

## Sunshine Beach Run raises over \$160,000

The fifth annual Sunshine Beach Run was the most successful so far with 1,219 participants turning up at City Beach, Perth, on 21 February to help raise \$161,000 for SIDS and Kids – a record for the event.

It was a lovely 29 degrees at the beach with light winds – great for the runners and walkers in the 1km, 3km and 5km events.

Members of the West Coast Eagles, including event ambassador Matt Priddis and captain Shannon Hurn, took part alongside families and teams from local schools and businesses.

"We look forward to more families and teams participating next year at the same time," said SIDS and Kids Chief Executive Leanne Raven. "A big thank you to our fantastic Major Sponsor HIF – we couldn't have done it without them."

The top fundraisers for the event were Rob and Lauren Movic, who raised over \$6,200, while The Pamphleteers made a corporate donation of \$10,000.

The Sunshine Beach Run was founded by West Coast Eagles physiotherapist Chris Perkin in 2012, after the tragic loss of his stillborn baby son Jake, and his wife Cindy just a week later.

The funds raised are critical to SIDS and Kids being able to deliver vital research, education and counselling services to families dealing with the sudden and unexpected loss of a child as a result of miscarriage, stillbirth or SIDS.



## CUA takes our Safe Sleeping Education online

Our partnership with CUA, Australia's largest customer owned financial institution, is an important partnership for SIDS and Kids. The partnership provides significant funding and volunteer support for our organisation nationally.

CUA have been instrumental in funding the expansion of our Online Safe Sleeping Education Package, an accredited training package aimed at health care professionals. Professor Jeanine Young, a member of the SIDS and Kids National Scientific Advisory Group, is taking a lead on the project. The online package was previously available only in Queensland and with the

support of CUA, we have been working on making it a national program tailored to each state and territory. The site will be relaunched in May 2016.

CUA have also promoted SIDS and Kids safe sleeping messages via social media and through staff involvement in the initiative.

CUA provides a steady stream of volunteers to SIDS and Kids - all of which save our organisation valuable time and money. We are indeed grateful for the support provided by CUA teams, their families and friends.

To find out more about CUA visit [www.cua.com.au](http://www.cua.com.au).



## Bid on incredible items in the Sydney2CAMberra auction

Join in the excitement of the live auction at the Sydney2CAMberra Finishers Function on Saturday April 9.

Check out all the amazing items for auction prior to the event at [auctions.eventaid.org](http://auctions.eventaid.org). Bid here for sought after items such as plates hand painted in 1996 by Michael Hutchence and Kylie Minogue.

Help fundraise and commemorate Graham and Nadine Belfield's son Cameron who was stillborn, as well as other babies who have died before, or soon after, birth.



Entertainment™ gives you access to thousands of **up to 50% off and 2-for-1 offers** for the best restaurants, cafés, attractions and theme parks. Also get exclusive prices for over 2,000 hotels and resorts that you can use whenever you like until 1 June, 2017. It's not just the fun stuff, you can also get 5% off on your groceries and petrol all year with WISH eGift Cards and 10% off on David Jones eGift Cards, sent directly to your email!

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**Thank you for helping SIDS and Kids help families.**





April 2016

## Action on Lake Charm

Held on Sunday 6 March at Lake Charm in Kerang Victoria, the Archer Eade Memorial Race 2016 proved to be a thrill seeking fundraiser weekend with a dinner and auction supporting SIDS and Kids. Raising just over \$16,000 this event has become an annual highlight and a must attend event on our calendar.

The highlight of the event: The Archer Eade Memorial Race was won by Paul Eade as he manoeuvred the Budlight Boat into pole position. Congratulations Paul!

We thank the Victorian Outboard Club and all racegoers for supporting SIDS and Kids. We give special mention to Dave Meades; the President of the VOC, Paul Eade and John Cooper - their passion, determination and dedication make this happen. We look forward to celebrating this achievement at your Presentation Dinner.



