

# noseletter

issue 2  
april 2017



## safe sleeping week creates awareness

In March, Red Nose launched its first ever Safe Sleeping Week – a week dedicated to creating awareness and educating parents and carers on how to sleep baby safely.

Primarily a social media campaign, we were able to reach over 100,000 people on Facebook and Twitter with information about the importance of following our safe sleeping recommendations.

Two Facebook Live Q&A sessions, held by Regional Education Coordinator Kristina Coomber, saw over 1,700 people listening in and asking questions covering topics including co-sleeping, sleeping baby on back, safe cots, and sleeping bags.

Safe sleeping was also in the news on radio, on Channel 7 News nationally, and on the Sunrise program on Tuesday morning.

The week was a huge success and we look forward to growing this campaign in 2018.

Anyone who missed the live Q&A sessions can view the recordings available at [facebook.com/RedNoseAus](https://facebook.com/RedNoseAus).

Families and carers with questions about safe sleeping can submit them at any time through the Red Nose website or by emailing [education@rednose.com.au](mailto:education@rednose.com.au)

**red nose**  
saving little lives

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**Red Nose is dedicated to saving the lives of babies and children during pregnancy, infancy and childhood and supporting bereaved families.**



## message from our ceo

At Red Nose, education is one of our priorities. We aim to equip parents and families with the skills and information to help them make informed decisions that keep their babies safe. An example of how

we do this is our newly developed program Safe Sleeping Week - a week dedicated to informing parents and carers on how to sleep baby safely. This year we have also continued to provide expert advice to new and expectant parents at baby and toddler expos around the country.

Our Grief and Loss services continue to grow with the launch of our new website, which helps us support more families across Australia. We are also proud to announce the development of our Return to Work program to assist organisations when an employee has been affected by the death of a child.

Thanks to your support we have been able to deliver these important education programs and continue to provide Grief and Loss services.

I hope you enjoy reading about the recent developments at Red Nose.

**Assoc Prof Leanne Raven, CEO Red Nose**

## red nose provides expert advice at parenting events

Red Nose is proud to continue providing vital safe sleeping advice to parents, expectant parents and other members of the community at parenting events in 2017.

So far this year our educators have given talks, answered questions, and distributed our literature at the Pregnancy, Baby and Children's Expo in Melbourne in February and the Essential Baby & Toddler Show in Brisbane in March. Thank you to the volunteers who have supported us, including employees of our mission partner CUA.

**For details on upcoming parenting events visit [babyandtoddlersexpo.com.au](http://babyandtoddlersexpo.com.au) and [pbsexpo.com.au](http://pbsexpo.com.au)**



Diana McGowan, Business Development and Innovation Manager at Red Nose with volunteer Nataly Tormey.

## red nose launches website to support bereaved families



In October 2016, Red Nose launched a new website to provide an unprecedented amount of grief and loss information and support to families whose baby or child has died suddenly and unexpectedly. The website has drastically expanded our reach across Australia and is already receiving over 1,000 visits each month.

The main feature of the website is a support library with more than 150 articles containing the experiences of bereaved families and covering topics such as stillbirth, early pregnancy loss, relationships, men's grief, and having another baby.

Red Nose's full suite of bereavement publications is also available to download.

Visitors to the site can also submit content, including personal stories, a message in memory of a child or children, or by asking a question to be answered by our Grief and Loss team.

Health professionals can use an online form to refer an individual or family to Red Nose for ongoing support and counselling.

**Visit the website at [rednosegriefandloss.com.au](http://rednosegriefandloss.com.au)**

## new red nose program to help bereaved returning to work

Red Nose Grief and Loss has been working on a new and exciting program to help Australian businesses support employees returning to work after the death of a child.

Nine children per day die in Australia from 20 weeks in pregnancy to four years of age. One in five pregnancies end in miscarriage and up to 60 people can be impacted by the death of a child. With statistics like these the unfortunate fact is that many workplaces will be touched by the death of a child even if they don't know about it. The impact from an employer's perspective will mean increased leave, reduced productivity, and higher turnover of staff, which for any discerning business or organisation would be a flag for action.

With this in mind, Red Nose Grief and Loss has, over the past six months, developed a workplace training package, simply called Return to Work, designed to support organisations to become grief aware. The purpose of this program is to not only support the transition back to work of those impacted by the death of a child, but provide the organisation and its staff the skills to help. Red Nose believes every organisation has the capacity to be grief aware and provide the best possible return to work experience for their staff.

**If you would like to discuss this training package further please contact Dr Greg Roberts at [gregroberts@rednose.com.au](mailto:gregroberts@rednose.com.au)**

## in the past year red nose has...



invested  
**\$238,000**  
into research relating to  
SIDS and stillbirth



provided new parents over  
**1.3 million**  
educational kits



held over  
**3,000**  
counselling sessions for people  
affected by the sudden and  
unexpected death of a baby or child

## safe sleeping program in aboriginal and torres strait islander communities to be funded by queensland government

Red Nose welcomes the decision of the Queensland Government to commit \$100,000 towards the safe sleeping program in Aboriginal and Torres Strait Islander communities given that the first Australian trial of this program was funded by Red Nose.

