

Aidan was cheeky, playful and would thump out of bed in the morning.

Aidan died suddenly in hospital after complications with pneumonia and swine flu. He had just turned three.

Aidan's father, Lucas, wants nothing more than for his son's memory to live on, and to celebrate the energetic and much-loved little boy he was. Lucas told us: *"I want to make sure the memory of who he was lives on; I don't want that memory to be a bad memory."*

A couple of days after being admitted to hospital, Aidan appeared to be getting better. But things changed very quickly.

What followed was a lot of confusion and precious minutes were lost. Lucas recalls: *"I felt him and he didn't have a pulse. I told them he wasn't breathing and I couldn't feel a pulse, he was cold."*

Aidan couldn't be resuscitated. *"It was utterly heart wrenching to watch a resuscitation team do that to your son; it's the hardest thing."* His parents were left to wonder if his death could have been prevented.

Lucas explains: *"It won't make Aidan's loss any easier; for me, I want to find out what went wrong. If something could be learned from the mistakes that were made, it could help to make sure that no one else goes through what we're going through."*

Tragically, many babies and children die suddenly in hospital.

SIDS and Kids funds many important research projects; one in particular, being led by Professor Heather Jeffery, is looking to discover how to prevent these deaths from occurring. This research, through your generosity, will help us to use the findings to better educate parents as to how they can also avoid risks.

Following Aidan's death, Lucas and his wife Gillian, and his older son, Samuel, attended our counselling service.

"SIDS and Kids was really brilliant. It's great to talk to other parents and to be with people who you can really empathise with. You can also help others, by sharing your story and giving support. Helping others talk about it really helped me."

Lucas and his wife Gillian's experience, and the questions it raised, is very difficult. SIDS and Kids has helped them take positive steps forward.

What happened to Aidan was tragic, and possibly avoidable. Through your generosity, we can continue to discover ways to prevent sudden childhood death and support those who have experienced loss.

Lucas misses Aidan terribly: *"It's the everyday things, the thumping sound ... as he got out of bed each morning ... the reality that I will never have those everyday things again..."*



Bouncinettes – Mother's little helper or danger undiagnosed?

For the past couple of generations, bouncinettes have been part and parcel of baby's nursery. However, as in many situations, unsupervised use of some typical nursery equipment is hazardous and, unfortunately, the handy bouncinette is one of them.

Bouncers/bouncinettes or sitting type products are dangerous when used unsupervised or as a place to sleep

babies. It is not safe to leave a baby asleep propped up in any of these devices and improper use of bouncinettes, swings, bean bags and car seats can lead to fatal sleeping accidents.

Recently published research reviewing 47 deaths of children under two years of age occurring in sitting and carrying devices reported to the US Consumer Product Safety Commission between 2004 and 2008, noted all but one of the cases

was attributed to asphyxia (positional or strangulation). Two thirds of the cases involved car seats and the remainder occurred in bouncers, slings, swings and strollers. The elapsed time from when the infants were seen alive to when they were discovered in a compromised situation ranged from as little as 4 minutes to up to 11 hours.

Continued on page 4

Many hands – many thanks

Without so many wonderful folk putting inspiration, effort and hard earned cash into supporting SIDS and Kids through their community fundraising events, the work we do would be just that much harder.

So a big thank to all these brilliant organisers, guests and people behind the scenes.

Chefs Frank Detrait and Fabien Berteau from Park Hyatt, Alessandro Pavoni from Ormeggio at the Spit and Ross Lusted of The Bridge Room, for the 8 Hands in the Dining Room.



8 Hands in the Dining Room



Cocktails for charity



Rapid Relief



Cocktails at the Aquarium



Riders ready to go

Thanks to Taxi Box who donated \$25 for every selfie customers sent of themselves wearing a Red Nose renting a box during May and June.



Selfies galore

Dates for your Diary

Walk to Remember our precious children

MELBOURNE

When: Sunday 8th November **Where:** Albert Park Lake **Start:** 10.30 am / **Finish:** 2.00 pm

SYDNEY

Keep tuned—check our website www.sidsandkidseastcoast.org

PERTH

When: Sunday 1st November **Where:** Lake Monger **Start:** 9.45 am / **Finish:** 10.45 am

Come and walk in memory of your child

REGISTRATION IS ESSENTIAL

For further information and how to organise sponsorship for the walk, please contact Janet Grima on 03 8888 1611 or visit our website www.sidsandkidseastcoast.org for details.