## Early Risers business breakfasts help make a difference

Early Risers is a monthly Business Breakfast managed by Karen Phillips Corporate Communications, and is the largest Women in Business Club in Queensland. The intention of the Club's events, along with the networking and business connection value, is to raise funds through raffles with proceeds going to SIDS and Kids.

Celebrating 22 years, and as one of Australia's largest women's networking organisations, the Club's five-star Women in Business Breakfast events are based on an edu-tainment format. An action packed 1.5hr program of fun, education, entertainment and networking, the program is entwined into a highly successful formula

which creates a unique and extremely successful live-show style event. The events are open to both members and the public.

The March event featured the extraordinary Rachael Birmingham from '4 Ingredient' cookbook, Hetty Johnston the fearless leader of Bravehearts and Associates and Professor Deborah Bailey the President of the Australian and New Zealand Association of Paediatric Surgeons.

Karen has been supporting SIDS and Kids for over 10 years and her contribution and extensive network have made a significant difference.

If you live on the Gold Coast and would like to attend the next event visit [www.earlyrisers.com.au](http://www.earlyrisers.com.au) to find out more.



Early Risers and Karen Phillips Corporate Communications proudly supporting SIDS and Kids in Queensland.

**sids**and**kids**®

## Support SIDS and Kids by buying an ABC Discount Card from our Shop Online.

You'll receive fantastic family discounts Australia-wide. Save on; toys, clothes, baby supplies, children's classes, entertainment, holidays, party hire, gifts, and more.

**Normally \$30 now \$20!**

Just use the code **SAVINGLITTLELIVES** at the checkout.

Your discount card can even be used in the SIDS and Kids Shop Online.

[www.sidsandkidsshop.org](http://www.sidsandkidsshop.org)



## Sleeping Conditions for Babies

SIDS and Kids is often asked by parents about appropriate sleeping conditions for their babies, such as what sort of bedding to use, and what room temperature is best.

These are important issues as babies control their temperature through the face and head. Sleeping baby on the back and ensuring that the face and head remain uncovered during sleep is the best protection from overheating and suffocation.

The association between overheating and Sudden Infant Death Syndrome has been known for several years. Current research suggests that if your baby becomes too hot, the risk of SUDI is increased. Overheating can be caused by room heating, high body temperature and excessive clothing or bedding.

Here are some answers to these questions and advice on safe sleeping. You can also refer to our new Information Statements, Bedding Amount Recommended for Safety Sleep, and Room Temperature which are available on our website at [www.sidsandkids.org/safe-sleeping/information-statements/](http://www.sidsandkids.org/safe-sleeping/information-statements/)

### 'What bedding should we place on baby when in a sleeping environment?'

- Sleeping baby in a safe baby sleeping bag will prevent bedclothes covering the baby's face.
- If using blankets instead of a sleeping bag, use layers of lightweight blankets that can be added or removed easily, and which can be tucked underneath the mattress.
- Soft bedding such as quilts, doonas, duvets, sheepskins or lambs wool, pillows and bumpers and fluffy toys should be removed from baby's sleep environment.
- Keep baby's head uncovered when indoors or in a car: no bonnets, beanies, hats or hooded clothing.

### 'Can we say exactly how many blankets to use when baby is placed in bed?'

- The simple answer is No – many factors need to be considered before deciding how much bedding or clothes should be used.
- Use layers and dress baby as you would for yourself: to be comfortable, neither too hot nor too cold.
- Dress baby for sleep and add/remove lightweight blankets to ensure baby's chest feels comfortably warm to the touch.
- Make up baby's bed so baby sleeps at the bottom of the cot and the blankets can only reach as far as baby's chest, ensuring baby cannot move down during sleep and get his/her head covered by bedding.
- Research has shown that baby's risk of dying suddenly and unexpectedly is increased if baby is sleeping on the tummy, and particularly under heavy bedding, or if baby's head becomes covered by bedding in any position.

