

Our impact

2024 – 2025:

Protecting babies and supporting families

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

A life-long difference



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



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)