



# Noseletter

October 2022 | Issue 15

## You're funding game-changing SIDS *research*

By  
Lacey Fitzgerald, Prevention  
and Research Manager

While we do understand a lot about reducing the risks of Sudden Infant Death Syndrome (SIDS), there is still no definitive way to prevent it.

**But thanks to your support, new research could take us another step closer to preventing SIDS!**

By funding research over the last 40 years you've already helped make amazing progress in reducing SIDS by over 80%.

But every year there are still many heartbroken Aussie families whose precious baby dies from SIDS, leaving them with the painful unanswered question of why.

**By supporting our Research Accelerator Fund, you've helped fund a new \$100,000 research grant to progress the development of a specific SIDS biomarker test.**

With this special test, doctors would be able to screen all newborns and better identify their risk – bringing us another step closer to solving SIDS!

Important new research like this will help find those last pieces of the puzzle needed to prevent SIDS once and for all.

Grant submissions for this exciting new research round have now closed and the successful recipient will be announced soon.

**Thanks to your support, the ultimate goal in the fight and prevention of SIDS deaths is now within reach.**

Exciting research breakthroughs don't happen often, but with your help, we could now be on the brink of the next one.

**This research will help families come to some form of understanding as to why their precious babies died. It's a gamechanger.**

Keren Ludski,  
Red Nose CEO

*Thank you for helping to fund vital SIDS research!*



To support the Research Accelerator Fund visit  
[redno.se/research](https://redno.se/research)

# Embracing special little moments

When my husband Sebastien and I found out we'd soon be welcoming a new member of our family, our lives were full of joy and excitement for the future.

But just one week shy of Dominic's due date, our world fell apart when we learnt that his heart had stopped beating.

What came next was an unexpected journey of immeasurable grief that engulfed our lives for what felt like an eternity.

**But thanks to your generosity, hundreds of families like mine could again honour our children together at this year's National Remembrance Service.**

Thanks to you, many families like Ashleigh's found comfort at our Remembrance Service



By  
Ashleigh Rousseaux, Bereaved Mother  
and Community Engagement Manager

This year's theme was 'An Unexpected Journey – The Embrace of Each Moment.' It immediately resonated with me and brought to mind so many parts of Dominic's story.

**Remembrance Services are a vital part of the grieving process for many parents. Coming together to remember lost little ones with others who truly understand is an incredibly healing experience.**

Through songs, lighting of candles and simply being together, our Remembrance Services provided comfort for families across the country, ensuring that no one feels alone in their journey of grief.

**Thanks to your support, this year we acknowledged the names and special dates of over 500 babies and children who have died.**

Each name represents a little life that is no longer with us and the cherished memories that will stay forever in our hearts.

At Red Nose, I am privileged to hear beautiful and heartbreaking stories of much-loved babies and children gone too soon. Hearing these often-untold stories is the biggest honour of my work.

**Thank you so much for supporting heartbroken families like mine and for making this very special Remembrance Service possible, so that we can honour our children and heal together.**

Read more about this year's special Remembrance Service at  
[rednose.org.au/news](https://rednose.org.au/news)

# Funding *lifesaving* Safe Sleep advice

By  
Libby Olifiers,  
First-time Grandmother



When it comes to Safe Sleeping for babies, there's a wealth of information out there and it's often hard to know what's correct or up to date.

**Thanks to you, Safe Sleep presentations help new parents and grandparents like me know how to keep our precious new babies safe.**

As a first time Grandmother, I attended the Pregnancy, Babies and Children's Expo to see all the new trends and advice.

I want to be an active part of my grandchild's life, just like my mum was for my children many years ago.

**I'll admit it was a little daunting and overwhelming at first. But then I noticed the Red Nose stand – they were presenting about Safe Sleeping.**

*Thank you for keeping babies safe every day!*



I'd recently had many discussions with friends about the preferred sleeping position for a baby, so I decided to listen in for a few moments.

As I stood there, it reminded me that learning and being open to current information was vital, because so much had changed since I was a new parent.

Topics included Safe Sleep, Tummy Time, Cot to Bed Safely and Safe Wrapping. It was friendly, and non-judgemental, with everyone wanting the same outcome – a healthy, happy baby.

The information was all backed by research and it took away my anxiety and left me with a strong sense of relief.

**Thank you so much for funding these vital education presentations and helping give me the confidence to be an active part of my grandchild's life. That is incredibly special and important.**

**Safe Sleep presentations are vital to give new parents and grandparents the tools they need to keep a new baby safe at home.**

Tiffany Fryett  
Senior Educator at Red Nose

Visit the Safe Sleep Advice Hub at  
[rednose.org.au/safesleep](https://rednose.org.au/safesleep)

# Help save little lives today

Having a new baby is a wonderful but often overwhelming time, and SIDS is still every parent's greatest fear.

With new research emerging all the time and a lot of misinformation online, it can be truly hard for parents to know who to trust when reading information about how to keep their baby safe.

We need your help today to fund more evidence-based Safe Sleep education and help spread awareness of lifesaving guidelines.

Everyone was giving me such conflicting advice, but speaking with Red Nose helped me feel confident that I understood how to sleep Becky safely.

Carmel,  
first-time mum



Your support helps new parents make safer choices for their precious baby

## Your \$30 helps keep babies safe by funding:

- Safe Sleep brochures for new mums in hospital so they have the advice needed to keep baby safe at home
- Calls to our Safe Sleep Advice Line, where parents can speak to trained Safe Sleep Educators
- Our 24/7 Online Advice Hub, visited by over 50,000 anxious parents each month
- Media campaigns and special Online Forums to combat misinformation in the community

## Yes, I will help save little lives today

- \$30 can help fund Safe Sleep brochures for new mums in hospital
- \$45 can help fund the Safe Sleep Advice Line for one hour
- \$85 can help fund a special online Q&A session with a Red Nose midwife
- I'd like to give \$  to support as many new parents and carers as possible

Donate online at:  
[rednose.org.au/donate](https://rednose.org.au/donate)

1300 998 698 | [rednose.org.au](https://rednose.org.au)  
Suite 4, 670 Canterbury Road SURREY HILLS VIC 3127  
ABN 81 462 345 15