### 'What temperature should the room be where infants sleep?'

- SIDS and Kids does not recommend a specific room temperature for healthy babies. To date, there is no evidence to show that maintaining a specific room temperature prevents sudden infant death and there is no evidence to show that thermal factors are implicated in SIDS as long as:
  - the baby is placed to sleep on the back
  - the baby is dressed appropriately for the room temperature (not over or under dressed)
  - the baby's head and face remain uncovered
- It is not necessary to monitor the room temperature or to leave the heating or cooling on all night or day as long as the baby is dressed appropriately for the room temperature

- To prevent overheating of infants, parents need to use their own judgement depending on:
  - where you live (the climate - whether it is summer or winter),
  - the temperature in the room where baby is sleeping
  - whether the infant has a cold or illness (hence raised body temperature).
- A good way to check baby's temperature is to feel baby's chest, which should feel warm (don't worry if baby's hands and feet feel cool, this is normal). If baby is sweating or has a red face, remove some bedding or clothing. This may be necessary if baby is unwell, in which case you should seek medical attention

### Best practice to avoid overheating

- Dress baby as you would yourself - comfortably warm, not hot or cold
- Use a baby sleeping bag
- Sleep baby on the back
- Ensure that baby's head and face cannot become covered
- If using bedcoverings, use layers of lightweight blankets that can be added or removed easily and which can be tucked underneath the mattress
- Remove baby's head covering as soon as you go indoors or enter a warm car, bus or train, even if it means waking the baby
- Never use electric blankets, wheat bags or hot water bottles for babies

For any questions you have about Safe Sleeping call 1300 308 307 during business hours.



## A Guide to Help Sleep Baby Safely

The SIDS and Kids Infant Safe Sleeping Child Care Kit provides teaching staff, educators, co-ordinators and staff employed by child care services clear evidence-based information on how to provide a safe sleeping environment to reduce the risk of sudden and unexpected death in infancy.

The Child Care Kit has been developed with the aim of increasing the educator's knowledge and understanding of the importance of using the safe sleeping principles in their own practice.

Order online at [www.sidsandkidsshop.org](http://www.sidsandkidsshop.org) and use code CCK in the shopping cart to receive 15% off.

Alternatively, download the order form at [www.sidsandkids.org/safe-sleeping/education-and-care-services/](http://www.sidsandkids.org/safe-sleeping/education-and-care-services/)

# ESSENTIAL INFORMATION

FOR CHILD CARE SERVICES



## CHILD CARE KIT

PRACTICE GUIDELINES FOR SLEEPING BABY SAFELY

**The Child Care Kit contains essential information and resources to assist Child Care Centres and Services to:**

- Evaluate current practices
- Conduct self-assessment
- Increase knowledge base and training for staff
- Support families during enrolment, orientation and with ongoing information
- Informative e-news updates



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Order your kit online at [www.sidsandkidsshop.org](http://www.sidsandkidsshop.org)  
enter **discount code 'CCK'** upon checkout. For more information  
or to request an invoice call (03) 8888 1657 or  
email [national@sidsandkids.org](mailto:national@sidsandkids.org)

### The SIDS and Kids Child Care Kit includes the following information:

- FAQ Safe Sleeping for Child Care Services
- A range of relevant information sheets covering safe sleeping topics including tilting and baby head shape
- Easy Read Safe Sleeping Brochures
- Tummy Time Brochures
- Wrapping Brochures
- Informative e-news updates
- Safe Sleeping Posters
- Safe Sleeping Policy
- Safe Sleeping DVD
- Emergency Response Procedures for child care centre staff
- Electro-static Safe Sleeping Sticker for display

The kit is presented in an easy to store box with dividers and a contents index for easy reference. The Safe Sleeping kit has been fully revised and updated and includes the new Sleep Safe, My Baby information suite launched by SIDS and Kids in May 2012.

For any inquiries about the Child Care Kit, contact Jill Green on 03 8888 1655.

