



**The Lullaby Trust**  
**IMPACT REPORT**

**2022-23**





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## WHO WE ARE



**The Lullaby Trust is a charity that saves babies' lives and supports bereaved families. Our vision is to end all unexplained infant deaths and for every family whose baby has died suddenly and unexpectedly to get the bereavement support they need.**

We reach millions of families with our expert information on reducing the risk of sudden infant death syndrome (SIDS); offer emotional support for bereaved families through our helpline and Befriending scheme; work with local healthcare providers to deliver the Care of Next Infant Programme (CONI) for bereaved families expecting a new baby and have invested over £12 million in research into why babies die suddenly and unexpectedly.

The work we have done has resulted in a drop of more than 80% in SIDS since 1991, saving the lives of around 30,000 babies.

In 2022 we implemented our new 4 year strategy. The strategy keeps the focus on our ultimate aim of eliminating preventable sudden infant death in England, Wales and Northern Ireland and supporting bereaved families. In keeping with this, our work is diversifying to not only focus on unexplained deaths but also other unexpected deaths that may have a cause, including sleep related accidents and illness. We are committed to supporting all families, whether the baby or young child's death was explained or not, for as long as they need.

### **The strategy outlines 3 key objectives:**

1. Saving more babies' lives
2. Improving bereavement support
3. Develop inclusively and sustainably

# OUR YEAR in numbers



Our social content  
appeared in over

**22 mil**

social media feeds



**309**

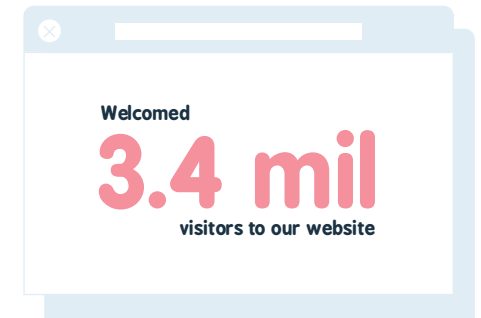
professionals contacted us  
for support on behalf of a  
family they are working with



Directly  
supported

**689**

bereaved families



Welcomed

**3.4 mil**

visitors to our website



Sent out

**185,619**

leaflets on safer sleep advice to  
parents, carers and professionals  
working with families



**89%**

of professionals who  
completed our training  
in the year said that the  
quality of the training was  
high and 86% identified  
changes they would make  
to their professional  
practice



Answered

**2,916**

safer sleep queries via  
our helpline and online  
channels

Matched up  
Befrienders  
with

**53**

bereaved families to  
offer peer-to-peer  
support during the year

Shared safer  
sleep information  
directly with

**587**

health professionals



Supported

**591**

families through  
the CONI programme



Safer sleep animations  
viewed over

**400k**

times

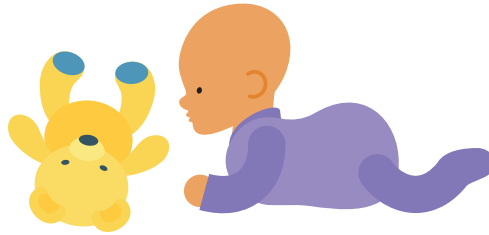


We trained

**1,564**

professionals in life-saving  
safer sleep advice

# SAVING MORE BABIES' LIVES



**Throughout 2022-2023, we have continued to grow our profile and online following, allowing us to reach an increasing number of parents with our safer sleep advice.**

Over the year, we had more than 3.4 million page views on our website, with our safer sleep advice pages receiving the most visits. We increased our Instagram following by 37% to over 74,000 followers and our Facebook followers by 25% to 99,000.

It was identified that during pregnancy is an ideal time to reach parents with safer sleep advice. We created a suite of antenatal resources, including a new area of the website specifically aimed at expectant parents, a new guide "Safer sleep from day one", and adverts running throughout the year in the Bounty guide, which is distributed to most

expectant mums when they attend their first appointment.

In March 2023, we ran our ninth Safer Sleep Week campaign to raise awareness of SIDS and our safer sleep advice. The campaign achieved 382 pieces of media coverage across print, online and radio. The success was also reflected on our social media channels with 2.7 million impressions on social media and an estimated hashtag reach of 2 million, generating over 179K engagements (likes, shares, comments, clicks). Over 200K people viewed the animation during the campaign and 100K people visited our website.

