

# Twins trust.

**We support  
twins, triplets  
and more...**

**News release**

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## **Charity says new name Twins Trust will lead to more help for families**

Twins Trust, formerly known as Tamba (the Twins and Multiple Births Association) has rebranded with a new name and website launched in celebration of its 40<sup>th</sup> anniversary.

The name Twins Trust was chosen to help the charity reach even more parents and maintain itself as the only charity in the UK offering support to families with twins, triplets or more.

Twins Trust also funds research, campaigns to save babies' lives and runs a membership scheme which offers families access to many discounts.

Keith Reed, CEO of Twins Trust, said: "We have set ourselves new ambitious targets which we expect to achieve by 2022.

"By securing further uptake of our world-first Maternity Engagement QI Project we want to save 580 babies' lives and stop 1,100 babies needing neonatal care.

"Through our support services team we want to reduce 8,300 expectant parents' anxiety and prevent up to 800 from developing postnatal depression. We also want to support 7,500 concerned or upset parents.

"With our new website, new name and presence on social media we can ensure that Twins Trust is the first place our families go to for information."

Twins Trust President Judi Linney MBE was one of the founders of the charity and said: "Many of the issues facing twin, triplet and higher order birth families in 1979 are still relevant today.

"I am delighted with the new name Twins Trust, which has the strapline we support twins, triplets and more. It is clear and recognisable and can be easily searched for online, which is a lifeline for so many people.

"The charity has grown enormously over the years and developed into such a wonderful resource which helps so many families and health care professionals.

"Its campaigning work and research into devastating conditions such as TTTS (Twin to Twin Transfusion Syndrome), especially in higher order pregnancies, means multiple birth families have a voice.

"As a twin mum myself who went through a very difficult birth, I think it is marvellous to know there is still an organisation fighting to make things better for families of twins, triplets or more."

Chair of Trustees Krista Pound said: "I can't tell you how excited I am about the new name and what it will mean for our families. When you only have a few seconds to convince people to listen to you and get involved, it will make a world of difference.

"When we found our previous name was difficult for people to understand and therefore had an impact on achieving our goals, the big decision was made to investigate a name change.

"Twins Trust shortcuts that process by providing context in its name alone. The new name and strapline will allow me to gather more support for the work of the charity, which will continue to offer the same great service helping families with twins, triplets and higher order multiples.

"I'm proud of our achievements as Tamba but our ambitions are high and we need to follow a new path as Twins Trust in order to reach them."

Dr Surabhi Nanda, Consultant in Maternal Fetal Medicine at Guys & St Thomas' NHS Foundation Trust, said: "Twins Trust is a clear and easily identifiable name to engage with healthcare professionals.

"It provides the charity with better visibility to the government and other national and international bodies like Royal Colleges and specialist societies, thereby providing a platform to have greater influence over future policies that may affect families with twins, triplets or higher order multiples.

"A poster or a leaflet in clinical areas with the name 'Twins Trust' accompanied with the strapline of 'we support twins, triplets and more' is succinct and will immediately stand out to the families it supports.

"It will be a welcome and easily adopted change among the multiple pregnancy families that we look after."

## **Notes to Journalists**

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Twins Trust is the only UK-wide charity dedicated to improving the lives and wellbeing of families with twins, triplets or more. Representing 20,000 members and 100 local clubs in the UK, Twins Trust provides help and support to both parents and professionals to meet the unique challenges faced by multiple birth families. We invest in research to save lives, change lives and create better futures for multiple birth families. We also run a unique quality improvement project at Maternity Units to help with adherence to NICE multiple birth guidance.

For further information, please visit [www.twinstrust.org](http://www.twinstrust.org)

1. Follow us on: Twitter/Facebook/Insta @twinstrust
2. For confidential and emotional support for families with multiples, please call Twinline which is staffed by trained volunteers that are parents of multiples and can offer support on sleeping, feeding, crying, behaviour, discipline, school issues or special needs. It is free to call on 0800 138 0509 and is open Monday to Friday from 10am–1pm and from 7pm–10pm.