



- SUPPORTING TWINS, TRIPLETS OR MORE

FAQs

We have changed!

We have chosen our new identity to help us to reach even more people: parents, carers, health professionals who need a wide variety of help and support with twins, triplets and more. Importantly, with greater reach, we will further improve outcomes and the well-being of multiple birth families.

Through this greater engagement we will achieve our objectives to:

- Save 580 babies lives
- Stop 1,100 babies needing neonatal care
- Reduce 8,300 expectant parents' anxiety and prevent up to 800 from developing PND
- Support 7,500 concerned or upset parents
- Be the first place our families go to for information

All by 2022.

Why a new name?

Twins Trust is clear and simple, supporters will instantly be aware of who the charity supports. Having the word twins in our name will:

- catch your attention if you are expecting multiples
- enable you to find us so much more quickly through a Google search - if you have just found out you are expecting twins, you'd pop the word twins in Google - 36% of families find us online
- Healthcare professionals that look after multiple pregnancies are more likely to initially engage with an organisation that has twins in the name
- The word 'twins' will capture people's interest quicker
- Make us more visible to Government bodies thereby enabling us to have greater influence over future policies which affect our families.

- In addition, we will ensure that triplets and higher order multiples know they are also supported; we have added triplets into our strapline for the first time ever – ‘supporting twins, triplets or more’. The name change will help us to attract more families and funding and therefore help even more twin, triplet and higher order families, as well as health professionals.
- Tamba is a name held dear to many connected with it, but to anyone not connected with it, the name is without meaning and requires explanation. To anybody outside of the healthcare profession the word multiples is a word that means many things - twin, triplet and quads are not something many would say if asked to describe multiples.

Frequently asked questions

Why did we decide to have a new identity?

We wanted to have a name that was simple, clear and self-explanatory.

We have worked hard to create a new name and a new design based on consultations with long-standing supporters, families and healthcare professionals.

After more than 40 years as Tamba, changing the charity’s name was a decision not taken lightly. The charity has achieved so many great things for multiple birth families. With the multiple birth rate still at an all time high, we have chosen our new name to enable us to reach and support even more families with twins, triplets and more.

Devastatingly a multiple birth baby still dies nearly every day. Twin to Twin Transfusion Syndrome (TTTS) continues to destroy lives. TTTS is a life-threatening condition which affects 10 to 15 per cent of identical twins who share a placenta. Multiple birth babies are six times more likely to have cerebral palsy. Admission to a neonatal intensive care unit, which is far more common in multiples and the separation entailed in that, can lead to considerable anxiety which may last for up to 3 years. Rates of Postnatal Depression (PND) were found to be higher in both mothers and fathers of multiples at two months and at two years postpartum and, for mothers of triplets, even at 4 years.

This is unacceptable and we are doing all we can to change it. Our new identity will help us do so. Through greater engagement with families, health professionals and policy makers we will continue to improve lives and to save lives.

Why have we changed our name?

In short, to improve more lives and to save more lives of twins, triplets and more. We are significantly investing in our website this year, and as it has been over 30 years since we last reviewed our brand, we wanted to ensure that we continue to evolve in order to help us to increase awareness of the charity, particularly in the ever changing digital environment.

Ultimately it is driven by our ambitious objectives. In order to achieve these, we must: have greater awareness; reach more families; attract more funding, influence more health professionals and influence more policy. Our new name, Twins Trust and the re-fresh of our branding along with our

new website will enable us to do exactly this, without them, our ambitious objectives would not be achievable.

Why doesn't the new name mention triplets?

Twins Trust addresses the vast majority of those we support while Tamba was meaningless for those who didn't know us. And, for the first time ever, our strapline will include the word 'triplets'. It's our aim to attract more funding and donors which will mean we're able to help more families with triplets and higher order multiples.

Don't you support triplets or quads any more?

Absolutely we do! Our strapline, which will appear frequently with the name is 'supporting twins, triplets or more'. Although triplet and higher order multiples make up 1.5% of all our families, they contribute to 5% of all our support calls. Of the 200 families in crisis we have provided [practical support in the home](#) to 25% had triplets or more. Our [specialist factsheets and videos](#) just for these families continue to prove popular and we don't intend to change this.

The first clinical research we commissioned was to better understand [treatment needs in triplet pregnancies](#) and [our international priority setting partnership](#) explicitly calls for researchers and funders to focus on their needs.

We know that they have additional needs and the intention with the new name is to raise more awareness and money to invest in providing them with even more help.

How does the new name reflect what the organisation does?

Twins Trust along with new strapline – 'Supporting twins, triplets and more' clearly describes who the charity supports. The new branding is warm and friendly, encouraging supporters to turn to us first for information and support. It will also be easier for grant providers to understand what we do. Through greater awareness of our research and programmes, we will improve and save even more babies' lives.

How will our supporters respond to the new name?

Through our extensive research, we know our supporters will be excited by our new name. Our Founding President, Judi Linney, is incredibly supportive that we are enhancing and progressing this amazing charity which was started nearly 40 years ago. She is thrilled that this will enable us to reach many more families, secure more funds for research and support and have greater impact and influence on decision makers. Ultimately, improving and saving more babies' lives.

What informed our new identity?

We carried out a survey among 2,000 supporters, including twin and triplet families, volunteers, trustees, staff and healthcare professionals. We then ran staff and trustee workshops to gather their views. We held in-depth interviews with each department head & a trustee to ensure all departments were represented. We carried out research among key stakeholders for their views on the impact of a name change.

We commissioned a creative agency to use the feedback from the research to develop our new visual identity. The agency included parents with twins and higher order multiples.

We involved our Founding President, Judi Linney, all the way through the process to make sure we kept close to the original principles of the charity. She is really excited by our future plans.

What was the feedback from the research?

Lots of families liked the name Tamba but they also recognised that it didn't explain what the charity was about. Professionals felt similarly, and across both groups many respondents thought that something more descriptive would be more helpful.

The overwhelming majority of respondents were supportive of the new name and said it wouldn't change how they felt about the charity. This included families with triplets and more who were supportive of what we were trying to achieve and thought including triplets and more in the strapline was helpful.