for the babies born premature or sick that we are here to serve.

### Supporting parents and carers to be partners in their babies' care

Evidence is clear that babies do best when their parents are partners in care, playing a hands-on role – but that the neonatal journey is an often-overwhelming one. More than 128,000 families turned to our digital information for reassurance and guidance, while 6,567 parents received face-to-face support from our cot-side volunteers and 1,837 found community in our private Facebook group. Each connection represents a hand held and a voice heard, giving parents the knowledge, confidence and support they need to be partners in their baby's care.

### Professionals empowered to deliver family-integrated care

Through seven specialist webinars we equipped 1,523 healthcare professionals – a 67% increase on views from last year – with the insight and confidence to champion Family Integrated Care, designed to put parents at the heart of care, on their units. Our Baby Charter quality improvement programme now shapes practice in 45% of UK neonatal units, benefiting more than 20,000 babies over the last 12 months.

### Policy that keeps parents and babies together

After years of campaigning, the Neonatal Care (Leave and Pay) Act secured up to 12 weeks of paid leave for an estimated 60,000 parents every year – a landmark step towards ensuring that every baby can have their parents at their cot-side when they need them most.

### Generosity that fuels our impact

None of this would be possible without you. From all of our fundraisers, including our 6,303 Facebook challengers, Trusts and Foundations donors, Corporate Partners and everyone who has donated to Bliss. It is your energy and kindness that will continue to light the way forward.

Looking ahead, our vision remains clear: to ensure every premature or sick baby has the best chance of survival and quality of life. With your partnership we will continue to champion the right of every baby born premature or sick to excellent neonatal care, experience and outcomes.

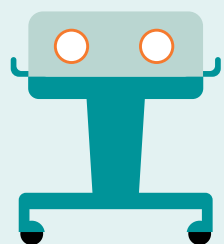
Thank you for standing with us – on the unit, in Parliament, on the start line, and in countless everyday acts of solidarity. Together, we are making every day count for the smallest and bravest among us.

Caroline Lee-Davey  
Chief Executive, Bliss

# Our achievements



**128,587**  
parents/carers  
accessed  
our online  
information



**6,567**  
families received  
cot-side volunteer  
support



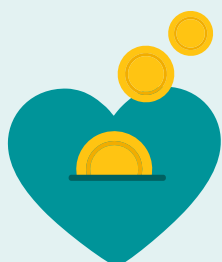
**1,523**  
healthcare  
professionals  
viewed our  
webinars



**45%**  
of UK neonatal units  
now engaged with  
the Bliss Baby Charter



**£801,691**  
raised by 6,303  
Facebook challenge  
participants



**Up to  
60,000**  
parents a year will  
benefit from new  
Neonatal Care  
Leave & Pay

"I loved seeing so many  
people move for tiny babies  
– and knowing every mile  
meant more support for  
families like ours."  
**Facebook Challenge participant**





**For Parents**

Bliss is here the moment a baby is born premature or sick – and long after a family leaves the neonatal unit. Evidence shows that outcomes for babies are improved when parents are partners in their baby's care. Bliss' work to support parents and carers across the UK helps them to be better informed, more confident and less isolated, helping them to be hands-on carers and partners in decision making.

Our online information is accessed throughout the United Kingdom in variety of ways to suit the needs of the family:



**174 pages** of informative online content on the Bliss website



**128,587 families supported** through the website



**14,845 printed guides** made available to parents at a time and a place when they needed them.



**6,567 families supported** by cot-side champions



**1,837 members** in our private peer-support Facebook group



**557 parents received** one-to-one email support

**"Sharing my story with Bliss has been a vital part of my healing – and helps other parents too." – Aisha**

### Bliss' Printed resources

*About Neonatal Care* is a comprehensive, 80-page booklet provided free of charge to families to support them during their time in neonatal care. It provides information on what neonatal care is, how it works and what they may experience in terms of tests and procedures.

**"The Bliss booklet was the most useful thing we had." – NICU mum**

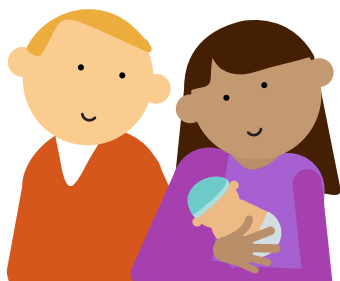
*Going Home* is a 19-page printed booklet which is distributed, at no charge, to families who have spent often a long time on a neonatal unit with their baby and are preparing to leave and start life as a new family. This guide helps prepare and support families leaving the neonatal unit with their premature or sick baby at a time when they may be feeling excitement alongside anxiety.

**"I was given [Bliss'] *Going Home* guide...it was something that was massive for me to have...When they said they were taking all the monitors off, I said "How am I going to know if they are breathing at night?"... you become so reliant on them, every beep. So having that guide was such a reassuring measure, and I took it with me and it gave me literature to look back on and build my own confidence with D at home." – NICU parent**

We regularly ask our service users about the impact of our work. As well as an annual impact survey we ask all parents and carers visiting our website to tell us how much Bliss has helped them to support the needs of their babies.