In memory of Charlotte Sylvester 24.2.02 – 13.1.08



sids and kids

sunshine beach run

Save. The. Date.

Three words that mean so much to save babies' lives

Walk or run 1km, 3km or 5km

Sunday 21 February 2016

From 7:00am
City Beach, WA

www.sunshinebeachrun.com.au
#sunshinebeachrun
facebook.com/sunshinebeachrun

Hear the roar, feel the thunder of outboard motor action

March 2016

Victorian Outboard Club Archer Eade Memorial Race

sids and kids

For more details visit www.voc.com.au

Bingle in Bondi

Commuters in Bondi passing by the Hutchinson Builders' The Pacific Bondi Beach site in Bondi were confronted with a gigantic image of our Red Nose Day Ambassador, Lara Bingle, wearing our iconic Red Nose.

Long-time supporters of SIDS and Kids, Hutchinson Builders provided the space – and it was an enormous space – for internationally renowned street artist, Rone, to showcase his trademark vision of Lara in all its cinematic appeal.

This commissioned artwork certainly garnered attention, both locally and nationally – an unusual and provocative way to shine the spotlight on Red Nose Day through this portrait of the glamorous Bondi local.

However, Lara's face towering over the site did not stop their workers from celebrating Red Nose Day with their traditional barbie. Not only in Bondi but over their three Sydney sites, Hutchinson Builders supported SIDS and Kids, raising much needed funds to keep the services we provide running.



Lara Bingle in Bondi

Richmond Redback

Every year, those wonderful students from Richmond High come up with a different image to highlight Red Nose Day.

They are ably supported by Polair who ensure their efforts are captured from on high and that scary Aussie bad boy – the Redback – made for some impressive viewing.

Richmond High students and staff have been dreaming up scenarios that they form on their oval for over twenty years now and the whole community gets behind them.

Keep on dreaming, kids – we can't wait to see what you come up with for next year!



Richmond Redback

Red Nose Warmers

The last Friday in June dawned cold, crisp but sunny in Melbourne, Sydney and Perth – perfect for Red Nose wearing – a great start to a great day for our stalwart Footsquaders.

Commuters were greeted with a plethora of friendly faces as the Sydney Boys High School joined other volunteers in Sydney town, our volunteers from Deloitte and others hit Melbourne streets and staff and volunteers in Perth pounded the pavement, all in a good cause.

WA was a hive of activity with the rattle of Woolworths' staff and friends in Perth shaking their cans – that tinkle of coin hitting the bottom of the tin a welcome sound. Our staffer, Monnia Volpi-Wise, was showing Perth's Lord Mayor how

a Red Nose should be worn. Meanwhile, down south Bunbury way, as they have for quite a number of years now, our happy band of Red Nose regulars pulled out all stops to make this one fantastic Red Nose Day.

A hearty Thank You to everyone, volunteers and supporters alike, for making Red Nose Day such a success.



Monnia Volpi-Wise with Lord Mayor Lisa Scaffidi.

Picture David Baylis. www.communitypix.com.au d421377



Sydney Boys High School



Melbourne's Red Nose Day volunteers

Bouncinettes – Mother’s little helper or danger undiagnosed? Continued

Babies can move and slip down into the straps, becoming trapped which can increase the risk of a sleeping accident from strangulation. Furthermore, a young baby has low neck strength. When awake they may be able to hold their head up for a short time but when a baby falls asleep in a propped up device, the head can fall (flop) forwards, pushing the chin down towards the chest. This can lead to the airway becoming blocked and reducing airflow. Young babies may experience respiratory (breathing) problems.

Bouncers/bouncinettes, swings, car capsules, seats and bean bags are dangerous when used as a place to sleep babies. If baby falls asleep whilst tilted in these type of products, they should be removed immediately and placed to sleep on their back on a firm, well fitting, clean and flat surface.

