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 -2017

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 childhood\(^4\)

103 children under four die in accidents such as drownings and poisonings\(^1\)

742 deaths in the perinatal period 2 per 1,000

87 deaths due to SUDI and Fatal sleeping accidents\(^2\)

SUDI deaths by State (2017\(^4\))

References
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**

<table>
<thead>
<tr>
<th>Reducing rates of stillbirth</th>
<th>Ensure every parent and caregiver knows how to safely sleep their baby</th>
<th>Every person affected by the death of a child receives the right support</th>
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<tbody>
<tr>
<td>Ensure every pregnant woman in Australia receives timely, practical and culturally appropriate stillbirth prevention education</td>
<td>Continued rollout of health promotion campaign – Red Nose’s six evidence-based safe sleep recommendations</td>
<td>Expand Red Nose clinical and peer support bereavement services to all corners of Australia using technology</td>
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<tr>
<td>Train all medical, midwifery and nursing staff involved in maternity care how to educate parents to reduce their stillbirth risk.</td>
<td>Train all early childhood educators and health professionals across Australia in safe sleeping techniques and SUDI risk reduction.</td>
<td>Develop and implement a wrap-around model of bereavement care in all states and improve linkages and referral pathways</td>
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<tr>
<td>Ensure every parent and caregiver knows how to safely sleep their baby</td>
<td>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.</td>
<td>Train Aboriginal health workers and other relevant health workers (GPs) in safe sleep techniques and SUDI risk reduction strategies.</td>
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**Our Focus areas**

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<th>Tackling infant mortality rates in vulnerable communities</th>
<th>Tackling infant mortality in regional and remote communities</th>
<th>Tackling infant mortality in Aboriginal communities</th>
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<td>Develop strong relationships with child and maternal services to ensure vulnerable families receive education and support in SUDI risk reduction</td>
<td>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.</td>
<td>Partner with Aboriginal Health Organisations to develop culturally appropriate health promotion and education messages to reduce preventable stillbirth and SUDI</td>
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<td>Work closely with Child Protection and Family Services to identify and support children/families at-risk of SUDI.</td>
<td></td>
<td>Train Aboriginal health workers and other relevant health workers (GPs) in safe sleep techniques and SUDI risk reduction strategies.</td>
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**www.rednose.org.au**