As part of our work to reach more vulnerable families or families of babies with a higher risk of SIDS, we worked with the Scottish Government to adapt our resources on premature and low birth weight babies for a Scottish audience. We also provided

safer sleep resources to Little Village Baby Banks to be distributed via their new baby bundles and sent a mailout to over 100 refugees letting them know about our services and resources.

We have expanded our advice to create resources for safer sleep during cold weather, when away from home, and for professionals working in early years settings. We also worked with the Office for Product Safety and Standards (OPSS) to create an updated product guide, including information on buying and using second hand products.

Through Little Lullaby, our young parent project, we have been working with the Maternity Consortium of the Sands and Tommy's Joint Policy Unit to provide resources for health professionals on working more effectively with young parents. This project got underway during the year with the aim of helping to address health inequalities by tackling some of the barriers to young parents engaging with antenatal and postnatal health services. The resource is young parent led and involved over 100 young parents and 100 health professionals.





# IMPROVING BEREAVEMENT SUPPORT

**The Lullaby Trust offers confidential support to anyone affected by the sudden and unexpected death of a baby or young child. We do this through our freephone helpline, email, resources, Facebook groups, befriending service and Family Days Out.**

At the beginning of 2023, we commissioned Fiveways, an external evaluation company to conduct research to better understand the needs of bereaved families after the COVID pandemic.

## **As a result of the research findings we have started to implement the following:**

- Mapping bereaved families' journeys.
- Resources for bereaved families - Podcasts, books and songs lists on our website.
- Sending 3, 6 month and 1 year 'thinking of you' contacts to families.
- The creation of a new trauma resource, which is now available on our website.
- Improving and updating the 'When a Baby or Young Child Dies Suddenly and Unexpectedly' booklet.
- Creating more Facebook peer support groups.
- Improved promotion of services, particularly across our social media channels.

The Care of Next Infant (CONI) programme provides emotional and practical support to bereaved families during pregnancy and throughout the early months of their new baby's life, allowing them to enjoy this special time and helping parents gain confidence in looking after their baby.

The CONI programme supported over 591 families in 2022-23. Families are invited to give feedback on their experience of the CONI programme. It shows that the support they receive from health visitors is highly valued, with 90% of respondents in 2022 finding it helpful or very helpful. Feedback suggests that the emotional and practical support provided by the CONI programme is greatly appreciated by families using the programme.



As part of the support we offer to bereaved families, we commit to offering every bereaved parent who has given us their details, the offer of a free family day out, once a year. They are held throughout the country at various venues, and allow families to spend time with their children, to remember their baby who died, and to access face to face information and support. Last year we held five days, which were attended by 248 adults and 235 children.



Hello,

**My name is Charlotte and I am Delilah's mum. Your support means the world to families like mine.**

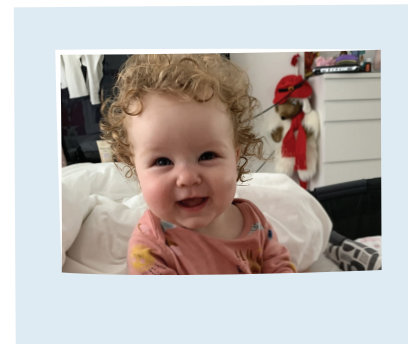
Delilah was a lively, curious little girl, so eager to learn about the world. I could tell she was outgoing by the way she would smile and try to entertain strangers, even at 6 months old. Delilah was like a little performer; she even learnt to dance by bending her knees, trying to jump.

It was the best gift becoming parents. Life went from mundane to full of light. Delilah gave us purpose. Motherhood came very naturally to me and I enjoyed every moment with her. She was my little best friend. Watching Joe become a father was a joy too. I have a video of him hiding down the side of the bed with Delilah crawling towards him, trying to find him. Her little laugh when daddy jumps out saying "boo" melts my heart. She was just becoming a



little person; her character was really coming out.

