

noseletter



In this Issue

Welcome to the March 2019 issue of Noseletter – our new look, twice yearly impact report for our wonderful supporters.

In this issue, you can read about our latest impact figures, including the number of people reached over the last year thanks to your ongoing support.

We also bring you an update on our latest Stillbirth research project, and introduce you to Red Nose Educator, Tara, who tells her story of how she is making a difference every day in memory of her precious daughter Emma.

We are also working behind the scenes to get ready for Red Nose Day. This year, Red Nose Day will be held on 9 August – you can register

your interest at rednoseday.com.au to keep up to date with event.

I hope you enjoy reading this issue of Noseletter.

Keren

Keren Ludski
CEO, Red Nose Australia



Your Impact

Together, we are making real progress...

10,329

babies saved since 1989

\$17m

invested in research to date

85%

reduction in SUDI deaths in Australia between 1989 -2017

24/7

Grief & Loss Helpline

819

New families accessing support in 2018

6,389

Counselling sessions provided to families in 2018

Can side sleeping reduce the risk of stillbirth?

Prevention of stillbirth remains one of the greatest challenges in modern obstetric practice. Despite great advances in the care of women and their babies in the past century more than 2 million babies still die before birth globally each year.

And as Red Nose supporters know, the burden of stillbirth and childhood deaths has far reaching psychosocial impacts on women, families, caregivers and communities, and wide-ranging economic impact on health systems and society.

Stillbirth in late pregnancy (greater than 28 weeks' gestation) is more likely to occur unexpectedly in normally developed babies whose mothers have had uncomplicated pregnancies. This is why researchers believe there is strong potential for preventing stillbirth if they can understand why it occurs in the first place.

We know that one baby is lost to stillbirth every four hours. Reducing the rate of still birth can only be achieved by identifying modifiable risk factors.

Many such modifiable risk factors for late term stillbirth rely on clinical management in a health care setting such as induction of labour for pregnancies that have gone longer than the expected due date or third trimester ultrasound surveillance to identify babies who are growth restricted. Growth restricted means

the baby is not growing at the normal rate, meaning the baby is smaller than average.

Going-to-sleep position in the last three months of pregnancy is a recently identified and modifiable risk factor that women can change themselves.

In the past 5 years there have been five case-control and one cross sectional study in five countries which have reported a 2.5 to 8 times increased odds of late-term stillbirth in women who report that they fell asleep in a supine (on their backs) position.

The researchers being funded by Red Nose are analysing this data in an individual participant data meta-analysis and several countries including the UK, Australia and New Zealand are ready to launch public health campaigns recommending side sleeping in late pregnancy.

This trial at this critical time will help to determine whether such advice is sufficient to encourage women to sleep on their sides or whether additional assistance to support comfortable side sleeping is more effective.

The results from this study will provide essential evidence to inform the public health campaign messages and advice that clinicians provide to pregnant women.

Your ongoing support helps fund this and other innovative projects, helping us understand the reasons why babies die suddenly and



By Jane Wiggill,
Red Nose Chief Midwife
and Health Adviser

unexpectedly – and then make sure it doesn't happen to anyone else.

Project Details

Duration: 2 years

Principal Investigator:
Dr Adrienne Gordon,
Royal Prince Alfred Hospital,
University of Sydney

Trans-Tasman collaboration with
Professor Lesley McCowan,
University of Auckland.

This project is co-funded by
Red Nose (Australia)
and Cure Kids (New Zealand).

There are many dedicated staff, volunteers, and supporters who together make the work of Red Nose possible. This is

Tara's story:

**** A warning that some readers may find the following content distressing. ****

I have worked at Red Nose as an education officer for 12 months. I have been a peer supporter for 2 years and a volunteer for 8 years.

As an Education Officer, I have the very privileged and important job of sharing with expectant parents, parents of young children, grandparents, carers, early childhood educators, and health professionals the most up to date research about SIDS, SUDI and safe sleeping.

The best part of my job is sharing our safe sleeping recommendations with a new parent and helping them to feel more confident that they can take proactive steps to help sleep their baby safely. I came to work at Red Nose after the death of my own baby daughter, Emma, in 2011.

She is my “why”.

My husband and I were referred to Red Nose after Emma's death and the more I learnt about the organisation the more I knew I wanted to be a part of it.

To try to survive Emma's death, my husband and I started seeing a Red Nose Bereavement Counsellor and attending regular support groups.

That counsellor, and the other bereaved mothers I met through Red Nose, gave me a safe place to fall. I was no longer alone. They didn't try to hurry me through my grief. Instead they allowed me to just be where I needed to be.

Most importantly, I could still be a mother – Emma's mother, and speak her name without them turning away, or in fear of upsetting someone or feeling judged.

They were there on what should have been her 1st birthday. They were there on the anniversary of her death. They were there when I had to return to work. And, they were there when I was blessed, but terrified, to be pregnant with my second child.

They gave me hope and helped me to find ways to keep mothering my baby daughter even without her physically here in my arms.

Behind the scenes Red Nose Educators and Bereavement Counsellors also work to help educate health professionals and the wider community about grief and loss, so we don't have to feel so alone.

All little lives, no matter how brief their life is, are at the heart of everything Red Nose does. Our goal is to reach zero sudden and unexpected deaths of babies and children.

I want to spare all other families from the pain that I carry, and that's why I give it my all.

Red Nose Grief and Loss Service is here for you 24 hours a day, 7 days a week.

Call us on 1300 308 307 to speak to a trained counsellor or visit our website for a range of resources.

✔ Pictured below
Tara and Ted

Tara's Story

Behind the red noses

Save the date

Red Nose Day 2019

Friday, 9 August is Red Nose Day.



Last year, you helped raised \$1 million to help fund innovative research, lifesaving safe sleeping education, and free bereavement support services for families impacted by the death of a child.

Help us do it again in 2019. Register your involvement by emailing fundraising@rednose.com.au or calling 1300 484 480.

Let's make Red Nose Day 2019 the best one yet!

Thank you for your ongoing kindness, generosity and caring support.

Your gifts touch the lives of countless families across Australia – whether it's through cutting edge research to help find answers to why babies die suddenly and unexpectedly, lifesaving safe

sleep education to new families, or free 24/7 counselling and peer support for those families who have are experiencing the tragedy of the loss of a child.

Your caring support means parents and families are no longer alone, and helps to prevent other families from suffering the unimaginable tragedy that is the loss of a child.

The families you are helping join

me in extending our deepest thanks. We simply could not do our vital work without your ongoing support.

THANK YOU

ways to give

We are so grateful to our many wonderful donors and supporters. Because of them, Red Nose can be there for Australian families when they need us most.

Help continue the vital work by making a donation today.

- Give online at rednose.com.au/ donation or call 1300 484 480
- Hold a fundraising event
- Enter a Red Nose raffle
- Donate clothes or household goods to Red Nose Clothing and Collection
- Volunteer or become a peer supporter.

red nose saving little lives

Red Nose National Office

Red Nose, 17 / 75 Lorimer Street, Docklands VIC 3008
1300 484 480 | info@rednose.com.au | rednose.com.au
ABN: 81 462 345 159

Bereavement Support Services:

National 24-hour bereavement support line
1300 308 307 | rednosegriefandloss.com.au

Safe Sleeping Education:

1300 998 698 | education@rednose.com.au | rednose.com.au