Placing babies with reflux in these devices is not recommended. They should be placed to sleep on their back on a firm, flat mattress that is not elevated or tilted. Elevating or tilting the cot or mattress or propping baby up on a pillow does not reduce reflux.¹

Car seats and capsules have been designed as restraints to keep baby safe whilst travelling in a car – they should not be used as a sleeping environment in a child care setting or in the home.

Other sitting baby equipment such as bouncers/bouncinettes and swings should only be used when the baby is awake, strong enough to support their own head and when supervised by an adult care giver.

Try this simple test

Tilt your own head forward and place your chin on your chest. Try to breathe through your nose. Can you breathe freely? No? Neither can bub.

Babies breathe better when they are lying on their back on a firm, well fitting, flat (not tilted or elevated) mattress.



Key tips if you are using a bouncer/bouncinette:

- Never leave a baby unattended in a bouncinette
- Restraints should be used according to manufacturer’s instructions
- A waist strap and crotch strap to secure baby
- If baby falls asleep whilst in a bouncer/ bouncinette, remove them and place them into a safe cot. The safest place to sleep baby is in a cot or portable cot that meets the current Australian mandatory standard
- Never place the bouncinette on a table or other raised surface that could cause your baby to fall
- Put the bouncinette on a flat floor surface and away from potential hazards, such as stairs and furniture
- Never carry your baby around in the bouncinette in case you trip or fall
- Stop using the bouncinette when your baby starts to roll

Never let your baby fall asleep in a bouncinette. It is not a safe sleeping environment for a baby!

¹ See the SIDS and Kids information statements: ‘Sleeping Position for Babies with Gastro-Oesophageal Reflux’ (Visit www.sidsandkids.org/safe-sleeping)



Spreading the word



WA team

(© West Australian Newspapers Limited / Albany Advertiser)



Sydney Pregnancy, Children's and Babies' Expo

Key to the success in reducing infant deaths has been our Safe Sleeping messages over the past couple of decades. SIDS and Kids has been tireless in ensuring as many parents and care-givers as possible receive consistent – and constant – statements around safe sleeping environments.

Recently our Western Australia Prevention Services travelled to Albany in the Great Southern region to deliver the 'Sleep Safe, My Baby' Safe Sleeping Education program and the Reducing the Risk of SUDI in Aboriginal Communities (RROSIAC) program.

During the course of three days WA Health Promotion Officer, Natalie Paull, and the RROSIAC Aboriginal Program Officer, Sherrilee Mead, reached over 50 community and child health professionals via direct education and engaged with over fifteen agencies. These now know of our services and have our safe sleeping resources. The team worked diligently

spreading the SIDS and Kids safe sleeping health promotion message. The visit might have been short but they made a huge impact in the Albany community. Their voices and presence were heard and felt so much so that they made it in the Albany Advertiser newspaper! Well done girls!

Over in the east, the Sydney Pregnancy, Children's and Babies' Expo was the perfect vehicle to reach a significant number of our target audience, with approximately 17,000 visitors to the Expo over the three days. Long-time staffer Lorraine Harrison delivered daily presentations to an appreciative crowd on our 'Sleep Safe, My Baby' Safe Sleeping recommendations.

The Melbourne Expo will be held in October so pop in to our Stand to get the latest Safe Sleeping information.

Pretty but not perfect



Amber beads for babies have been under the spotlight, but perhaps not for all the right reasons...

Heavily promoted as a teething aid, their dangers outweigh their benefits. As the beads are quite small and lightweight, and therefore could be swallowed or inhaled if the string broke, amber beads can present a choking hazard.

Furthermore, SIDS and Kids does not recommend placing anything around the neck of a sleeping baby as this could tighten during sleep and make breathing difficult and may even strangle baby.

You've heard the worst news – what do you say?

When someone you know – family, friend, colleague – has just had the most devastating news imaginable – the death of their child, words can often fail us. In fact, words can terrify us.

What do you say in these circumstances? How do you say it? Sometimes we are so afraid of saying the wrong thing, we say nothing at all.

Grief, in all its manifestations, is a strong emotion – it can make us uncomfortable when we see its impact on those we care about; it certainly makes those who are bereaved fragile, vulnerable and unsure.

