

Who we are

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

Our Impact

10,329

babies saved since 1989

\$17m

invested in research to date

85%

reduction in SUDI deaths in Australia between 1989 -2017⁵

24/7

Grief & Loss Helpline

819

New families accessing support in 2018

6,389

Counselling sessions provided to families in 2018

2mil

Safe Sleep Brochures distributed annually

10,000

Health & early learning professionals trained annually

250,000

Parents and carers taught safe sleep & safe pregnancy practices each year

Fast facts

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

2,107

babies are stillborn - that's one every four hours

However, more than **3,000**

Children still die each year during pregnancy, infancy and childhood¹

103

children under four die in accidents such as drownings and poisonings⁴

742

deaths in the perinatal period 2 per 1,000

87

deaths due to SUDI and Fatal sleeping accidents²

SUDI deaths by State (2017⁴)



References

1. Australian Institute of Health and Welfare (2018). Australia's mothers and babies 2016 - in brief. Perinatal statistics series no. 34. Cat no. PER 97. Canberra: AIHW.
2. Australian Bureau of Statistics (2018). 3303.0 - Causes of Death, Australia, 2017. ABS, Canberra.
3. Australian Institute of Health and Welfare (AIHW) 2018. GRIM (General Record of Incidence of Mortality) Books 2016: All external causes of morbidity and mortality. Canberra: AIHW.
4. Australian Bureau of Statistics (2003). SIDS in Australia 1981-2000: A statistical overview. ABS, Canberra & Australian Bureau of Statistics (2001-). 3303.0 - Causes of Death, Australia, 2001-. ABS, Canberra.
5. Includes calculations prepared by Red Nose and confirmed by the ABS.

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

Our Programs

Reducing rates of stillbirth

- **Ensure** every pregnant woman in Australia receives timely, practical and culturally appropriate stillbirth prevention education
- **Train** all medical, midwifery and nursing staff involved in maternity care how to educate parents to reduce their stillbirth risk.

Ensure every parent and caregiver knows how to safely sleep their baby

- **Continued rollout** of **health promotion** campaign – Red Nose’s six evidence-based safe sleep recommendations
- **Train** all early childhood educators and health professionals across Australia in safe sleeping techniques and SUDI risk reduction.

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

- **Expand** Red Nose clinical and peer support bereavement services to all corners of Australia using technology
- **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 sensitively gather information for an investigation.

Our Focus areas

Tackling infant mortality rates in vulnerable communities

- **Develop strong relationships** with child and maternal services to ensure vulnerable families receive education and support in SUDI risk reduction
- **Work closely** with Child Protection and Family Services to identify and support children/families at-risk of SUDI.

Tackling infant mortality in regional and remote communities

- **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.

Tackling infant mortality in Aboriginal communities

- **Partner** with **Aboriginal Health Organisations** to develop culturally appropriate health promotion and education messages to reduce preventable stillbirth and SUDI
- **Train Aboriginal health workers** and other relevant health workers (GPs) in safe sleep techniques and SUDI risk reduction strategies.