#### Parents and carers who are on the neonatal unit:

**89%** told us that we helped them to be better informed about neonatal care



**87%** told us that we helped them to feel less isolated

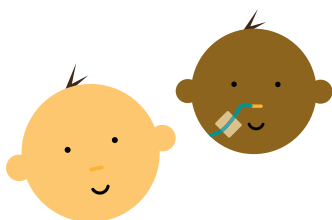
**92%** told us that we helped improve their confidence in caring for their baby

**90%** told us the information or support we provided helped them to be partners with the care team looking after their baby

**81%** told us the information or support we provided helped them to feel prepared to leave the unit

#### Parents and carers who have returned home with their baby from the neonatal unit:

**92%** felt that they knew more about what to look out for when it came to their baby's health



**86%** felt that they knew more about who to contact if they were worried about their baby's health

**92%** felt more confident to support their baby's development

**"Bliss resources explain things in simple language – invaluable when I discharge families." – Senior neonatal nurse reviewer**





**For Healthcare Professionals**

**Family Integrated Care (FICare) is a model of care for babies born premature or sick which promotes a culture of partnership between parents and carers and healthcare professionals working to care for babies on the neonatal unit.**

**Babies experience less pain and have better short and long-term health outcomes when their parents are partners in their care. This is why Bliss works with healthcare professionals to provide tools and resources to support them to deliver Family Integrated Care in practice.**

This includes the Bliss Baby Charter, which defines and helps units establish the foundations of FICare. Bliss also provides training which brings together healthcare professionals and parents/carers to learn about key topics related to FICare, such as the role of Allied Health Professionals (AHPs) in enabling partnership in care.



**1,523 HCPs viewed** our AHPPP webinar series in 2024-25

**45%** of the UK's neonatal units working with the Bliss Baby Charter

**20,368 babies** cared for in accredited units during the year

**33 clinicians** co-designed new parent-facing resources including our *About Neonatal Care* booklet.

### **Bliss' Webinars for Healthcare Professionals**

In 2025 we produced a report highlighting the importance of Allied Health Professionals, Psychologists and Pharmacists (AHPPPs) in facilitating FICare and providing developmentally appropriate care. To see the report [click here](#).

We identified that there is a lack of understanding about AHPPP roles on neonatal units. We sought to address this by creating a series of webinars featuring each specialism – Psychology, Physiotherapy, Dietetics, Speech and Language Therapy, Occupational Therapy and Pharmacy.

Each webinar featured parents discussing their own experiences with particular emphasis on the impact a relationships with AHPPPs had on supporting them to be partners in their baby's care.

**"Hearing from a parent is always enlightening as you get the real impact from their perspective of the support that they have received." – Webinar attendee**

**"Hearing the positive impact of the occupational therapist's role on the parent ignites the passion even more." – Webinar attendee**



## Bliss' Baby Charter

Bliss' Baby Charter is a nationally-recognised quality improvement programme which supports neonatal healthcare teams to review and improve the procedures, practices and environment of a neonatal unit. The Baby Charter improves FICare on neonatal units by supporting healthcare professionals to empower parents to be primary caregivers through joint decision-making and hands-on care, as well as understanding families' needs and availability in order to provide individualised care.

There are four levels to Baby Charter accreditation: bronze, silver, gold (accreditation) and platinum (re-accreditation). Four units have achieved gold and platinum this year.

**"In the East of England, we have seen an improvement in access for families and their wider support network, helping to nurture healthy family bonds. Barriers to achieve this access have been removed with the use of the Bliss Baby Charter, for example: free parking for all families and access to facilities through benchmarking units within the East. Bliss have been instrumental in supporting units to achieve and celebrate the excellent work each unit does. The Bliss Baby Charter is a structural model to help teams understand the philosophy of family centred care and the concept of family integrated care." – East of England Care Coordinator**

Betty Mansell Ward, Maternity Tri  
& Women's Diagnostics Unit

Lift D



Neonatal  
Intensive Care



For Policy Makers and Researchers

Our evidence and lived-experience voices drive systemic change by improving the policies which guide neonatal care. We support policymakers to tackle barriers such as the financial costs of having a baby in neonatal care.

Our work with researchers helps improve their work through the inclusion of diverse parents and carers' experiences.

**Neonatal Care Leave & Pay now law** – helping 60,000 parents annually. We support policymakers to tackle barriers such as the financial costs of having a baby in neonatal care including, notably, Neonatal Care Leave and Pay becoming law in 2025 following years of Bliss campaigning.

**3** community listening events deepening our understanding of health inequality in order for us to provide the support and resources needed.

**2,366 people joined** our digital involvement polls & surveys

**Input to 25** neonatal research projects in 2024-25

"I hope this new leave gives parents time to navigate an incredibly stressful period." – Peter, neonatal dad

### Families Kept Apart: Overnight accommodation for parents

In 2024, we launched a campaign *Families Kept Apart* across England, Scotland and Wales to push the Government to commit to investment needed to support parents to stay overnight with their baby in neonatal care. The campaign was featured on [ITV](#) and [BBC News](#).

As we approached the official start of the change in employment law to reflect the new NCLP Act, we hosted a celebratory event in Westminster to raise Bliss' priority issues, and to build new relationships and strengthen existing ones.

The event was attended by eighty passionate individuals including Parliamentarians, healthcare professionals, neonatal parents and Bliss' community partners – and included speeches from Oti Mabuse, Lady Sarra Høy, Dr Ngozi Edi-Osagie and Bell Ribeiro-Addy MP.

Speaking of her support for Bliss' work, Oti said: "For us as parents it was so hard for the eight weeks she was in hospital – she was so tiny and so sick, and everything was overwhelming and really scary. We didn't get to hold our daughter for almost a week, and the whole experience is completely different to what you are expecting."





We are proud of the impact we made last year but we know there is still so much work to do to ensure every baby has the best chance of survival and quality of life.

If you'd like to join us in our mission, whether through fundraising, lobbying your MP, volunteering at a Bliss event or cheerleading Bliss on social media, we'd love to have you in the Bliss family.

**Join the family, search Blisscharity**



Registered charity no. 1002973 Scottish registered charity SC040878