Immediately after Delilah's sudden death at just eight months old, I felt sick. I couldn't eat. My world went from high-contrast colours to a dreary grey. I wasn't sure how I was going to survive and I was terrified that it had been my fault: the guilt was unbearable. I thought I was in a bad dream and I couldn't let the reality



settle in that I would never spend a moment with her again. It's still raw, we both miss her so much. I look at children her age to try and imagine what she would be like. I try to picture her as a big sister to Daphne, our rainbow baby.

We have built our garden in memory of Delilah and planted an apple tree that fruits around her birthday. We hope to teach Daphne about her beautiful big sister by picking the apples and making an apple crumble together on Delilah's birthday each year. Even though Daphne has been a little miracle and has really brought light to our lives, life will never be simple again. It's now full of bittersweet moments where I am so thankful

for Daphne, but so hurt that Delilah isn't here.

Following Delilah's death, The Lullaby Trust were immediately there for us. We used their bereavement support helpline initially and then the Befriender scheme. Speaking to a Bereavement Support Adviser on the helpline helped me to understand that Delilah's death was sudden and unexpected. It wasn't something I had done, even though the guilt I felt had been completely normal. I also felt guilty for wanting to have another baby straight away, but my Befriender reassured me that this was a totally understandable reaction, as she felt the same following her son's death.

Knowing that The Lullaby Trust were there to listen and comfort was invaluable. So I just wanted to write to say thank you for helping to ensure that The Lullaby Trust can continue to be there for families like mine. And thank you for helping to change the future for babies like Delilah.

Charlotte

# DEVELOPING INCLUSIVELY AND SUSTAINABLY

Our current strategy sets out our core values, which are:



CARING



REASSURING



TRUSTWORTHY



DRIVEN

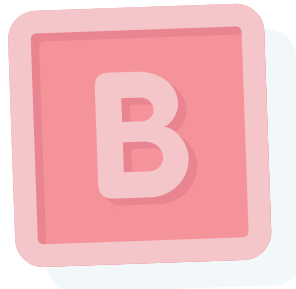
At The Lullaby Trust our values guide our behaviour and ways of working. Following on from the implementation of our 2022-2026 strategy, the staff team collaborated to produce *Our Values in Action* as a way to live our values in our everyday actions. The *Values in Action* are a way that we can talk about how we work together to support a positive environment, enabling us to deliver excellence, social engagement and make an impact.

To ensure all our information and advice is accurate and up to date, we have a Scientific Advisory Group, made up of experts in maternal, infant and child health, mortality and SIDS. The group evaluates the latest research and guidance and where we need to make changes to our existing advice. Any new advice and resources are reviewed by them.

As part of valuing, nurturing and growing our supporter base we commissioned two pieces of research; one into how to develop our communications to more fully engage with our supporters, and one specifically focused on our

individual giving programme. The conclusion of both pieces of work has allowed us to start implementing strategies to further personalise the experience our supporters have with us and our work.





## OUR FUTURE PLANS

**The latest figures on unexplained deaths in infancy were recently released by the Office for National Statistics covering 2021. The new figures show that the number of deaths increased from 162 (a rate of 0.26 deaths per 1,000 live births) in 2020 to 166 (a rate of 0.27 deaths per 1,000) in 2021. The ONS states that although the**

**number of SIDS deaths has gone up slightly, they have followed a general pattern of decline since records began in 2004.**

We are concerned that rising deprivation will lead to more babies dying and are continuing to adapt and create additional information and resources to reach vulnerable families and those at a higher risk of SIDS.

Our current 4-year strategy commits to a new focus around the wider risk factors associated with infant and child deaths. During the year 2022-2023 year the National Child Mortality Database detailed 6 modifiable factors for sudden infant death.

### These remain a key focus:

- Unsafe sleeping arrangements
- Smoking in pregnancy or in the household
- Alcohol or substance use / misuse
- Quality of service provision
- Poor home environment
- Domestic or child abuse / neglect

### Additional Factors:

- Infection prevention
- Explained deaths prevention

We are planning a range of activities and resources to address these key risks. We are also planning an Infection Prevention campaign in the Autumn. This is a new area of work for us after we took over the work of Kit Tarka, a small charity set up by bereaved parents Sarah and James in memory of their son Kit Tarka who died of HSV1 virus.