Six hundred Pēpi-Pods – a portable infant sleep space – will be provided to mothers aged 15-25 years in Aboriginal and Torres Strait Islander communities along with safe sleeping education. The results of the trial indicated that parents perceived the enabler as safe, convenient and portable.

“It is important that the Federal and State Governments make it a priority to work with not-for-profits like Red Nose that can make improvements in the area of health, such as child mortality,” said Associate Professor Leanne Raven, Chief Executive of Red Nose.

“It is especially important given the Closing the Gap Report 2017, which indicated we are not on track to halve the gap in child mortality by 2018.”

The risk of sudden unexpected death in infancy (SUDI) is four times higher for Aboriginal and Torres Strait Islander communities compared with non-Indigenous babies.



Annastacia Palaszczuk, Premier of Queensland, Courtney Hala and baby Delliah, Professor Jeanine Young, member of Red Nose's National Scientific Advisory Group and Shannon Fentiman MP. Photograph by Adrian Andrews.

## meet our volunteers angela and duncan!



Angela and Duncan have been volunteering on Red Nose Day for the past four years.

In 2010, after their daughter died suddenly, they reached out to Red Nose for help. The support they received is what empowered them to volunteer with Red Nose as a way of giving back to the organisation.

“Being able to meet other volunteers on the day and share in the fun gives you a buzz and a real sense of personal pride and satisfaction to help such a wonderful organisation on this important day of the year,” they said.

Angela and Duncan are fortunate their employers provide one day each year to volunteer with a charity of their choice – and each year they choose Red Nose.

This year Angela and Duncan will be coordinating volunteers at Parliament Station in Melbourne and will be out on the street selling merchandise.

**Want to support Red Nose Day like Angela and Duncan? Register to volunteer by emailing us at [fundraising@rednose.com.au](mailto:fundraising@rednose.com.au)**

## will you help us save little lives this red nose day?

We know that annually over 3,200 Australian families experience the sudden and unexpected death of a baby or child. **This has to stop.** Through world-class research, advocacy and education we passionately believe we can put a stop to this.

This Red Nose Day, Friday 30th June, we are asking for your support to raise much needed funds to make this vision a reality.

**So, are you in?**

### purchase red nose day products

Buying Red Nose Day products is a popular and easy way to support Red Nose Day. This year our latest playful plush toy 'DJ Daisy' joins our other Red Nose Day Friends 'Leroy Lyrics', 'Sally Sunshine' and 'Katie Cakes'. These toys are always a big hit with children, so why not buy the complete set of these characters for a child in your life.

Of course, you can also purchase our iconic red nose, as well as pens, wristbands, and much more. If you want to fundraise by selling Red Nose Day products, the easy option is to order our Product Box containing all your favourites.

**Shop the range of Red Nose Day products online now at [rednoseday.com.au](http://rednoseday.com.au)**



### little rockers red nose disco

The Little Rockers Red Nose Disco is back again to rock child care centres this year. Little Rockers Radio will be streaming kids' dance music daily throughout June so centres can host their own disco.

This year we have created a new and improved pack that centres can purchase for \$25 which includes games, decorations, wristbands, merchandise and much more!

Children are encouraged to bring along a gold coin donation to participate and centres are provided with a donation box to collect funds.

Child care centres can also choose to fundraise online to win some great prizes.

If you have a little rocker in your life, ask your child care centre to get involved in this unique and fun activity to support Red Nose Day.

**Head to [rednoseday.com.au](http://rednoseday.com.au) to register**



### create an online fundraising page

A great way to support Red Nose Day is by setting up an online fundraising page. Set yourself a challenge and ask friends and family to sponsor you.

### red nose day for your business

Get your business involved by ordering a pre-packaged Red Nose Day Product Box filled with Red Noses, Pens, Plush Toys and other popular products. These product boxes are a great way to show your support and engage your customers or colleagues in supporting Red Nose.

Hosting a morning tea or setting an office challenge might be a way for you to support within your business. Get in touch with us at [rednoseday@rednose.com.au](mailto:rednoseday@rednose.com.au) and our fundraising team will be able to support you with your fundraising efforts.



for all the ways you can get involved this red nose day visit [rednoseday.com.au](http://rednoseday.com.au)

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saving little lives

#### Registered Office:

Red Nose, 17/75 Lorimer Street, Docklands VIC 3008  
1300 998 698 | [info@rednose.com.au](mailto:info@rednose.com.au) | [rednose.com.au](http://rednose.com.au) |  
ABN: 81 462 345 159

#### Support Services:

National 24-hour bereavement support line  
1300 308 307 | [rednosegriefandloss.com.au](http://rednosegriefandloss.com.au)

#### Safe Sleeping Education:

1300 998 698 | [education@rednose.com.au](mailto:education@rednose.com.au) |  
[rednose.com.au](http://rednose.com.au)

**Red Nose Offices:** Brisbane, Hunter Region, Sydney, Melbourne, Geelong, Ballarat, Canberra and Perth

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