



## Press Pack 2020

The Ectopic Pregnancy Trust is a world-class charity based in the UK specialising in ectopic pregnancy. We exist to support women and their families through this traumatic time. We strive to raise awareness of the condition and to improve diagnosis and treatment by representing the patients' voice to the medical profession and influential groups like the government and journalists.

### What is an ectopic pregnancy?

An ectopic pregnancy is a pregnancy that implants outside the uterus. The most common site for this is in a Fallopian tube, which transports the embryo (egg) from the ovary to the uterus. As the pregnancy grows, it causes pain and bleeding and, if not treated quickly, will eventually rupture and cause internal haemorrhaging which can sometimes lead to death.

### Key statistics

- 1 in 80 pregnancies are ectopic.
- Approximately 12,000 women suffer an ectopic pregnancy each year in the UK, but due to how statistics are recorded, this is thought to be an underestimation.
- It is the leading cause of death in early pregnancy.

### Our vision

The Ectopic Pregnancy Trust believes:

- no woman should die from an ectopic pregnancy;
- any woman of child-bearing age who displays symptoms should be considered at risk of ectopic pregnancy until proven otherwise to maximise the speed of diagnosis;
- women who are diagnosed with an ectopic pregnancy should receive as many treatment options as the stability of her medical condition allows; this includes conservative management, medical treatment with methotrexate, and surgical treatment;
- it should be universally recognised that early diagnosis enables treatment choice, preserves fertility and enables a woman to feel a greater degree of control over her medical condition. This commonly reduces the emotional impact of the ectopic pregnancy;
- it should be universally recognised that the emotional effects of losing a baby far outweigh the physical condition even in the early stages of pregnancy; and
- all women and their families who have suffered an early pregnancy complication have access to all of the information and support they need to aid their physical and emotional recovery.

## Our aims

The Ectopic Pregnancy Trust's strategic aims are:

- to **provide information and support** to all persons affected by ectopic pregnancy and other early pregnancy complications and the healthcare professionals who care for them;
- to **advance education and to promote awareness** of ectopic pregnancy and other early pregnancy complications among the medical profession and wider public; and
- to **support research** into ectopic pregnancy and other early pregnancy conditions.

## To fulfil our aims, we work hard to:

disseminate **our patient information suite** to hospitals across the UK. A trusted resource, this includes posters on physical and emotional aspects of ectopic pregnancy as well as patient packs and leaflets to be handed to women and families experiencing ectopic pregnancy. The suite contents signpost to our support services and was Highly Commended in the 2019 BMA Patient Information Awards.



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**Patient information awards**  
Highly commended

*'a wealth of information, support and hope to sufferers of ectopic pregnancy' – BMA Awards Reviewer commenting on the EPT's patient information suite*

- provide a **valuable resource through our [website](#)**. It includes sections on the [definition](#) of ectopic pregnancy, [symptoms](#), [diagnosis](#) and [treatment](#), [physical](#) and [emotional](#) recovery and [trying to conceive again](#) as well as information for [partners](#).
- facilitate a **supportive online community** through our message-boards and respond to emails.
- respond to thousands of queries via **email and our call-back service** helpline.
- **represent the patients' voice**, as stakeholder for updating the NICE clinical guideline on Ectopic pregnancy and miscarriage: diagnosis and initial management.
- **collaborate closely with other charities and organisations to improve care** throughout the path to parenthood before, during and after pregnancy and after losing a baby or pregnancy. This includes as part of the Pregnancy & Baby Charities Network, Baby Loss Awareness Alliance and the All-Party Parliamentary Group (APPG) on Baby Loss.

## Working with newsrooms and journalists

**Raising awareness about ectopic pregnancy through the media is essential.** Awareness of symptoms among the general public leads to women seeking medical help earlier, facilitating rapid diagnosis, which may result in less invasive treatment options. This can help a woman make decisions about her treatment, reduce emotional trauma, and often preserves a woman's fertility level.

The Trust can assist newsrooms with information and stories on ectopic pregnancy, early pregnancy complications, and pregnancy and baby loss. The Trust can also put journalists in touch with women and families whose lives have been affected by ectopic pregnancy and pregnancy and baby loss and who can give first-hand accounts of the condition and its legacy, as well as being able to share some heart-warming stories of hope following ectopic pregnancy.

## Further information

**Website:** [www.ectopic.org.uk](http://www.ectopic.org.uk)

(includes information on symptoms, diagnosis, treatment and recovery)

**Office line:** 020 7096 1838

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Ambassadors: Amanda Redman MBE, Michelle Gayle, Susan Penhaligon, Phillip Cairns and Charlotte Crosby

Trustees: Alex Peace-Gadsby OBE (Chair), Shabana Masavi (Treasurer), Chris Woodward, Professor Tom Bourne, Professor Andrew Horne, Miss Julie Price, Caroline Foster, Miss Suzanne Hollamby and Sam Gold