

# Our impact

In 2024 – 2025, we took meaningful action to keep babies safe and grieving families supported. We are one step closer to a future where no baby dies suddenly and unexpectedly.

the  
lullaby  
trust

2024 – 2025:

## Protecting babies and supporting families



We supported over

**2,400**

people who contacted us for bereavement support



Our educational content, advice and support was seen over

**24 million**

times on our website and social media



We trained

**8,171**

professionals to empower families with our safer sleep advice



**718**

bereaved families and their new babies were supported through our Care of Next Infant programme



We sent out

**216**

essential safer sleep Bedtime Bundles to families living in temporary accommodation or in crisis situations



We answered safer sleep enquiries for

**2,360**

people and distributed **114,049** of our baby safety resources

## A life-long difference



Almost

**32,000**

babies' lives saved since our Back to Sleep campaign in 1991



**25,000**

babies have been enrolled onto our Care of Next Infant programme



**81%**

reduction in the rate of sudden infant death syndrome (SIDS)