So what are the right words? There are none. Those we support tell us the most important thing is that our friends, family or those we work with acknowledge the death of their child in a compassionate and supportive way.

It can be the obvious: "I don't know what to say"; "I heard your child has died"; "I am sorry"...

Simple words but they show that you are not avoiding the reality of their situation, you are not treating them as contagious with some unseen social disease. These words acknowledge their pain and proffer little to offend.

The thought of having to repeat their story or stress about whom or when they should call to let people know can be overwhelming. Social media has been a godsend to many bereaved families – they can choose a trusted friend or family member to post online – and it can save them from this pressure.

But perhaps the most comforting of comments are three little words "Thinking of you". For the bereaved, to know they are in people's thoughts and prayers at a time like this is more valuable than people realise.

Often, we offer common platitudes with the best of intentions – but such comments tend to gloss over and diminish the pain the parents are feeling over the death of their child.

"Is there anything I can do?"; "Do you want to talk about it?"; "Are you OK?"...

If you are willing to back your words with action, bereaved parents may accept your sentiment but it is wise to be aware they may be too confused or stretched even to think about what you could do or whether they are 'OK'.

- Offering practical help – "Can I look after your garden (or pet)?" or "Can I put your bins out?" takes the pressure off, especially if it is specific. You may like to cook a meal or offer to give them a break and take out their other children. If they ask, do make sure you follow through; if they don't, don't take offence – they may take you up on something as time goes on. If initially they say no, gently repeat your offer down the track.
- Offering to talk about it – be sure you really want to listen and support your friend before you say this. Invite parents to talk about their child. Use the baby's name. It will make the parents feel their child will not be forgotten. Frequently, they are more eager to hear what is going on in your world, anything to distract from their pain for just a few moments. If they do want to talk, suspend judgement. Grief can mess with their thought processes – just listen, acknowledge and don't disagree.
- "How are you today?" may be more sensitive than 'Are you OK?' – this query can sometimes lead to those awkward pauses; of course, they are not OK but if you've said this, it still shows you care enough to ask. Don't be tempted to prattle to fill the silence;

just let them speak in their own time and if they don't, let them know you are there to listen when they are ready. Be there for the long haul. Many bereaved parents say that it takes two to three years to feel "half OK".

Please be sure you really do want to know and are not just paying lip service. When they do want to talk about their child, be guided by how long and how much they want to say. If speaking is difficult, texts, emails or Facebook posts can keep those connections open. As before, listening is key.

Do remember your family, friend or colleague is still the same person you knew before tragedy struck. They will still want to know about the things of common interest – it just might take some time.

This is a time of great turmoil, with a cauldron of emotions bubbling to the surface. They may react in ways that are foreign to you both – anger, rejection, withdrawing for example – these are perfectly natural responses to grief.

The important thing is to show you care – say something, even if it is just to say, "I don't know what to say." If that is too difficult, as the song says, *sometimes it is better to say nothing at all* – but a loving shoulder to lean on will never be forgotten.



Always and Forever

On a cold but sunny morning in July, our holiday program kicked off to a good start with excited kids – and parents – sitting on our large tarpaulin outside, making all sorts of creations from pipe cleaners. It was hard to drag them away for our story time!

As the children gathered around, they listened to “Always and Forever”, a wonderful and touching story that explains death gently. This was a story about the death of Fox. In the hearts and in the memories and in the laughter of his animal friends, Fox was still there ... always and forever. So we talked about remembering and the many different ways that this can be done and the children shared their memories of their brothers or sisters.

We moved on to our next craft activity, where the kids made a shadow box to be hung up at home. Within each cardboard box, busy hands got very creative and filled it with drawings, found objects, messages and many other amazing ways of decorating their box to remember their sibling.

Then, of course, we had lunch, always very popular! In fact the pre-lunch nibbles are a great attraction too, and soon disappear.

To end the day we have our regular ‘show and tell’ where children are invited to share with us all something they remember about their sibling. This is always a very moving and beautiful thing to witness – as the parents will attest. And then, of course, we all light a candle “to remember”.