We will continue to build on the creation and delivery of high quality, accessible and relevant advice for families and

professionals. This year we intend to update our evidence on safer sleep advice, expand our advice to help reduce non-SIDS deaths, continue to reach more parents in the antenatal period with our tailored advice and work in partnership with other organisations to reach vulnerable families with a higher risk of SIDS.

We are currently working on developing our bereavement services and expanding our offering. We are creating a new strategy to enable bereavement support services to reach all families and a CONI strategy to further develop the programme.

We are entering another year of financial uncertainty but we remain focused on our strategic objectives, which will help us continue to save babies' lives and ensure all bereaved families receive the support they need.





# YOUR SUPPORT SAVES LIVES

In what has been a year of economic and wider societal turmoil, we would like to say an enormous thank you to the many supporters who in the past year have continued to give their time and energy to take part in an event, raise money or donate to support our life-saving work.



Here are some of the highlights from 2022/23:

£64k

The **Big Give Christmas Challenge 2022** saw our supporters generate over £64,000 to fund Little Lullaby for 10 months.



We were delighted to be able to cheer Team Lullaby runners on again at the **2022 Great North Run, London Marathon and Royal Parks Half Marathon**. A huge thank you to everyone who took on a challenge during the year, whether virtually or in person. Our London Marathon training day was once again kindly supported by **David Lloyd Clubs and the Chelsea Harbour Club**.

Our ambassador, the BAFTA-winning writer and comedian **Adam Kay**, continued his generous support of The Lullaby Trust into 2022/23 with post-show bucket collections at his performances of **This is Going to Hurt...MORE** where we were able to collect £27,000.

£27k

Our new event, **Little Lights Walk**, raised a fantastic £16,000.

