

noseletter

ISSUE 1

September 2016



Message from our CEO

SIDS and Kids is changing its name! We are now known as Red Nose. While our work in countering SIDS will always be a proud part of our history, our future will be focussed on tackling a wider

range of preventable deaths. It's why we're changing our name to Red Nose. The red nose has long been our most recognised symbol of hope for families. From October – which is the global pregnancy and infant loss awareness month – we will be known as Red Nose. With a new name and an expanded focus on perinatal and maternal research, our goal is to make a significant impact to all preventable infant and childhood deaths. That goal is zero.

Leanne Raven, CEO, Red Nose

Red Nose to fund research into sudden and unexpected perinatal and infant death

Red Nose (formerly SIDS and Kids) is firmly focussed on achieving our mission of zero preventable deaths of babies and infants, which is why we are excited to announce the latest round of research funding being supported by Red Nose and Cure Kids, a New Zealand organisation.

The trans-Tasman research collaboration will fund research projects aimed at the cause and prevention of sudden and unexpected perinatal and infant death which includes stillbirth and Sudden Infant Death Syndrome. Funding up to \$190,000AUD is available for projects of one to three years.

In the pursuit of scientific excellence research applications will be reviewed by our National Scientific Advisory Group (NSAG) with the successful applicant being announced in the coming months.

For more information on our Research program contact Red Nose on (03) 8888 1600.

red nose
saving little lives

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

red nose fast facts



Our vision

A future where no child dies suddenly and unexpectedly during pregnancy, infancy or their pre-school years.



Mission

Saving the lives of babies and children during pregnancy, infancy and childhood and supporting bereaved families.

zero
preventable deaths
.....
our mission

299,697

babies born each year

3,200

sudden unexpected
deaths each year

\$16.5 MILLION

invested in research

14 MILLION

safe sleeping information
brochures distributed
annually

Sleeping a baby safely to reduce the risk of SIDS

Most babies will spend a lot of their time sleeping, particularly when they are newborns. It is important to ensure that every sleep is a safe sleep for a baby. Some sleeping environments increase the risk of a baby dying suddenly and unexpectedly.

The work of researchers in Australia and internationally is the basis for Red Nose Safe Sleeping education program, an evidence-based health promotion campaign that provides information on creating a safe sleeping environment for babies.

Since its inception the campaign has reduced the incidence of SIDS in Australia by 80 per cent, saving more than 9,000 babies' lives. We still do not know the cause of SIDS and other preventable deaths but will continue to fund research to find the answers.

The six ways to sleep a baby safely are:

1. Sleep baby on the back from birth, not on the tummy or side

2. Sleep baby with head and face uncovered

3. Keep baby smoke free before birth and after

4. Provide a safe sleeping environment night and day

5. Sleep baby in their own safe sleeping place in the same room as an adult caregiver for the first six to twelve months

6. Breastfeed baby



For further information on how to sleep babies safely call 1300 308 307 (during business hours).



Spotlight On Red Nose Day 2016

Thanks to our Red Nose Day Superstars

This year Red Nose Day was held on Friday 24th June. Many supporters from around the country put up their hand to support us by holding fundraising events, selling products or giving up some of their free time to volunteer. Without these people we would not be able to continue the work we do saving babies lives.

Red Nose Day Retail Partners

Thank you again to our wonderful Red Nose Day National Retail Partners; Target, Big W, Soul Pattinson, Pharmacist Advice, Best Buys, Terry White, Spotlight, CUA, NewsXpress, News Extra, Nextra, Anaconda, Savers and Clark Rubber. With your help supporters from across the country were able to purchase their favourite Red Nose Day products in store.



Community Fundraisers

Aynur Turker held a morning tea within her workplace at the City of Moonee Valley in memory of her son Jet which raised \$1,300.

Harry held a family day on Saturday 26 June. Team Nikolas was put together in honour of Harry and Danielle's son Nikolas. On the day there was a range of activities for children including an animal farm, face painting, sausage sizzle and a live auction which saw them raise more than \$17,000.

The annual Richmond High School Flyover was held on the 10th June and was accompanied by other fundraising efforts including a talent show, BBQ, product sales and a teacher vs. student football match. The school amazed us yet again with their formation of 'ZERO' – a goal the students would like to see in their lifetime of ZERO preventable deaths in babies.



Corporate partner Hutchinson Builders again supported us this Red Nose day across six of their construction sites across Sydney. They held morning breakfast BBQs, sold products and displayed a giant Red Nose at their Bondi Junction site. Hutchinson Builders were able to raise \$8,000.



Daniel Ink supported us again this year by selling Red Nose Day t-shirts and for the first time this year a Red Nose Day cap. The t-shirts and caps were sold through the Red Nose Day website and Daniel and his father Ivan joined the team at Denman Public School in NSW to sell the products in person with proceeds going to SIDS and Kids.



Every Red Nose Day, bereaved parent Felisha Nebauer sets up a stall in the main street of Denman and Denman Public School to sell Red Nose Day products. This year Felisha raised \$827 from Red Nose product sales.



For the second consecutive year the ACT and Rural Firefighters chipped in to support Red Nose Day. Red Noses were placed on all fire trucks and the ACT crew helped out at local shopping centres. We are grateful for the support of ACT and Rural Firefighters.



The Cairns Northern Beaches' Mudcrabs Rugby Union Club held a Red Nose Fundraising day which coincided with their annual Ladies Day. Parents Michael and Pip Hutchinson whose son Jimmy died of SIDS really appreciated the gesture and effort everyone put in to make the day a huge success. The club raised \$3,000 for Red Nose Day – a fantastic result!



And finally, a huge thanks to the individuals and teams of volunteers who supported us on Red Nose Day by getting out into the streets and shopping centres, selling Red Nose Day products. Across the country we were able to raise \$93,000.



Dare to Care

Thanks to all our supporters who registered to fundraise through Dare to Care this Red Nose Day. Our passionate and dedicated supporters together have raised over \$65,000. Notable mention goes out to Clare Field who has participated in Dare to Care for the past six years and to date has raised over \$40,000 to support the work of SIDS and Kids. Also to Chandni who for every donation she received between 24 May – 24 June she folded one origami heart. We can't thank our Dare to Care participants enough for taking on a challenge and spreading the word this Red Nose Day.



PBC Expo supports our national Red Nose Safe Sleeping Education Campaign

Red Nose are in proud partnership with PBC Expo's who provide us with an education space at their pregnancy, baby and children's expos across Australia. The support is vital in helping Red Nose reach new and expectant mothers with life-saving safe sleeping education information. The expo provides them with the opportunity to talk with one of our educators about how to sleep their baby safely and reduce the risk of SIDS and fatal sleeping accidents. The most recent expo was in Perth where our team spoke to a broad cross-section of the community about safe sleeping, tummy time and safe wrapping. Thank you to our team of volunteers who supported the us throughout the 3 days.

For more information on safe sleeping download our smartphone app or call 1300 308 307 during business hours.



Little Rockers

On Thursday 16th June, pre-schools rocked out at the iHeartRadio Little Rockers Red Nose Disco at Luna Park Melbourne, Luna Park Sydney and Bounce Tingalpa to celebrate Red Nose Day. Each event was hosted by an Australian Radio Network personality and saw pre-schoolers rocking out to The Wiggles, Justine Clarke, Playschool and Sesame Street.

A huge thank you to our official media partner Australian Radio Network for making these events possible. These free public events raised awareness and funds to support the work of Red Nose. Thanks to all the 700 Child Care Centres across the country who registered and participated in this year's Little Rockers Red Nose Disco.

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saving little lives

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Safe Sleeping Education:

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

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