REDUCING SUDDEN INFANT DEATHS IN YORKSHIRE AND THE HUMBER

FEBRUARY 2022

the lullaby trust

safer sleep for babies – support for families

KEY STATISTICS FOR YORKSHIRE AND THE HUMBER

On average 4 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 has led to a significant reduction in the number of deaths and rates have fallen by 81% since the 1991 Back to Sleep campaign.

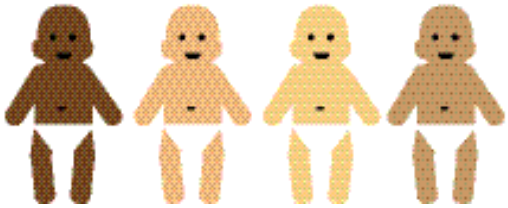
The latest results from the Office for National Statistics (ONS) showed that the average SIDS rate in England and Wales decreased from 0.32 per 1,000 live births in 2018 to 0.27 per 1,000 live births in 2019. In that time, the SIDS rate in Yorkshire and The Humber has increased from 0.43 per 1,000 live births in 2018 to 0.50 per 1,000 live births in 2019. Yorkshire and The Humber now has the highest rate of SIDS deaths in England and Wales.

This is very worrying and action must be taken to bring down the number of babies dying in your region by making sure all parents and professionals have access to information on how to reduce the risk of SIDS. If all parents followed safer sleep advice, many more babies' lives could be saved.

The Lullaby Trust has been working hard to bring down SIDS rates. With your help we can reduce infant mortality in Yorkshire and The Humber and move closer to achieving our vision of stopping all unexpected infant deaths.

347

SIDS claimed the lives of 347 babies in Yorkshire and The Humber between 2007 and 2019



0.50 per 1,000 live births

The current SIDS rate in Yorkshire and the Humber

86%

Around 86% of SIDS happen in the first 6 months of life

HOW YOU CAN HELP:

1 SUPPORT SAFER SLEEP WEEK 2022

Our annual Safer Sleep Week campaign takes place from 14-20 March 2022 and aims to reach as many families as possible with our life saving safer sleep advice. This year the campaign will focus on unsafe baby sleep products and practices popularised on social media, reminding parents and carers that all their baby needs is a clear cot for a safer sleep. 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. We have a range of resources to help you with your campaign including a digital information pack which is free to download and contains Safer Sleep Week posters, cards and publications, which are available to order from our shop. For more information about Safer Sleep Week contact communications@lullabytrust.org.uk

2 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 and 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.

3 SUPPORT VULNERABLE FAMILIES IN YOUR AREA

We know how hard it is for bereaved families to have another baby, particularly if their baby died suddenly and unexpectedly. It is common for parents to worry that the same thing will happen again. Working with the NHS, we run a national health visitor led service for bereaved parents. Our Care of Next Infant (CONI) programme supports families before and after the birth of a new baby. We need your support for this vital service to be commissioned and offer this vital lifeline to the most vulnerable families. For more information on how to do this visit www.lullabytrust.org.uk/professionals/care-of-next-infant/

The Lullaby Trust
www.lullabytrust.org.uk
Tel: 020 7802 3200
Registered charity number: 262191