£16k

**Simfest** raised a huge £35,000 during their 24/7 round-the-world simulated flight in 2022.

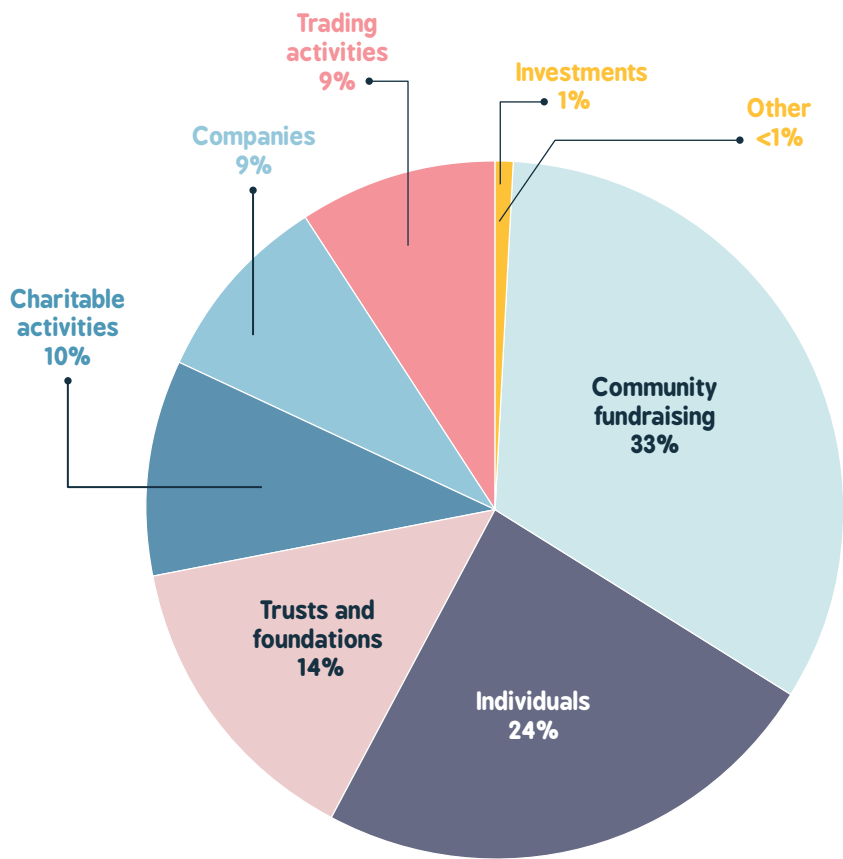
£35k



# INCOME

## Where our money comes from

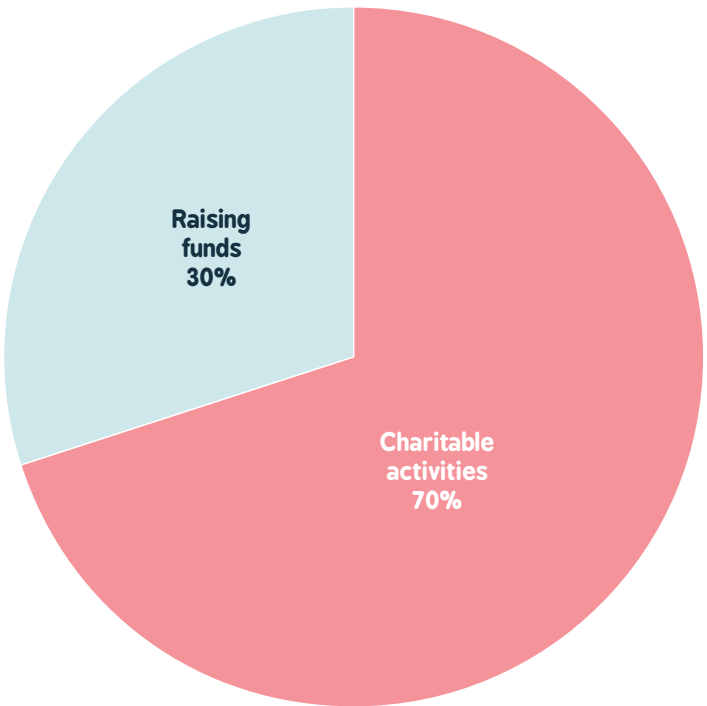
Thanks to the kindness of our loyal and generous supporters we generated net income of £1.4m in 2022/23.



# EXPENDITURE

## How we spent our money

This year we spent £1.4m (excluding the direct costs of our trading activities). For every pound we spent, 70 pence was spent on our charitable work and 30 pence was invested into raising funds to continue our work.



Financial information has been extracted from the full Annual Report and Consolidated Financial Statements which were approved by the Board of Trustees on 29 January 2024. These summary statements have not been separately audited.

# THANK YOU

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Thank you to all of our corporate partners and trusts and foundations who have funded our work this year, with particular thanks to **The H.O.B Charitable Trust** for their significant donation towards our core work.

In the year 2022/23 we were delighted to continue our strong partnership with **HALO (Aden and Anais)**, promoting our safer sleep advice to their UK customers, as well as **Naturalmat** who provide sustainable baby mattresses and **The Little Silk**, who sell baby bedding. We have also continued receiving support from **Nimans**, who provided 250 Snuza HeroMD baby monitors during the year to support The Lullaby Trust's Care of

Next Infant programme. We were thrilled to bring two new corporate partners on board; **Sweet Dreamers** and **iCandy World**.

Thank you to all the staff and hundreds of volunteers across the country who worked so hard to help The Lullaby Trust achieve its aims.



## Companies, Trust and Foundations and individuals offering pro bono services or donating £5,000 or more in 2022/23 include:

Adam Kay  
Adint Charitable Trust  
Andrew Foxall  
BBC Children In Need  
Childwick Trust  
Christine McParland  
Dandia Charitable Trust  
David Lloyd Leisure  
Edward J Baker  
Glenn and Geraldine Earlam  
HALO (Aden and Anais)  
iCandy World  
Kit Tarka Foundation  
Mark and Mandy Barson  
Moondance Foundation  
Naturalmat  
Nick Morris  
Nimans  
Richard and Marelyn Aylmer  
Schroder Charity Trust  
Simfest  
Simon and Catherine Rees  
Sweet Dreamers  
The H.O.B. Trust  
The Hodge Foundation  
The J E & J V Posnansky Charitable Trust  
The Julia and Hans Rausing Trust  
The Little Silk

The Scottish Government  
The Swire Charitable Trust  
Tom Mason-Elliott  
University Of Bristol  
White & Case

**A gift in a Will is a special, lasting way of supporting The Lullaby Trust's work. We are grateful to the following supporters for leaving us a gift in their Will:**

Robert Silverwood  
Ceinwan Vaughan







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