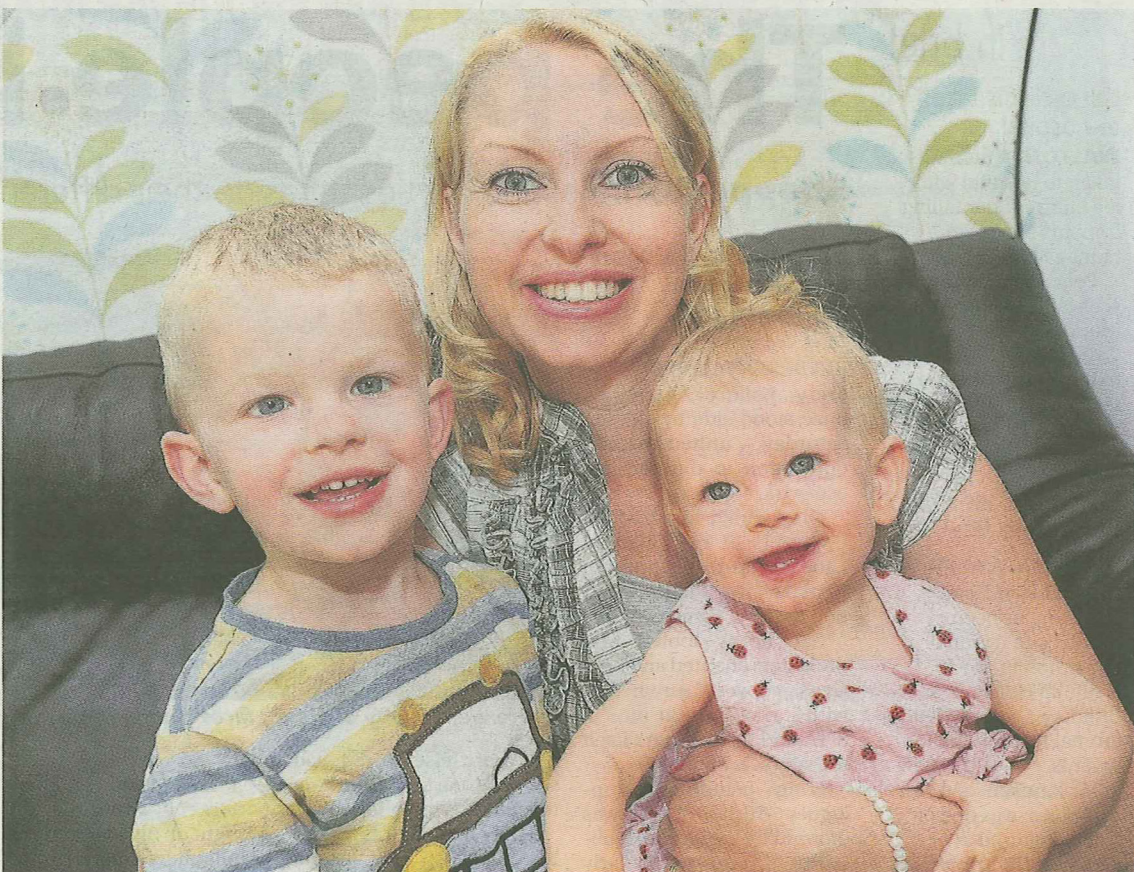


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Darren Pepe
H1144056

Fighting to end the heartache of stillbirth: Mum Heidi Eldridge with her children, Tobiah and Tilly.

Charity mum in shock at award nomination

A STILLBIRTH charity founder from New Haw has been shortlisted for a national award previously won by JK Rowling, Davina McCall and Judi Dench.

Heidi Eldridge has been shortlisted for an Inspiration Award for her work in creating Mama Academy and fronting a national stillbirth prevention campaign.

Mrs Eldridge, 33, said: "To be honest, I'm still in shock at being nominated, let alone shortlisted for an Inspiration Award.

"It is such an honour to be recognised alongside

others such as Davina McCall, JK Rowling and Dame Judi Dench.

"I feel so undeserving of this award but really hope it helps to raise awareness of our little charity so we can help more babies arrive safely.

"I don't know who nominated me but I am extremely touched and thankful to receive recognition of our work and I'm very blessed to have such a great team of volunteers so passionate about making a difference to parents and their precious families."

Heidi formed the charity after losing her first son, Aidan, to stillbirth in 2009, when she was 36 weeks pregnant.

Mama Academy became a local source of information and support and, four years on, is now nationally known.

Its Made to Measure campaign was launched this June.

The charity is working with hospitals to monitor the growth of unborn babies in the hope of preventing stillbirths.

Mrs Eldridge said: "We

are pressing on with our campaign and at the end of the month will be launching our wellbeing wallets for expectant mums.

"The wallets are for the women to keep their notes in and educate themselves with pregnancy information while they wait for their midwife appointment.

"We hope these will also help reduce baby loss in the UK."

Along with running the charity, Heidi works part-time and is a mum to Tobiah, three, and one-year-old Tilly.