Thanks to our dedicated volunteer Linda and our Dawn for help in the kitchen. We could not have run this group without you.



Pre-lunch nibbles

Twinkling Star

With every Remembering Day Service, we come together – familiar faces, new faces – to celebrate the lives of our children who have died, to speak their names, to share our memories.

This year’s theme of stars, celestial bodies that have mesmerised and puzzled for eons, resonated with many of us. A star, *In Memory of Treasured Children*, has been named in honour of all the children and fittingly, it resides within the embrace of the Southern Cross – each time you look up and find that most Australian of symbols in the sky, you see our Star.

In Melbourne, we were delighted that on this, our 25th Remembering Day, our founder, Kaarene Fitzgerald’s living children celebrated the wonderful achievements of their mother with us and shared some special memories and thoughts.

Following the traditional reading of our children’s names during which candles were lit in their memory, stars with messages of love and longing were tied to stark winter branches in St Michael’s

Uniting Church forecourt. Doves were released into a crisp blue sky to carry thoughts and prayers heavenward.

The day ended with a wonderful morning tea provided by Rapid Relief – a fantastic effort by them and our other generous volunteers including NAB staff and the team from the Swinburne Institute looking after our littlies in the crèche.

In Sydney, the Remembering Service, held again at the Rozelle Campus of University of Tasmania, also shone a light on stars.

There were a number of musical tributes and the evening concluded with families receiving a memorial flower and a Star of Remembrance pack.

Rapid Relief generously gave their time and prepared a delicious supper to finish the night.

We thank all those who participated in both services.

Our star’s coordinates are RA 12h29m30.83s D-57° 30’32.94” and brightness = MV 12.9



Fitzgerald family at Red Nose Day Remembering Service



Remembering Service at Lilyfield

New digs for Red Nose Goes Green

Things have been very busy lately for our Red Nose Goes Green staff.

A move to a nice, new warehouse in Boronia has given us plenty of room to grow and with the location smack-bang on Mountain Highway, the high visibility will encourage more donors to pop in to drop off their unwanted bits and pieces.

Our Red Nose Goes Green vans are also out and about, raising awareness of our clothing collection program, as they dash from one pick up to another.

So, if you have something to donate, call on 1300 473 366 or drop off your donations to us at any of the following sites:

Chirnside Park Shopping Centre, Parkmore Shopping Centre, Savers, 33 Albert Street, Footscray and Head Office – 1227 Malvern Rd, Malvern – and now, of course, out at Boronia at 1E, 981 Mountain Highway, Boronia.

Those things you no longer need will make a big difference to those we support.



New location for Red Nose Goes Green

Cheers for Volunteers



Peer Supporters with Kelly O'Dwyer MP

We say it often – and for good reason: where would we be without our fantastic vollies?

From making precious little garments for our Treasured Babies' Program, running community fundraisers, helping out on Red Nose Day or supporting families through our Peer Support, these wonderful folk help keep the wheels of SIDS and Kids turning.

The contribution volunteers make to the community is seldom recognised enough so it was gratifying that the Federal Member for Higgins, Kelly O'Dwyer, with special guest, former Victorian Governor Sir James Gobbo, invited local community volunteers, including six of our Peer Supporters, to Christmas in July celebrations.

Of course, Red Nose Day is where vollies really shine and we were thrilled that two of our Dads, who have shared their stories with you through our Direct Mail campaigns (see Lucas' story on Page 1) were on hand in Sydney to keep SID Bear in check!

So, a huge Thank You – where would we be without you?

There are so many ways volunteers can help. If you are interested in supporting SIDS and Kids through volunteering, give us a call any time on 03 8888 1600.



Duncan and Lucas keeping SID out of mischief

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

NSW Phone: (02) 8585 8700 Fax: (02) 8585 8790 Email: sydney@sidsandkidseastcoast.org

VIC Phone: (03) 8888 1600 Fax: (03) 8888 1691 Email: melbourne@sidsandkidseastcoast.org

WA Phone: (08) 9474 3544 Fax: (08) 9474 3636 Email: perth@sidsandkids.org

Bereavement Support Line: 1300 308 307

Website: www.sidsandkidseastcoast.org
www.sidsandkidswa.org



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