## Experienced sewers needed for Treasured Babies Program

We are looking for volunteers and craft groups to support SIDS and Kids to make garments for our Treasured Babies Program, which provides support to families whose baby has died during the perinatal period.

The program is primarily funded by donations of fabric and materials and an incredible volunteer force throughout Australia.

To find out more about Treasured Babies and how you can support the program or donate fabrics and other materials please contact Lisa on (03) 8888 1608 or email [lisagelbart@sidsandkids.org](mailto:lisagelbart@sidsandkids.org)





## Melbourne schools needed to support recycling programme



Red Nose Goes Green is a clothing and collection programme that has been running across Melbourne for over six years with funds generated from the initiative supporting SIDS and Kids' safe sleeping education and support programs.

We have recently launched a campaign with Living Fundraisers that will assist Melbourne schools to fundraise and

also support SIDS and Kids. We call the campaign "Closet Cleanout" and we are asking schools across Melbourne to jump on board.

To find out more about how your school can be involved call 1300 473 366 or email [rngg@sidsandkids.org](mailto:rngg@sidsandkids.org).

## Recycle and show your support for SIDS and Kids

Red Nose Goes Green is a recycling program that runs across Melbourne taking donations of quality clothing, bric-a-brac, furniture and household items. We also take donations from businesses, wholesalers and retailers who have excess furniture or goods.

You can drop your donated goods off at these locations:

- Savers Store, 33 Albert Street, Footscray

- Chirnside Park Shopping Centre
- Parkmore Shopping Centre
- Red Nose Goes Green, 1E/981 Mountain Hwy, Boronia Vic 3155
- SIDS and Kids, 1227 Malvern Road, Malvern VIC 3144

To find out more or to book a collection from your home or business phone 1300 473 366 or email [rngg@sidsandkids.org](mailto:rngg@sidsandkids.org).



### **Sydney SIDS and Kids Lilyfield Red Nose Day Memorial Service 'Living Memories' will be held on Wednesday 22nd June 2016**

at the University of Tasmania, Building 103 Theatre (UTAS Rozelle Campus, cnr Church and Glover Streets, Lilyfield)

6pm – 7pm – Refreshments will be served  
7pm – 8pm – Memorial Service

RSVP by 17th June to  
[sydney@sidsandkids.org](mailto:sydney@sidsandkids.org)  
or by ph 02 8585 8700

### **Melbourne Remembering Day will be on Red Nose Day: Friday 24th June**

at St Michael's Uniting Church, 120 Collins Street, Melbourne. Service starts promptly at 10.30am Refreshments will be served following the services.

Please call SIDS and Kids on (03) 8888 1600 for further information.

### **Perth Memorial Service Sunday 26th June**

For further details please call SIDS and Kids on (08) 9474 3544.

**Registered Office:** SIDS and Kids, 1227 Malvern Road, Malvern, VIC 3144 ABN 81 462 345 159

<b>NSW</b>	Phone: (02) 8585 8700	Fax: (02) 8585 8791	Email: <a href="mailto:sydney@sidsandkids.org">sydney@sidsandkids.org</a>
<b>VIC</b>	Phone: (03) 8888 1600	Fax: (03) 8888 1691	Email: <a href="mailto:melbourne@sidsandkids.org">melbourne@sidsandkids.org</a>
<b>WA</b>	Phone: (08) 9474 3544	Fax: (08) 9474 3636	Email: <a href="mailto:perth@sidsandkids.org">perth@sidsandkids.org</a>
<b>QLD</b>	Phone: (07) 3849 7122	Fax: (07) 3849 7121	Email: <a href="mailto:queensland@sidsandkids.org">queensland@sidsandkids.org</a>

**Bereavement Support Line:** 1300 308 307

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



To keep up to date follow us on Facebook and Twitter.

# Help Save Little Lives this **Red Nose Day!**

**This year Red Nose Day will be held on Friday 24th June.**

With brand new Red Nose Day merchandise, exciting volunteer opportunities and fundraising events for schools and child care centres throughout Australia – this year with your help we can make our campaign a huge success.

