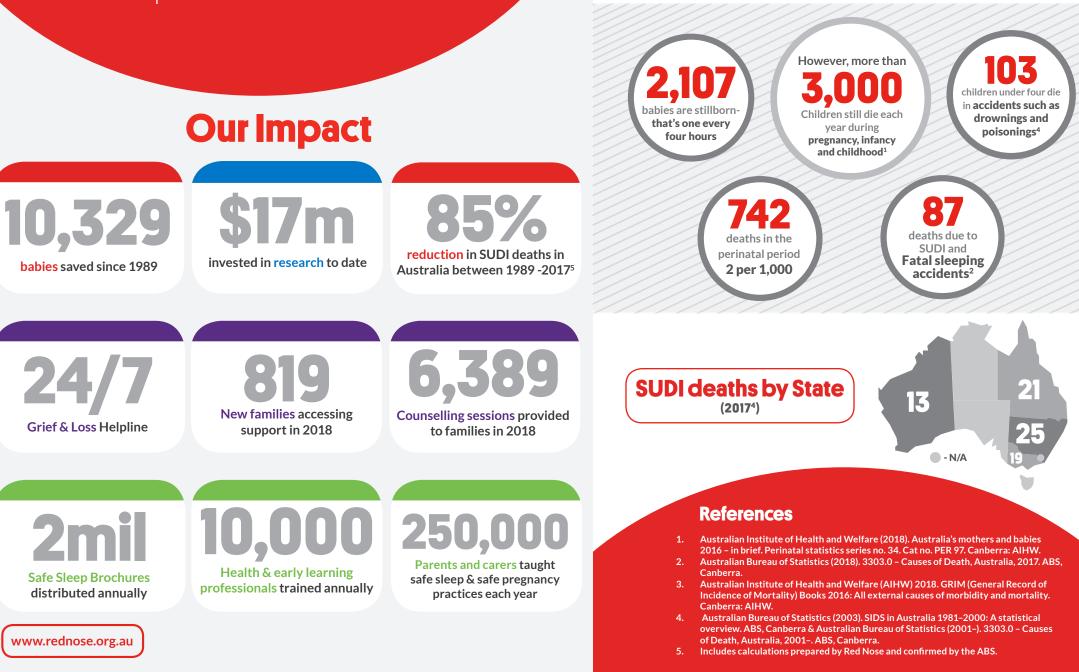


Who we are

Australia's leading authority on safe sleep and pregnancy and bereavement support for families affected by the death of a child.

Fast facts

Significant progress has been made since 1989, with over 10,000 babies saved and an 85% reduction in SIDS deaths.^{5,6}



Our Mission Saving the lives of babies and children, and supporting people impacted by the death of a child.



Our Goals

Reduce stillbirth by 20 percent over three years

Close the gap on the last 15% of SUDI deaths in vulnerable populations.

Every person affected by the death of a child receives the right support

sensitively gather information for an investigation.

Our Programs

	Reducing rates of stillbirth		Ensure every parent and caregiver knows how to safely sleep their baby		Every person affected by the death of a child receives the right support
•	timely, practical and culturally appropriate stillbirth prevention education	•	Continued rollout of health promotion campaign – Red Nose's six evidence-based safe sleep recommendations	٠	Expand Red Nose clinical and peer support bereavement services to all corners of Australia using technology
•		٠	Train all early childhood educators and health professionals across Australia in safe sleeping techniques and SUDI risk reduction.	•	Develop and implement a wrap-around model of bereavement care in all states and improve linkages and referral pathways
				•	Train first responders and health professionals providing immediate care to families following the death of a baby or child at home how to appropriately respond and

Our Focus areas

	Tackling infant mortality rates in vulnerable communities	Tackling infant mortality in regional and remote communities	Tackling infant mortality in Aboriginal communities
•	Develop strong relationships with child and maternal services to ensure vulnerable families receive education and support in SUDI risk reduction	• Train health workers in regional/remote areas to provide appropriate advice to women to reduce the risk of preventable stillbirth and SUDI – including GPs providing shared care.	• Partner with Aboriginal Health Organisations to develop culturally appropriate health promotion and education messages to reduce preventable stillbirth and SUDI
•	Work closely with Child Protection and Family Services to identify and support children/families at-risk of SUDI.		• Train Aboriginal health workers and other relevant health workers (GPs) in safe sleep techniques and SUDI risk reduction strategies.