Sudden infant death syndrome in London

On average four babies die, suddenly and unexpectedly, every week in the UK and no cause will be found. This is known as sudden infant death syndrome (SIDS). Increased awareness of safer sleep practices have led to a significant reduction in the number of deaths and rates have fallen by over 80% since the 1991 Back to Sleep campaign. However, four babies a week is still far too many. If all parents followed safer sleep advice many more babies’ lives could be saved.

According to the latest statistics released by the ONS this summer, 17 babies died from SIDS in the London in 2015 taking the SIDS rate from 0.19 per 1,000 in 2014 to 0.13 per 1,000. This is a great progress but more can be done to bring down the number of babies dying in your region by making sure all parents are educated on how to reduce the risk of SIDS.

The Lullaby Trust has been working hard to bring down SIDS rates over the past 25 years. With your help we can reduce infant mortality in London and move closer to achieving our vision of stopping all unexpected deaths of babies and young children.
What you need to do

WE ASK YOU TO TAKE 3 KEY ACTIONS NOW:

1. JOIN US FOR SAFER SLEEP WEEK 2018
Our annual Safer Sleep Week campaign takes place from 12-18th March 2018 and aims to reach as many families as possible with our life saving safer sleep advice. Running a Safer Sleep Week campaign in your area is an effective way to raise awareness of SIDS and equip parents with information on how they can reduce the risk. Set up a Safer Sleep week 2018 committee and plan your activities now! We have a range of resources to help you with your campaign including display packs and free Safer Sleep Week cards and publications, which are available to order from our shop.

For more information about Safer Sleep Week contact communications@lullabytrust.org.uk

2. SUPPORT YOUNG PARENTS
Babies born to mums under the age of 20 are 3 times more likely to die of SIDS so it is vital we reach this age group with our safer sleep advice. Little Lullaby, our award winning service for young parents, provides young and expectant parents with the opportunity to learn what they can do to lower the risk of SIDS as well as accessing peer support on all aspects of pregnancy and parenting. You can help by ensuring that midwives, health visitors and professionals who work with young parents let this vulnerable group know that this service is available: www.littlelullaby.org.uk

3. ENSURE ALL PROFESSIONALS KNOW THE ADVICE
Any professional coming into contact with families with young babies can make a difference. Health professionals are key, but others including housing, social care and emergency services have made a difference in some areas. The Lullaby Trust offers training and advice to staff who work with families with babies and young children.

You could run a SIDS training day for early year’s professionals - we can provide an expert speaker and training resources. Visit our website to find out more about our training: www.lullabytrust.org.uk/training

The Lullaby Trust is here to support you. We have a range of print and online information on all aspects of safer sleep and practices that can reduce the risk of SIDS, ranging from Easy Read cards (produced in 22 languages) to more in-depth information.

Support for bereaved families in your area

We continue to offer bereavement support services to families who have been devastated by the sudden and unexpected death of a baby or toddler through our helpline and befriending service.

For bereaved parents who go on to have another child we run the health visitor-led Care of Next Infant (CONI) scheme in conjunction with the NHS, which provides additional support before and after birth and funds the provision of specialist monitoring equipment for babies.

For more information about SIDS, our resources and any other area of our work visit: www.lullabytrust.org.uk

BEREAVEMENT SUPPORT: 0808 802 6868
INFORMATION & ADVICE: 0808 802 6869

Calls to our Helpline are free from all landlines and most mobile phone networks