## Shop the New Red Nose Products!

Meet the new Red Nose friends, the adorable plush toys 'Leroy Lyrics', 'Sally Sunshine' and 'Katie Cakes'. These playful characters will be available to purchase along with items such as pens, wristbands and funky baby bandana bibs – perfect for the fashionable baby or toddler. And we can't forget the iconic red noses – always a favourite to wear with pride on Red Nose Day!

To purchase product please complete the attached order form or go to our website **rednoseday.com.au**



## Team Footsquad

Be a part of the 2016 Red Nose Day Footsquad by volunteering your time to sell product on the 24th June in a capital city or shopping centre near you. For more information or to register your interest visit **rednoseday.com.au**



## Little Rockers Red Nose Disco

Child Care Centres across Australia will be rocking this Red Nose Day with the Little Rockers Red Nose Disco.

This fundraising event encourages child care centres across the country to host your own disco event on Red Nose day for just a *gold coin donation*.

Bop along to The Wiggles, Justine Clarke, Giggle & Hoot and more! For more information about Little Rockers Radio visit **littlerockersradio.com.au**



## Register your School

On Red Nose Day turn your school red to fundraise for SIDS and Kids. Put on your dancing shoes and host your own iHeartRadio Red Nose Disco – loads of fun to be had for only a gold coin donation. You can also sell Red Nose Day merchandise. To register your school visit **rednoseday.com.au**



## Do you Dare to Care?

Set yourself a challenge and ask friends and family to sponsor you through your own personalised online fundraising page. Choose a sporting challenge or something more daring and watch your fundraising tally grow. To create a fundraising page visit **rednoseday.com.au**



Visit **rednoseday.com.au** for more information on all the ways you can get involved in Red Nose Day this June.

### QTY Red Nose Day Mixed Product Box

- ☐ Red Nose Day Product Box @ \$201.00 per box  
6 x Foam Noses, 6 x Assorted Plush Toys, 5 x Pens, 5 x Stylus Pens,  
5 x Necklaces, 5 x Wristbands, 6 x Baby Bandana Bibs

### QTY Red Nose Day - Product

- ☐ Bag of 3 assorted Plush Toys @ \$18.00 per bag (Plush Toys sell @ \$6.00 each)  
☐ Bag of 5 Foam Noses @ \$15.00 per bag (Red Noses sell @ \$3.00 each)  
☐ Bag of 5 Necklaces @ \$40.00 per bag (Necklaces sell @ \$8.00 each)  
☐ Bag of 10 Wristbands @ \$30.00 per bag (Wristbands sell @ \$3.00 each)  
☐ Bag of 5 Stylus Pens @ \$25.00 per bag (Pens sell @ \$5.00 each)  
☐ Bag of 5 Pens @ \$25.00 per bag (Pens sell @ \$5.00 each)  
☐ Bag of 5 Donation Lapel Pins @ \$25.00 per bag (Donation Lapel Pins sell @ \$5.00 each)  
☐ Bag of 3 Baby Bandana Bibs @ \$21.00 per bag (Baby Bandana Bibs sell @ \$7.00 each)



Organisation/School

Contact Name

Delivery Street Address

Special Delivery Instructions

Phone

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I would like to order my product: ☐ on consignment

☐ pay upfront (no refunds available)

☐ I prefer to make a donation of .....

☐ I am interested in hosting a fundraising event, please contact me

Please accept my payment of: Amount \$ .....

☐ Cheque/Money Order, payable to SIDS and Kids  
SIDS and Kids, 1227 Malvern Road, Malvern 3144

Debit my:

☐ Visa ☐ Mastercard Card No.             Exp.   /   CVC.

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There are 3 ways to place your order

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[www.rednoseday.com.au](http://www.rednoseday.com.au)

**2 phone** our order hotline  
1300 173 366

**3 fax** this form to  
1300 308 317